



# Marketing as the Architect of Growth

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Global Head and VP

Marketing Planning and Office of the CMO



PARTNERSHIP







# Rebuilding the Foundation



 BMT as  
Single  
Source

 Mktg  
Resource  
Mgt

 Feeder  
Systems and  
Flow

 POE And  
Budget  
Analysis

Budget Initiatives  
Activity Management  
Spend  
Purchase Request Alignment  
Commitments  
Validation

Global Business Groups  
Markets Marketing Leaders  
Ops/Budget Owners  
Campaign/Project Managers  
Marketing Finance

HP Agency Marketplace  
Procure360 (PO Creation)  
HP Dynamics  
Eloqua  
GRM

POE Dashboard  
Agency \$ Actuals and Analysis  
Utilization Reports  
Activity Reports

TODAY'S MARKETING WORKFLOW PROCESS



# IMPROVING OUR PROCESS



# Reaching New Heights





# 10 E2E Workflow Hacks That Will Put Your Initiatives Into Action!

Step-by-step hacks to simplify the essentials from start to finish.

DOWNLOAD: 10-03-2020  
Marketer WF.JPG



## Planning



- Strategic Planning
- Alliance Partner Programs
- Budget /BMT
- Percolate



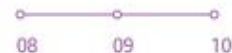
## Initiative Activation



- Agency Management
- Statement of Work (SOW)
- Purchase Order (PO)



## Reporting



- Invoicing & Accruals
- Proof of Execution (POE)
- Performance Dashboard



## Planning

Steps 1-4 cover developing initiatives that align with and drive strategic planning objectives, sourcing and scoping budget including any applicable Alliance Marketing Development Funds, uploading budgets into the Business Management Tool (BMT), and managing initiative content creation through Percolate.



Watch Training Video  
Duration 05:00

01

02

03

04



# CONNECTING & IMPROVING SYSTEMS



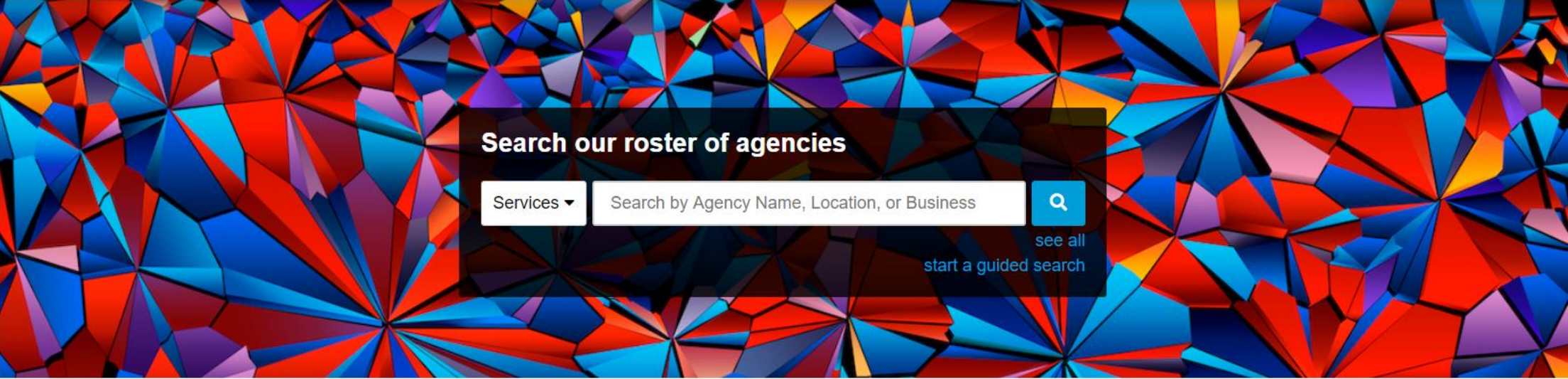


500 to 200 agencies

26 to 12 commodity codes



- Home
- Search Agencies
- Search People
- My Network
- Add Agency
- Help



### Search our roster of agencies

Services ▾ Search by Agency Name, Location, or Business

see all start a guided search

- Search**  
Filter by Category, Location or Service. Or, just browse HP agencies!
- Engage**  
Engage with HP agencies & follow your favorites.
- Review**  
After working with an agency, tell HP users about your experience.

Start a Search

Support



## Ivory Worldwide

✓ Worked With

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Worked With (14)

Harj Sandu with 13 others

TSE Exhibits & Technical Services, TSE Management & Audience Management



Start Work

TSE Exhibits & Technical Services, TSE Management & Audience Management

51 - 100 Staff

France, Germany, Spain, Swi... [show more](#)

[ivoryworldwide.com](http://ivoryworldwide.com)

London, UK

Veteran, Woman Owned

1 Other location



### Approved Services

#### Commodity Code(s)

TSE Exhibits & Technical Services

TSE Management & Audience Management

### Approved Service Locations

France

Germany

Spain

Switzerland

UK

USA



- Home
- Search Agencies
- Search People
- Add Agency
- Reports
  - Agency Onboarding Report
  - Agency Owner Diversity Report
  - Agency User Onboarding Report
  - Example Dashboard
  - Important Events
  - User Business Report
  - User Onboarding Report
  - Worked With Suggestions Report
- Admin
- Settings
- Help

## Agency Performance

### Top Overall

CCI (Consumer Connections, Inc.)	5.0	★★★★★
Adcetera	5.0	★★★★★
Huella	4.9	★★★★★
Infinity Marketing Team	4.9	★★★★★
ALERT	4.8	★★★★★

### Bottom Overall

Genesis Ad Co Ltd	2.3	★☆☆☆☆
PHD	2.8	★★☆☆☆
Dentsu Inc.	3.3	★★★☆☆
Brave Bison	3.3	★★★☆☆
Innokids	3.3	★★★☆☆

### Top Value For Money

ALERT	5.0	★★★★★
Polymus sp. z o.o.	5.0	★★★★★
Huella	5.0	★★★★★
Creative Arts Communications	5.0	★★★★★
TBWA	5.0	★★★★★

### Bottom Value For Money


Hotcakes	2.0	★☆☆☆☆
PHD	2.9	★★☆☆☆
Anonymous Content	3.0	★★★☆☆
Edelman	3.6	★★★★☆
Fred & Farid	3.8	★★★★☆

### Top Creativity

Anonymous Content	5.0	★★★★★
Grupa Media Plus	5.0	★★★★★
Huella	5.0	★★★★★
Furia	5.0	★★★★★
CCI (Consumer Connections, Inc.)	5.0	★★★★★

### Bottom Creativity

Genesis Ad Co Ltd	1.5	★☆☆☆☆
PHD	2.3	★★☆☆☆
Sarawak La	2.5	★★★☆☆
Communication (ex Infomash)	2.5	★★★☆☆
Brave Bison	2.5	★★★☆☆
EG+	2.7	★★★☆☆

 **Horacio Miranda**  
Head of Marketing, North America - posted 3 months ago

“Your go-to strategic agency for China!”

Gaming, Gen-z thin and Light, SMB - May 2019

Overall ★★★★★

Value For Money ★★★★★    Creativity ★★★★★

Quality ★★★★★    Communication ★★★★★

My go-to agency for best in class strategy, influencer and experiential marketing, and just the more advance approaches to attack the China Market. FF China was behind our most transformational work to establish The Omen Brand in China, and some of the best campaigns we deployed in Home... [show more](#)

Services: Advertising, Experiential Marketing, Influencer Marketing, Marketing Strategy, Naming Brand Strategy, Social Marketing Strategy

Thank you and good luck architecting  
your partnerships  
that support you rebuilding your  
processes and systems to be more  
Marketer friendly

<https://www.linkedin.com/in/tarajagen>

