

Portland assisted a major food manufacturer to better align its key marketing relationships with the outcomes it was targeting for its key brands

Business Challenge	Our Solution
<ul style="list-style-type: none"> Portland’s client, a major food manufacturer, was facing strong competition and falling margins They required greater impact (ie increased share and improved new product introductions) from its marketing budget without increasing cost 	<ul style="list-style-type: none"> Portland worked closely with Marketing and Procurement teams to establish the key initiatives and business outcomes required from marketing activities for the following 24 months Agency and Media Buying sourcing options (including incumbents) were assessed to identify capable vendors Commercial structures were then developed to align vendor rewards with client marketing goals (mix of fixed fee for base resource requirements and performance based fee for delivering required measurable outcomes) A shortlist of vendors was invited for negotiation to assess best fit (including both capability and commercial aspects) Vendors selected based on assessment of qualitative and quantitative offer (including assessment of account resources) and new agreements implemented Additional vendor selected to provide independent audit of outcomes delivered (eg sales uplifts, audience awareness, TARPS etc)

Outcomes
<ul style="list-style-type: none"> Better alignment and clarity marketing objectives led to improved advertising focus and media slots Marketing budget limits maintained but with improved sales and brand awareness outcomes

