



8 July 2014

## **ARE YOU GETTING THE MOST FROM YOUR MARKETING SUPPLIERS?**

**Paperhat has partnered with leading industry publication *Supply Management* to run an online webinar on tendering for marketing services and other complex categories.**

**Heads of Procurement and Heads of Marketing Communications are invited to join “Rip up the RFP”, a free webinar on Thursday 17 July at 1pm which will question whether traditional recognised tendering processes are robust enough to cover the many categories in marketing procurement, which increasingly cross over into other service sectors. Adam Jacobs, MD of V4 Services, will join Ian Sullivan from Paperhat and Peter Rowe, Sourcing Manager (Marketing) from Royal Bank of Scotland.**

**Chaired by *Supply Management* magazine the panel will debate how best to optimise and align the RFX process to deliver a lower cost of ownership and improved ROI, how to make the scope wide enough to meet an organisation’s future needs and how to encourage innovation and proactivity from partners in the supply chain.**

The way that customers engage with products and services and the organisations that produce or provide them has changed substantially in the past five years.

Digital media channels continue to grow and smartphone penetration will reach 75 per cent <sup>1</sup>of the UK population this year, with tablet penetration following quickly up the ranks at 50 per cent.

At the same time, organisations and companies whose customers span the generations from post-war to Generation Z, have an increasing challenge of ensuring that their marketing and communications are highly targeted and use the right channels to reach, get the attention of, and increasingly collaborate with their intended audience.

But while new digital channels, apps and technology hit the market, enabling quicker and easier communications and conversation, – are those in charge of buying marketing services, Heads of Procurement and Heads of Marketing Communications, keeping track of changes in the marketplace to be able to buy the marketing services they require to deliver their intended outcomes?

From a procurement perspective there can be a mistaken desire to rationalise the supplier base to drive down cost and introduce consistency with the unintended consequence of a single supplier appointed for three years to do all design, all print and with little in the way of innovation.

There is no doubt that large multi-service marketing agencies can fulfil many requirements but how sure are we that the appointed supplier can carry out all marketing regardless of the audience, whether that’s primary aged children or those in their 80s and 90s? How much consideration was given to the outcomes required and the necessary experience (and evidence of such experience) to deliver?

One great thing about marketing and communications as an industry is that it is constantly evolving. There are many suppliers from multi-nationals to micros; there’s ample creativity and

---

<sup>1</sup> Source: Internet Advertising Bureau



innovation and plenty of choice of sector specialists. Those who know and understand the teen market, the next latest thing, what movies and pop stars are current will be different to those who understand how to engage multiple stakeholders in a town centre regeneration scheme.

Your suppliers are an extension of your in-house team, they are your partners in delivery, so make sure you take the time from the outset to:

- Be clear about the issue you are trying to solve / your objective
- Research the supplier market before going out to procurement
- Ensure you check out the evidence of what the suppliers have delivered previously and their approach to meeting your objectives
- Take references from their clients, do they deliver?
- Find out how their technology will improve your internal processes? i.e. feedback on proofs, version control, management of the approval process etc

Interested in joining the debate? Attendance at the webinar is free by registering at <http://bit.ly/1iuDRGR>

Contact details:  
Sally Howe  
[www.v4services.co.uk](http://www.v4services.co.uk)