Optimising Marketing and Media Spend

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| **Issue** | **Very Relevant** | **Relevant** | **Not Relevant** |
| Agency remuneration |  |  |  |
| Performance-based remuneration |  |  |  |
| Post-campaign tracking: tools and effective communication |  |  |  |
| Implementing best practice media planning |  |  |  |
| Accountability and clarification of media spend |  |  |  |
| Negotiating contracts with agencies |  |  |  |
| Reach and frequency measurement tools |  |  |  |
| Educating the media agency on your business and its requirements |  |  |  |
| Integrating media and creative strategy with strategic planning |  |  |  |
| Agency compliance audits |  |  |  |
| Transparency: media agencies revealing true cost analysis |  |  |  |
| Framework and methodology of media analysis |  |  |  |
| Linking creative spend to media spend to campaign outcome |  |  |  |
| Agency value management |  |  |  |
| Emerging technologies: assessing SMS, internet, Pay TV efforts effectively |  |  |  |
| Utilising alternative forms of media: e.g. ambient |  |  |  |
| Quantifying the unquantifiable: outdoor media |  |  |  |