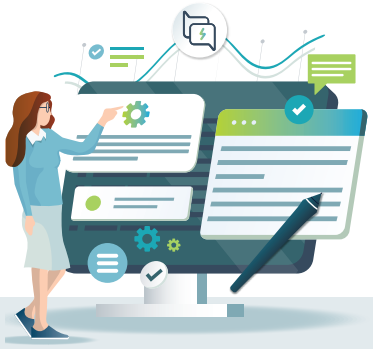
SOLUTION
Overview

Agency Briefing Solution

AGENCY MANIA™ SOLUTIONS



BriefDeliver™

BriefDeliver™ is an agency team briefing solution designed to improve the speed, consistency, and quality of input and guidance from clients to agencies.

How Do You Benefit?

Poor-quality briefing is responsible for significant waste in agency fees and productivity, along with misguided work and late-to-market execution. When briefs lack detail, consistency, or process, it can lead to false starts, confusion, redundancies, delays, and excessive spend.

BriefDeliver standardizes how client teams capture, approve, version, and share briefs—ensuring agencies receive actionable guidance at the right time. Structured templates, workflow controls, and centralized reporting strengthen the briefing process across every region, brand, and agency partner.

Key Benefits Of BriefDeliver™

Operational Efficiency

- Reduced man hours for entry and review
- Less guesswork and streamlined agency engagement
- Alerts/reminders, with single sign-on for client and agency
- Reduced waste, rework, and off-strategy execution

Improved Control

- Versioning control throughout
- Activity tracking and reporting
- Audit-ready data and reports (print and PDF enabled)
- Executive-level reporting, optional workflow approval process

Accelerated Go-to-Market

- Accelerated submissions and updates
- Real-time entries and updates
- Easy access to a library of templates and existing briefs
- Adjustments to region, country, or business made easily

Better Work Performance

- Enhanced client guidance and direction
- Better insight into expectations across diverse briefing types
- Improved agency ability to respond and deliver
- Leveraging existing processes to drive tool adoption

Built to Address Your Pain Points

Your Challenge:
Lack of a structured briefing process leaves briefs inconsistent and incomplete.

Resulting In:
Significant waste, misalignment, false starts and rework.

BriefDeliver Drives Operational Efficiency

Your Challenge:
Work is difficult to manage and track without proper versioning control, timely approvals, or a centralized repository for templates and prior briefs.

Resulting In:
Confusion over which brief is current, with no audit trail or reliable source of truth for reporting.

BriefDeliver Provides Improved Control

Your Challenge:
Tight timelines push teams to brief agencies before the work is finalized.

Resulting In:
Confusion, delays, and constant rework that push execution late to market.

BriefDeliver Accelerates Go-to-Market

Your Challenge:
Briefs lack precision, often missing key data points, success metrics, or budget parameters that guide agency work.

Resulting In:
Agencies struggle to measure brief quality or deliver against unclear expectations.

BriefDeliver Enables Better Work Performance

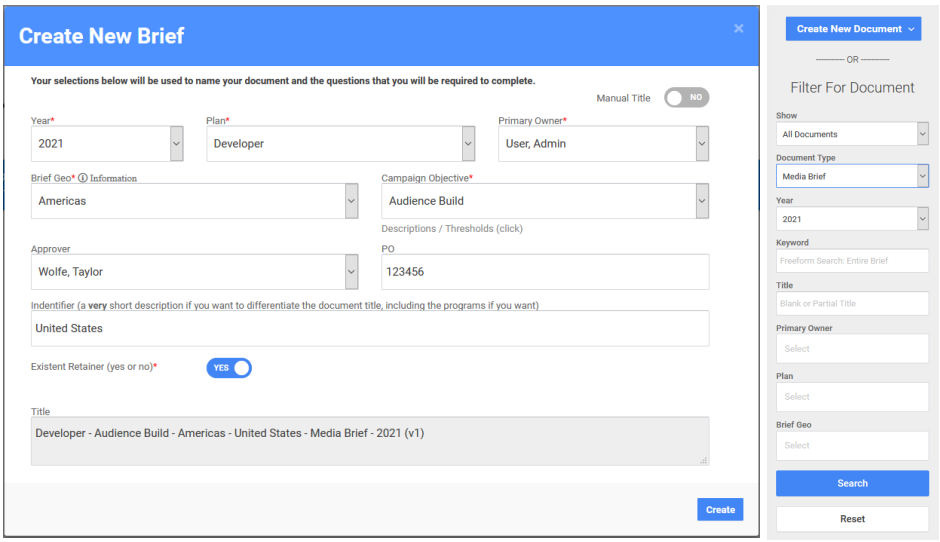
How Does It Work?

• **An easy-to-access online agency brief library** with search features, pre-set templates (creative briefs, media briefs, etc.), and the ability to build new briefs. Relevant information can be duplicated to avoid redundant entries.

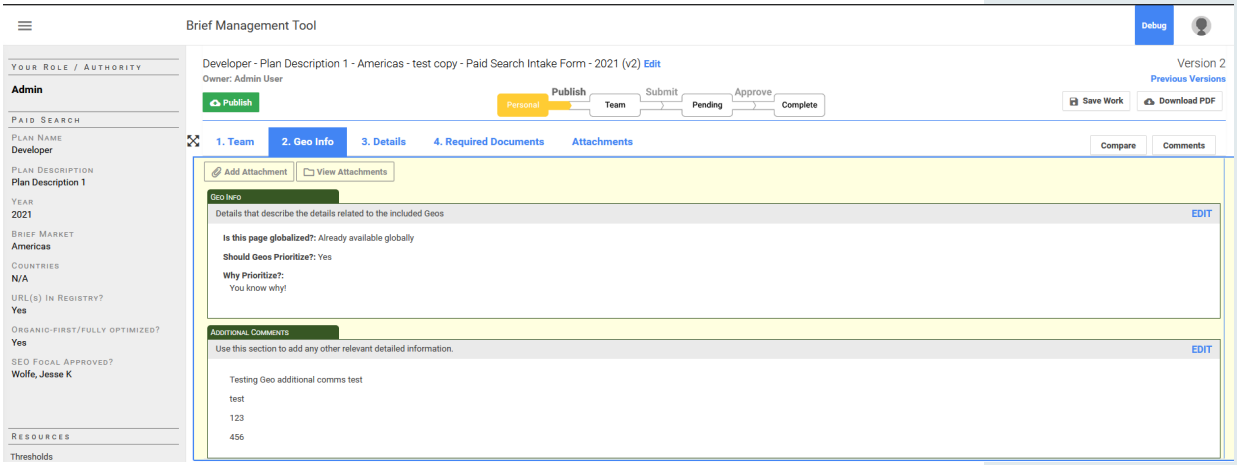
• **Templates can be used offline** once printed or saved as a PDF for easy archiving and reference.

• **The tool is customized to match each organization's unique briefing process.** A systematic workflow governs briefing activities and approvals, including version control and automatic reminders to ensure on-time delivery.

• **Robust administrative support and custom reporting functionality** provide enhanced monitoring of briefing activities for greater transparency, higher productivity, and mutual accountability.



Search for a brief using custom filters, or create a new brief using standardized templates to drive consistency.



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

Why Better Briefing Matters

Higher Quality Marketing
Clear, focused communication enables better marketing results.

Reporting
Ongoing monitoring and quick access to brief-related KPIs.

Better Decision-Making
Improved visibility and coordination across marketing channels.

Cost Efficiencies
Less rework and substantial cost savings.

Improved 'Speed to Market'
Efficient approval cycles and access to actionable information.

Our clients' continued accomplishments result from cutting-edge practices in the area of agency management. See how stronger relationships contribute to better marketing.

Contact us at **agencymania.com** or email us at **info@agencymania.com** to learn more.

AGENCY MANIA SOLUTIONS

© Agency Mania Solutions. All rights reserved.