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The Business Case for Relationship Management

July 15, 2020

Introductions

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Background

What is Relationship Management?

In the context of advertising, relationship management is “the supervision and maintenance of relationships between a company and its external partners.” More simply put, relationship management is what guides the over-arching client-agency partnership.

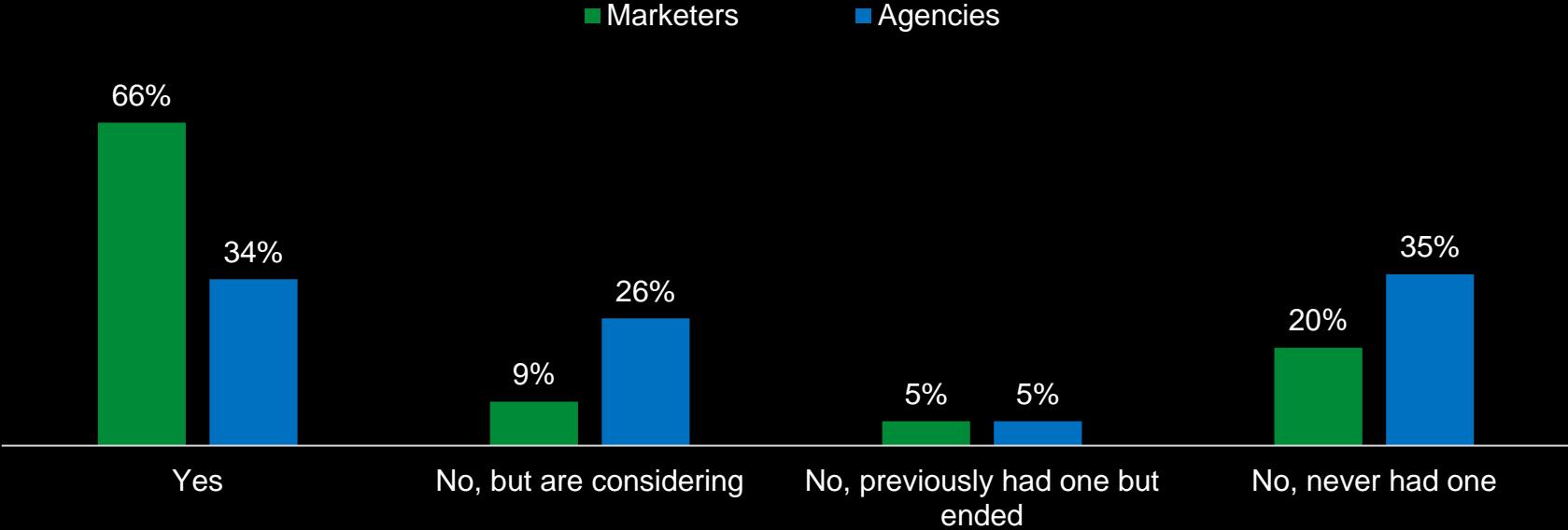
Why is it Important?

The health of an agency/client relationship is built on trust. It is in both party’s best interests to maintain a long-term successful client-agency relationship. Both marketers and agencies spend a great amount of time, energy, and expense establishing a relationship, including conducting the initial agency search to find the right partner.

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Key Findings

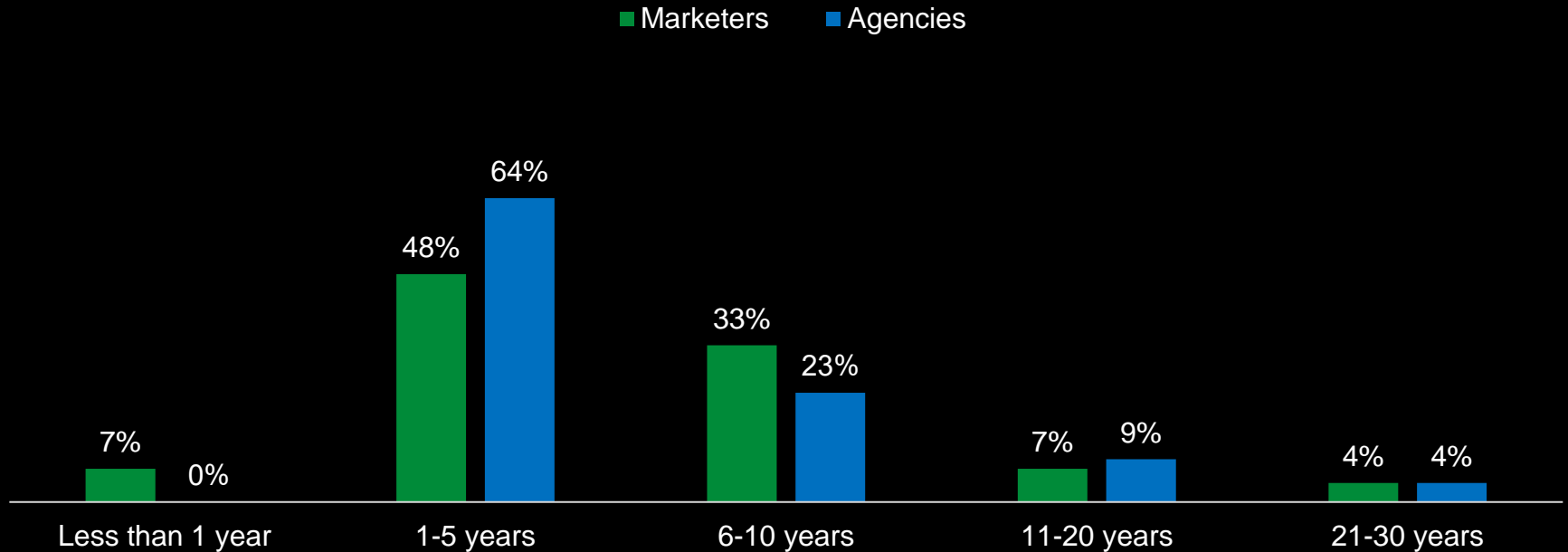
Existence of Formal Relationship Management Program



Q: Do you have a formal Relationship Management program in place? (with any of your top five clients — agencies)



Age of Relationship Management Program

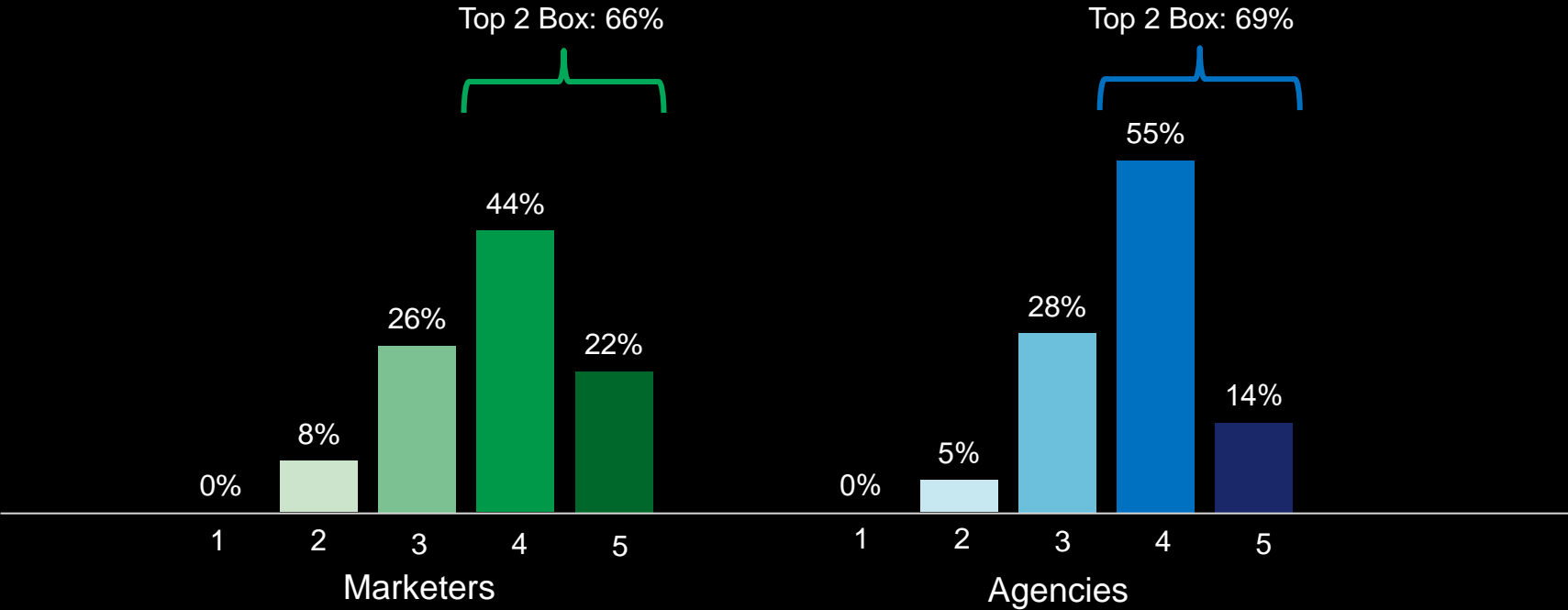


Q: How long ago was your current Relationship Management program established?

NOTE: Numbers may not add up to 100% due to rounding.



Overall Satisfaction

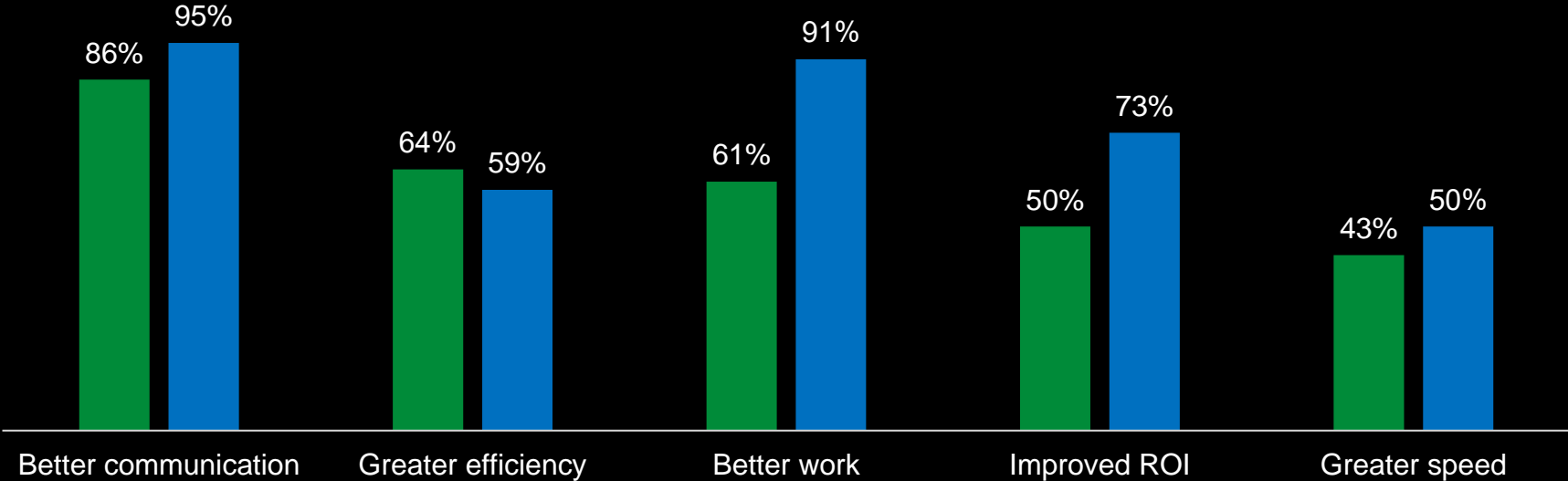


Q: How satisfied are you with the overall effectiveness of your Relationship Management Program?
NOTE: Rated on a scale of 1-5, where 5 is Completely Satisfied. Numbers may not add up to 100% due to rounding.



Key Benefit Satisfaction

■ Marketers ■ Agencies

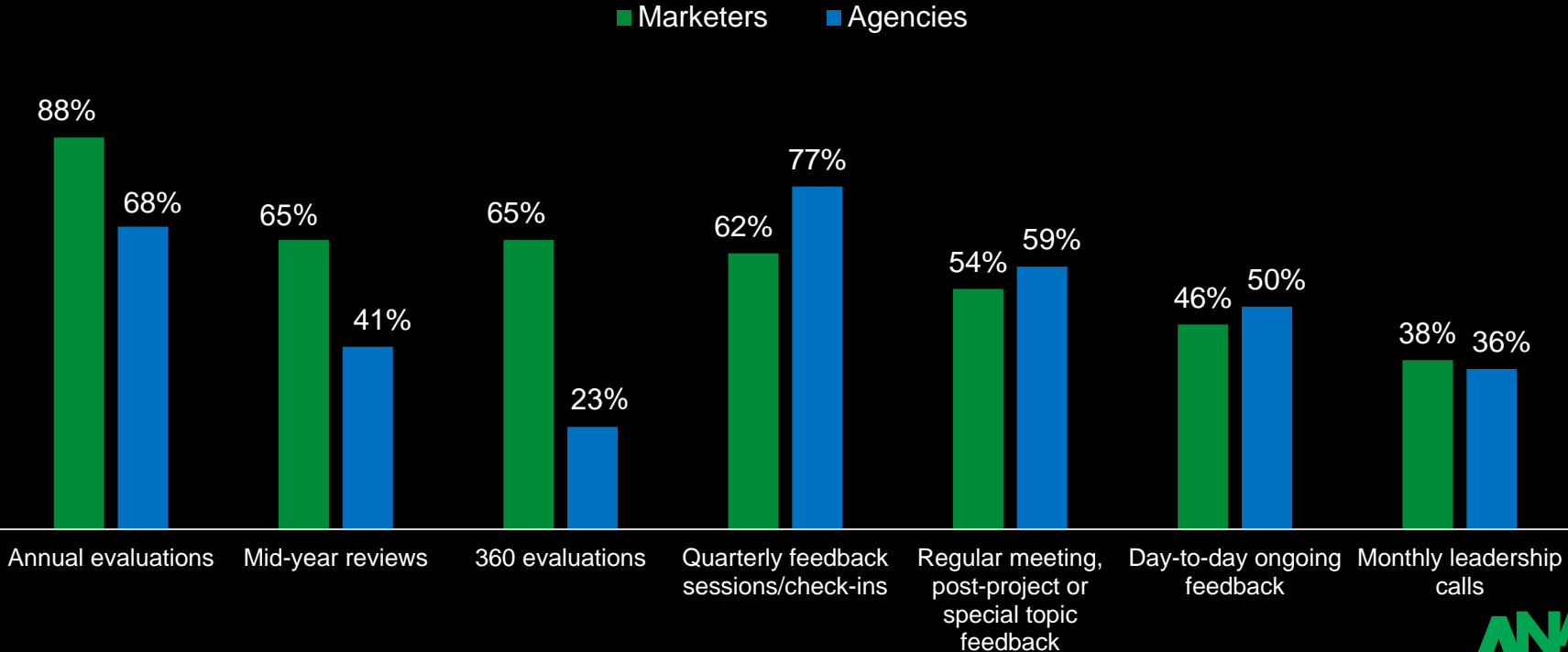


Q: What is the level of satisfaction regarding the key benefits of having a Relationship Management program in place?

Note: Only top-two boxes (4-5) on a scale of 1-5.



Relationship Management Program Components

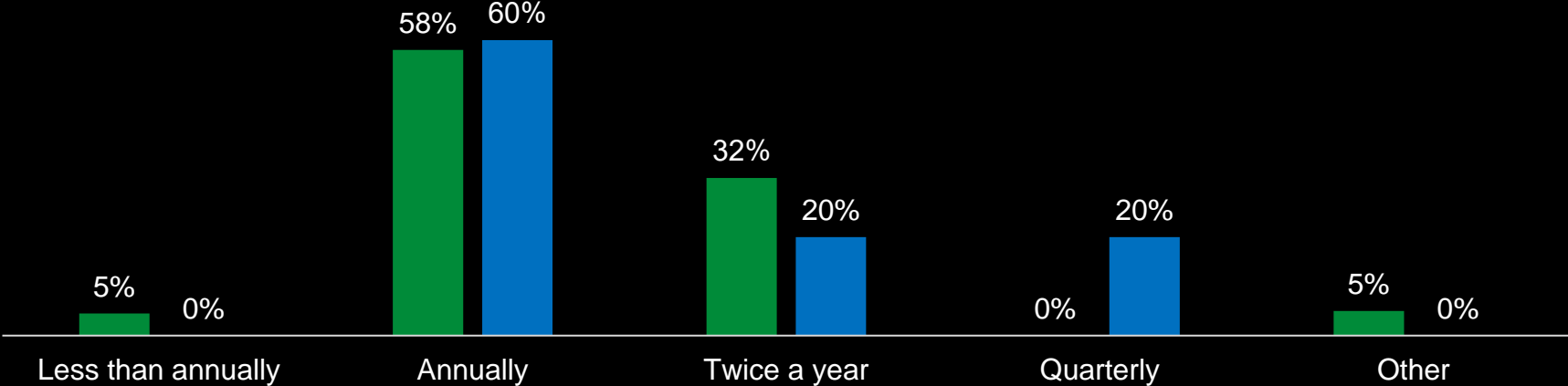


Q: A Relationship Management program can have a number of different components. With which of the following components do you engage?



Frequency of 360° Evaluations

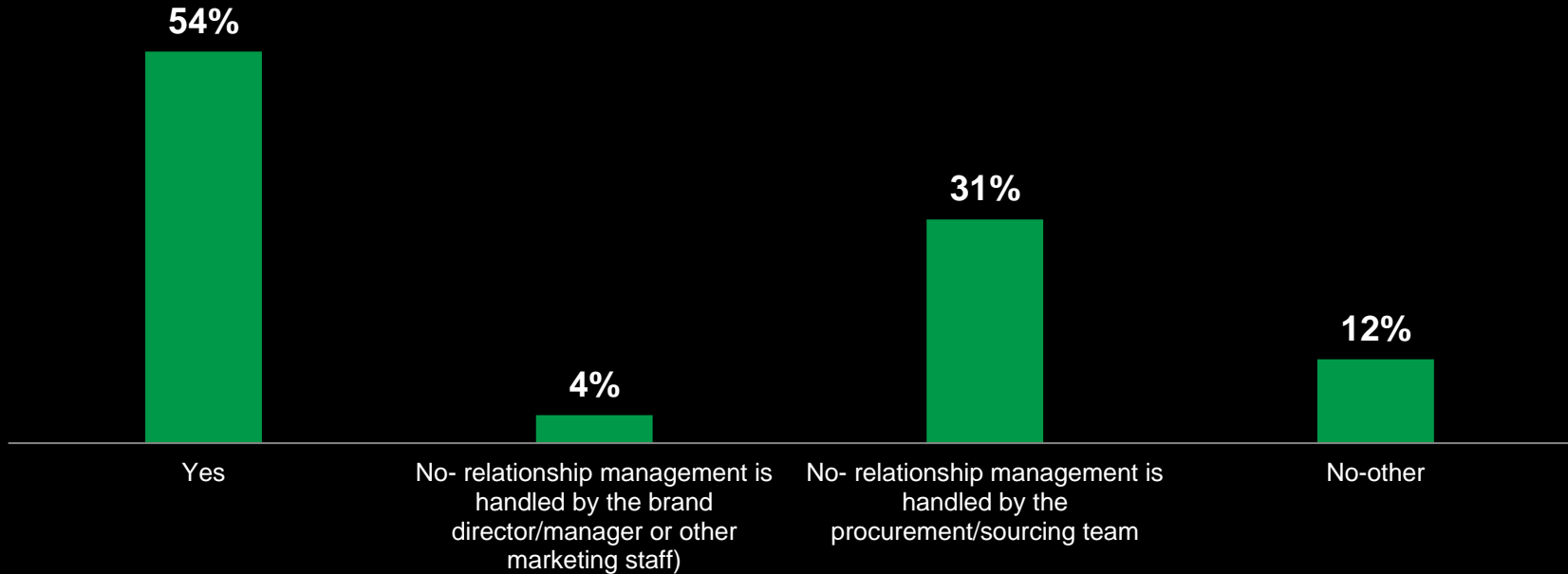
■ Marketers ■ Agencies



Q: How often are 360° evaluations conducted?



Separate Relationship Management Team (Marketer)



Q: Does your company have a separate relationship management team?

NOTE: Numbers may not add up to 100% due to rounding.



The Fundamentals

- Executive Support
- Build Credibility
- Establish Clear Roles and Responsibilities
- Develop KPIs and Data Standardization
- Importance of 360° Feedback

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