



## 3MO COLLAB

### A TOOL TO MEASURE THE PERFORMANCE OF BRAND-AGENCY RELATIONSHIPS

Most brands believe agencies play a key role in their overall success, as agencies help them drive and achieve their business goals. Most agencies invest heavily in brand relationships and view this as a crucial element for their business success. Making brand-agency relationships effective, however, requires constant evaluation; to provide essential, regular pointers that stop minor problems escalating into major issues. An evaluation not only highlights each other's strengths and areas of improvement; it also serves as a reminder of what is expected from each other in the workplace.

#### **The stronger the relationship, the better the results.**

A WFA Survey highlights that over 93% of brands state that "Measuring Agency Performance is Important". Yet, 85% do NOT give a high score to their Performance in this area". 3MO is committed to stimulate these evaluations to guarantee better performing and thus longer lasting relationships.

#### **COLLAB: AN ONLINE PERFORMANCE MEASUREMENT TOOL**

COLLAB is a tool that generates the right 'conversations' and identifies the need for corrections on brand and agency side.

This might include:

- Re-alignment on goals or objectives
- Revisiting 'rules of engagement'
- Fine-tuning team make-up
- Improving skills sets
- Refining the process

#### **PRINCIPLES**

##### **1. PERFORMANCE DIMENSIONS**

We believe there are 3 key dimensions that make a relationship performant and long lasting. This belief stems from in-depth needs analysis and research. The 3 key dimensions are valid for all types of agencies.

- **EXPERTISE:** parameters linked to the effectiveness of the relationship
- **PROCESS:** parameters linked to the efficiency of the relationship
- **ATTITUDE:** parameters linked to the overall chemistry and value alignment





## 2. SCOPE

A relationship involves 2 parties. Although the COLLAB tool can be activated one way, preference goes to a mutual evaluation (180°) to understand both partners' perspective.



The COLLAB tool can also be activated to add a self-evaluation from each party to gather greater insights and context (360°).

## WAY OF WORKING

### 1. MEASURE (COLLAB 180°)

- Online survey with 30 questions (10 parameters for each dimension: Expertise, Process, Attitude)
- Survey link to Google Forms given to a list of team members chosen by Agency/Brand
- The survey takes 15-30 min to complete (including adding verbatims if/when needed)

### 2. ANALYSIS & REPORT (COLLAB 180°)

The results are analysed, and a report is generated including:

- the overall evaluation results
- the results per dimension (expertise, process, attitude)
- the detailed results per questionnaire
- the verbatims to provide context.

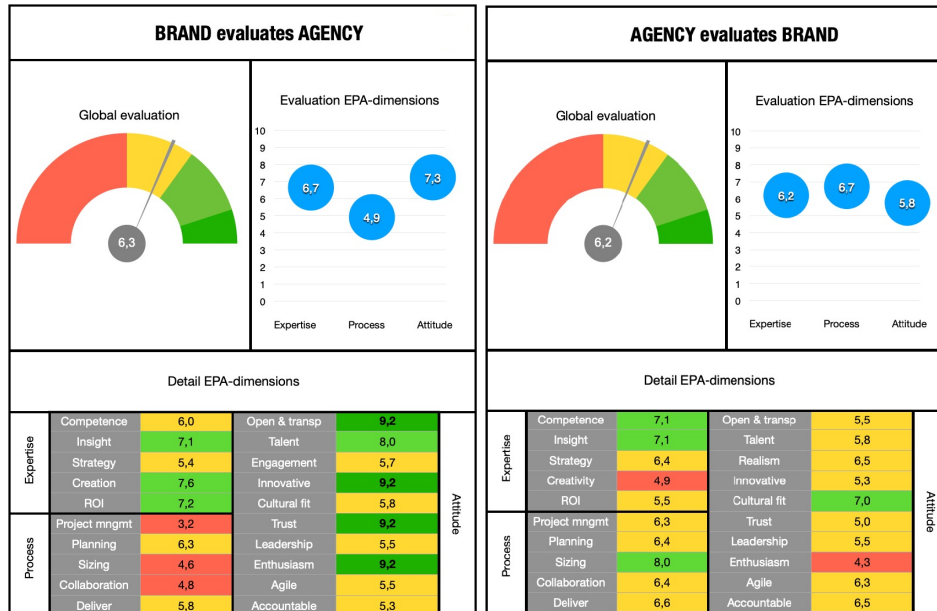
Issues affecting collaboration & alignment are highlighted in a summary.

Results are available 1 to 2 weeks after the survey closes, with overall, per dimension and per question data and verbatim comments.



The global data are imported anonymously in the COLLAB market database for the calculation of national benchmarks.

## REPORT EXAMPLE



### 3. DRIVE CHANGE (optional additional workshop)

In an evaluation process, context and interpretation are very important. Therefore, we can perform on request a more in-depth analysis that leads to solutions and concrete improvements. Our analysts will perform 3 extra live interviews with the brand and 3 with the agency to better understand the context. The top 5 strengths and the top 5 areas for improvement will be identified. During a workshop, all the elements are presented in detail and a concrete action plan to drive change is agreed. In this way, the relationship between brand and agency is further optimised and strengthened.



## SUMMARY

Outcome of the **3MO COLLAB** performance measurement tool:

- **EASY**

The tool makes it easy to collect information for the evaluation from the different stakeholders at brand or/and agency side. After a week you have a complete view on the status of the relation.

- **COMPLETE**

All aspects of a relationship are evaluated. Not only the tricky ones or the easy ones. Room for improvement is easily pinpointed as well as the strong points. The brand can highlight priorities.

- **IMPROVING AGENCY RELATIONSHIP**

Both brand and agency feel connected through the discussion of common goals and responsibilities. This tunes in on the notion that the majority of brands and agencies believe that each other's successes help drive their mutual business goals.

- **MAXIMIZING MARKETING INVESTMENT**

Being able to assess performance, helps to ensure the agency and the brand that it is working as effectively and efficiently as possible.

- **PERFORMANCE IMPROVEMENT AND VISIBILITY**

Agencies can identify key development needs, thus aiding in improving the quality of their work and service.



## PRICING

### **COLLAB 180° - €3.500**

The cornerstone of all evaluation exercises. The 180° bi-directional survey and a full report.

### **COLLAB 180° subscription – €3.000 per survey**

A subscription by the advertiser for a (semi-)annual COLLAB 180° survey with a selected agency for the duration of the agency contract.

### **COLLAB 180° 5-pack – €3.000 per survey**

### **COLLAB workshop – from €6.500**

In depth analysis that leads to solutions and concrete improvements.

Elements that may be included:

- 2 extra COLLAB self-assessment surveys (leading to a 360° evaluation)
- 6 extra qualitative live interviews (3 brand / 3 agency)
- In-depth analysis & data-mining
- half day workshop to drive change.

This is on top of a COLLAB 180° survey.

Final quotation will be dependent on desired scope.

### **COLLAB additional question – €2.500 set-up, €250 per extra question**

Extra questions can be added to the questionnaire. The output will be presented in a separate report.

### **COLLAB pdf questionnaire - €100 per form**

In case the respondents don't have access to Google Forms, they can fill-out the questionnaire in a pdf document.

### **COLLAB results presentation on site - €750**

A live presentation of the results for your management or team