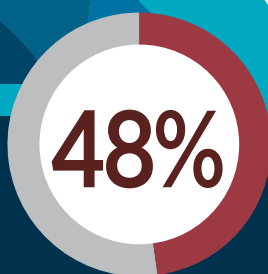


BRANDS AND AGENCIES LOOK TO CLOSER COLLABORATION FOR IMPROVED MARKETING SUCCESS

New research reveals how brands and agencies are overcoming the collaboration roadblocks that get in the way of engaging customers and launching targeted marketing campaigns



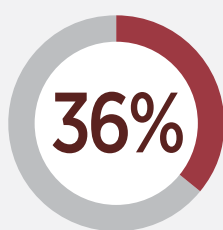
A MAJORITY OF BRAND AND AGENCY EXECUTIVES SAID THEIR ROLES AND RESPONSIBILITIES HAVE CHANGED SIGNIFICANTLY OVER THE PAST TWO YEARS



UNFORTUNATELY, CHANGE IS CHALLENGING **48%** report that evolving roles make it harder to collaborate with their marketing counterparts

TOP FIVE ROADBLOCKS TO CLOSER COLLABORATION

- 1** Not enough reporting of results to help gauge program effectiveness
- 2** Lack of training and skill development for fully utilizing marketing technologies
- 3** Addressing different requirements in each of our global markets
- 4** Organizational silos that inhibit communications and information sharing
- 5** Ineffective or outdated technology



BREAKDOWNS LEAD TO SERIOUS CONSEQUENCES

36% admit that their organizations aren't highly effective when collaborating with brand or agency partners to translate a marketing vision into a targeted, cross-channel program

BUT THE **PAYOFF** IS HUGE
Executives say more effective collaboration will impact efforts to:

- Capitalize on customer data and analytics
- Create/update marketing strategies
- Implement successful cross-channel marketing programs
- Formulate effective marketing strategies across global markets



A CHECKLIST FOR IMPROVED COLLABORATION

- Increase executive focus on these areas to promote closer communications and information sharing
- Enhance training and professional development
- Implement new technology and services to facilitate collaboration
- Realign existing incentives and updating existing ones
- Revise contracts and SLAs to include expanded collaboration requirements

LEARN MORE BY DOWNLOADING:

"The Age of Brand, Agency & Customer Collaboration: 4 Keys to Success in Translating Marketing Visions into More Engaged Customers"