



Marketers Roadmap

- Get Ready for 2010 -

Rojek Consulting Group
Aligning Values. Improving Performance.

On the web:
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Succeed in the next year—plan now

Why Culture Counts: Building more effective client-agency teams



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Coming Soon:

Why CMOs need to build their Personal Brands

Marketing leaders need to be intentional about managing company and team culture to :

- > deliver the business agenda
- > create competitive advantage
- > increase brand value

This 2010 goal is critical in stressed economic times where the consequences of not doing so will undermine the business and one's career.

Corporate culture is the essential factor that knits teams of people together across hierarchy, geography and lines of business, enabling them to work together effectively ... or not. Cultural understanding between a company and its external marcom suppliers is also a key ingredient in sourcing the right agency partners and then creating high performance teams that get the job done.

Understanding culture is important because the success and authenticity of how a brand is positioned in the marketplace and then fulfilled in the experiences of its customers is directly influenced by the culture of the company that produces it. Beyond the heritage of a brand, its foundational values and its personality, the culture of a brand should be articulated in a set of values, behaviors and actions that resonate with customers, employees and stakeholders. In the causal relationship between promised values and experienced values, loyalty is cultivated. It is critical **marketing teams** hold a common understanding of key

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Accelerated Partner Search: VelocityPlus™ Values

Successful marketing leaders are surrounded by outstanding agency resources that meet their needs and expectations. If a marketer is not empowered by a roster of agencies or primary agency partner to get the job done, he or she needs to act now to source that optimal agency to develop and execute 2010 plans.

Rojek's service VelocityPlus Values™ leverages our deep industry expertise and proprietary process to source the best agency partner for your company and your brand within an expedient timeframe.

Read about a **Client Success Story** on Page 3.



CMO: 2010 Planning Path

1. Approach 2010 plan with project management discipline
2. View the deliverable as a 2010 Plan Document (V1, V2, V3) with Budget
3. Organize a 2010 planning team to engage people positively in possibility thinking
4. Use standardized tools to capture and share plans organization-wide
5. Plan an off-site 2010 planning retreat
6. Invite external perspective from agency partners, channel partners, customers
7. Develop Strategies for scenarios, pilots, testing, parallel paths
8. Work strategically and opportunistically– use simple SWOT analysis
9. Audit internal marketing competency and external agency performance
10. Meet with direct reports to identify low-cost personal development opportunities
11. Differentiate your brand from the competition while adjusting your message to fit the current economic climate
12. Invest in digital channels like search engines, social media, and mobile marketing
13. Upgrade your website for a forward-thinking customer experience
14. Promote your company aggressively to survive the recession and grow as a brand
15. Share any good news about your company to utilize the power of the press and build “positive buzz”
16. Invest in a qualified outside agency to grow your business and refuse to accept over-priced mediocrity
17. Select foreign markets only after rigorous analysis and careful planning to customize communication in a global/local context
18. Present your plan to the C-Suite for feedback and buy-in
19. Communicate the 2010 Plan up, down, out and to all constituencies to drive organizational change
20. Start with #1 above today!

Digital Communication: Agency Resources

By 2014, interactive marketing spend is projected to reach \$55 billion, and account for 25% of total marketing spend, according to Forrester, “US Interactive Marketing Forecast,” in 2009.

Forward thinking marketers need a strategic interactive/ digital agency partner to address search marketing, display advertising, social media, email and mobile marketing strategies to manage their brand reputation and increase revenue.

New media agency expertise is seen in the degree of consumer engagement, brand interaction, and overall relevancy in digital space.

Does your agency partner “walk the talk” and use new media as part of the agency’s overall business strategy ?

Every client needs a digital agency partner who can be their brand champion in the space.



The Company We Keep



Testimonial: “ Every marketer today is wrestling with providing increased ROI. Proven results. Doing more to reach customers with less marketing spend than ever before. In this competitive marketing environment, it's imperative to find that perfect agency partner. You can not afford to make a mistake! You get one shot, because you need to be out there winning business, increasing revenue - not trying to navigate the waters of "incredible" agencies. I was fortunate enough to work with Rojek Consulting as we embarked on an AOR search. They were a trusted advisor, with a proven process, who knew how to succinctly and collaboratively guide us to the right agency relationship. From cultural fit to contract negotiation. I could not recommend them more highly.”

- Erin Taylor, Advertising Director, Verizon Wireless

Why Culture Counts ... cont. from page 1

cultural values like quality, results-orientation, and innovation for example, coupled with shared views of the importance for behaviors, like responsiveness, initiative, adaptability, decisiveness, teaming, for maximum effectiveness.

Marketing leaders create impact by orchestrating teams of people to conceive, create and execute brands that mean something to those who purchase them, and accept them into their lives.

Rojek Consulting Group is uniquely qualified to help marketing leaders understand corporate culture and build teams of people that operate within a common mental model regarding the cultural values of the company and brands they serve.

Client Success Story:

VelocityPlus™ Values ... from page 1

When the world-famous White Castle restaurant chain needed a new agency, a combination of speed and cultural sensitivity were essential to the search assignment.

Following a highly-targeted search, White Castle selected Zimmerman, an Omnicom Group™ company, national retail brand builder, and 14th largest ad agency in the US.

“We chose Zimmerman for the agency’s undeniable focus on results, and the brand sensibility they bring to distinguishing White Castle from imitators,” said Kim Bartley, VP Marketing .

“White Castle is a longtime valued client who needed to refresh their brand. Zimmerman’s cultural fit and work will build their business for years to come,” said Lorraine Stewart, Rojek Consulting Group President.

ASPEN: Agency Search Procedures, Evaluations & Negotiations



If an agency review is in your plans for 2010, why not engage the expertise, resources, and proprietary methodologies that Rojek provides to help you achieve the outcome you desire?

Many marketing leaders mistakenly assume that they must rely on a personal network of relationships and a few generic databases to conduct an agency search. Rojek's proprietary process and expertise brings a strategic acumen to the agency review process that successfully matches our clients with the best agencies time after time.

It isn't difficult to understand how to approach an agency search, even though there are many qualified agencies in the industry! It is a challenge to execute a national caliber agency search efficiently and effectively, to select the optimal agency for your organization, design appropriate scope and compensation programs, and to reduce the risk and expense of an agency change.



"Consultant" a Taboo Word?

Contract for ASPEN® Process, a proprietary trademarked service for strategic agency review to identify a new agency, designed to focus on cultural compatibility and team-building.

Contract for PACE® Review, a proprietary trademarked service with a 360-degree agency evaluation designed to improve performance of current agency partners.

- Rojek's proprietary, CultureScans® tool is the industry-recognized methodology for assessing the compatibility of a client organization and its prospective agency partners.
- Rojek's proprietary database of agency information profiles agencies with data unavailable elsewhere.

RCG Fix-Tip: Improve Definition of Agency Scope

Many client-agency relationship problems thread back to a singular issue— lack of clear definition of the scope of agency work. This creates other negatives like the lack of perceived value, cost overruns, poor project and resource management, basically unhappy parties on both sides— ugh.

Recognize that a positive outcome begins with clear **Preliminary Scope Requirements**, or the highest level view of a project. If you think of Preliminary Scope as destination planning for a trip, the Preliminary Scope defines where you are going and what it looks like when you get there. It includes the project objectives, achieved through the creation of deliverables. Listing the deliverables tells the team what the project will deliver and by implication, what it will not deliver. If you are working with multiple agencies on a project, this is the place to identify those organizations that are relevant to scope and those related organizations that are out of scope.

The **Detailed Scope Requirement** is a necessary secondary planning step and can be iterative. Detailed Scope requirements specify how you will travel, when and where you will arrive, and the milestones you will see along the way.

"If you think of Preliminary Scope as destination planning for a trip, the Preliminary Scope defines where you are going and what it looks like when you get there. "



Client Agency Satisfaction Checklist

Take this self-test to see if your agency delivers on the basic elements that result in excellent work.

Give yourself 5 points for unequivocal “absolutely,” 4 points for “yes,” 3 points for “most of the time,” 2 points for “some of the time,” and 1 point for “rarely.”

- The agency team provides valuable strategic insights based on an in-depth of understanding of our business
- The agency team is culturally compatible with our client organization
- The agency treats our account as an important part of its business
- The account team has strong leadership skills and effectively integrates the agency’s services we need to make our marketing plans come to life
- The creative work is strategically on target and consistently meets our expectations
- The media plan delivers targeted results across multiple media channels
- The agency proactively brings worthy, unsolicited breakthrough ideas to the table
- The agency has a production track record of delivering on time and within budget
- The agency is a good value proposition: contracts are current; rates are competitive
- The agency is compensated for measureable ROI with performance incentives

Total Points: _____

- Bonus:** The agency partners effectively with other vendors involved in our marketing effort

Your Results:

- 50-40 points You deserve more stock options
- 39-25 points Pat yourself on the back
- 24-10 points Let’s talk
- 9-0 points You need our help... badly.



President's Perspective: Making Summer Lemonade

In the dog-days of summer with this stagnant economy, marketing leaders still have an opportunity to make "lemonade".

Effective marketing leaders are by definition change agents within their companies! They operate with high degrees of emotional intelligence, sense-making, and a bandwidth of strategic to executional skills.

Yet they are ineffective by themselves. CMOs need bench strength internally and high caliber agencies externally to bring the brand vision to life.

Using the time now to build out your teams and articulate a definitive 2010 plan. Shift your mindset from survival to thrival!



Lorraine Stewart, Founder and President



Who We Are

Founded in 1990, the Rojek Consulting Group is a nationally recognized search consulting firm helping brand building companies to better select, manage and evaluate their marketing and advertising partners.

Empowering Marketing Leaders Preparing for 2010

The Rojek team works with leading marketers to structure their internal and external marketing and advertising resources more effectively. Our proprietary process to understand corporate culture helps you build more effective resource teams. The Rojek service is relevant to both the selection of key marketing vendors and partners and to making smart internal organizational changes.

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