



Case Study

Targeting Marketing Spend

Background

The Marketing department of the Client, a major player in the provision of financial information services, had splintered programmatic controls on its use of marketing support providers, (i.e., creative agencies, direct mail/response programs, premiums, and print/production), fostering an environment in which many marketing support providers charged undiscounted rates for a myriad of small production jobs. In a two year period, the client had begun to put in place a process for controlling the marketing process, but this effort was still underway.

Industry:
Financial Services

Spend:
\$30M

Timing:
90-day assessment

Challenge

The Client's Marketing division approached JVKellyGroup with a request to provide and execute a strategy to drive savings in the Marketing area. This strategy would have to be sensitive to the many established relationships held by the Client's professionals with the many marketing support providers, and would take place in a Marketing organization dealing with significant internal change.

Response

JVKellyGroup reviewed historical expenditures for Marketing-related activities to determine which relationships were the most meaningful and most likely to deliver savings, and interviewed various Client marketing professionals to understand the scope and sensitivities of the exercise. JVKellyGroup proposed a range of solutions, centered around vendor consolidation, process improvement, and establishment of new or renegotiated contractual relationships with a core group of qualified "Preferred Suppliers."

Result

Through JVKellyGroup's assistance in the vendor selection and consolidation process, the overall number of marketing support providers was cut to less than ten, and significant discounts have now been made available to the Client's Marketing effort. Suggested improvements to the Client's Marketing printing and production infrastructure also anticipate significant savings.

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