AGENCY MANIA
S O L U T I O N S
Strategic Partnerships Delivered.

BriefDeliver™

An online agency briefing solution designed to improve the speed, consistency, and quality of input and guidance from clients to agencies.

Common Challenges

Agency feedback:

"We rarely receive briefs."

"Briefs are written as order forms instead of strategic assignments which stifles creativity."

"The brief changed but was never updated."

01 Client input brief is non-existent or quality is poor or lacks consistency and rigor.

Agency feedback: "Briefs should be more concise and have fewer, clearer objectives."

Agencies are often asked to start work before getting any brief, resulting in confusion, unjustified delays, and constant rework.

02 Client input brief lacks precision, often missing key data points or insight critical to guide agencies.

If the brief lacks clear success metrics or budget parameters, it can seem that the client used it to figure out their objectives, resulting in significant project misalignment and unmet expectations.

03 Lack of versioning control and timely internal workflow approval process.

Poor version control results in excessive resource allocations and cost inefficiencies.

Agency feedback: "We don't know what version of the brief we are using."

04 Lack of reporting and central repository of prior brief submissions.

Limited insight prevents continued improvement and effective decision making.

Agency feedback: "We have no idea how to measure the quality of our input brief."

How do we benefit?

Poor quality briefing is responsible for significant waste in agency fees and productivity, misguided work, and late-to-market execution. Lack of detail, consistency, or process can significantly impact agency briefing, leading to false starts, confusion, redundancies, resets, delays, and excessive agency fees. A one-stop, simple briefing solution leads to more effective client-agency communication, collaboration and greater alignment, generating higher performing work and more efficient use of resources, internally and externally.

Efficiency

Reduced man hours for entry and review time

Less guesswork

Streamlined agency engagement (fewer emails)

Alerts/reminders

Single sign-on (both client and agency)

Leveraging existing process to facilitate greater tool adoption

Improved Control

Versioning control throughout

Activity tracking and reporting

Audit-ready data/reports (print and pdf enabled)

Workflow approval process (optional)

Executive-level reporting summary

Accelerated Go To Market

Accelerated briefing submissions and updates

Real-time entries, updates

Accelerated reporting

Flexibility

Supports diverse briefing requirements (based on type of briefing needs and execution)

Ability to access library of briefs

Adjustments to region/country/business can be easily made
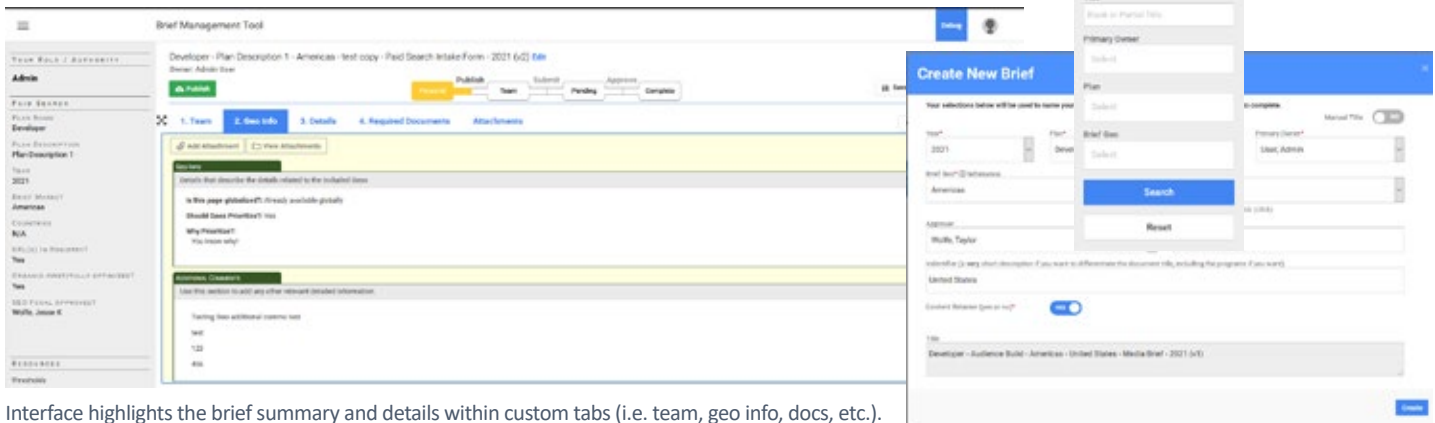
Better Work Performance

Enhanced client guidance and direction

Better insight into expectations

Improved agency ability to respond and deliver better work

Primary benefits of BriefDeliver™

• **Reduced waste, rework, and off-strategy execution.** Speed to market and fiscally responsible use of budgets are top of mind for marketers. No one can afford to be off strategy or waste precious and limited resources to get there. A consistent set of templates ensure that the right information is collected and shared with the agency when it's needed.

• **Accelerated go-to-market development.** The competitive nature of the marketplace and acceleration of go to market requires client teams to move rapidly and remain agile throughout the project. Easy access to templates and existing briefs significantly reduces the guesswork from the outset and provides them with all they need to communicate timely and effectively to agencies.

• **Productivity gain by clients avoiding manual entry and duplicative work.** A library of briefs and templates is available for quick reference and to speed up entry. Relevant information can be duplicated without requiring unnecessary or redundant entries, allowing clients to focus on value-added priorities.

• **Improved quality input translates into better work.** When agencies are clear about a particular assignment and have the necessary information from their client at the right time, they produce work that simply performs better.

How does it work?

• **An easy-to-access online agency brief library** - with search features, pre-set templates, and the ability to build new briefs - automates manual, labor-intensive tasks and enables consistent client input for the work, resulting in clear expectations.

• **Templates can be used offline** once printed or saved as a PDF for easy archiving and reference

• **The tool is uniquely matched to each organization's custom briefing process** with a consistent a systematic workflow of activities and approvals, including version control and automatic reminders to ensure on-time delivery. This increases productivity, reduces uncertainties, and encourages improved guidance and collaboration.

• **Robust administrative and custom- reporting functionality** provides complete monitoring of briefing activities for greater transparency, higher productivity, and mutual accountability.

Interface highlights the brief summary and details within custom tabs (i.e. team, geo info, docs, etc.).

The Result

Performance
Improved work quality and performance.

Transparency
Greater transparency and improved effective decision-making.

Access
Accelerated and improved access to actionable information.

Cost
Cost efficiencies in terms of improved leverage and go-to-market timing.

Reporting
This allows quick, ongoing monitoring and access to brief-related KPIs.

Use a simple interface to develop, submit and review briefs.

Search for a brief using custom filters or create a new brief using standardize templates to drive consistency and completeness.

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