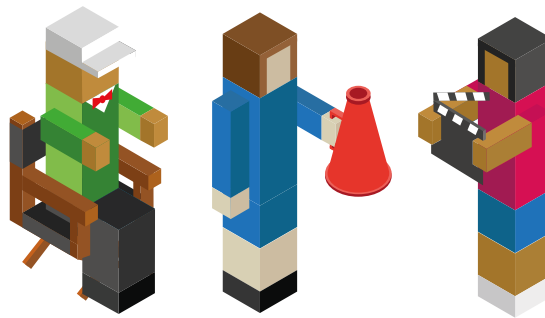


## THREE DIFFERENT WAYS OF WORKING



### 1. ORCHESTRA



### 2. HOLLYWOOD PRODUCER



### 3. JAZZ ENSEMBLE





## ORCHESTRA

The Brand team appoints **one lead agency** to work collaboratively and coordinate other agencies who all play their specialist part.

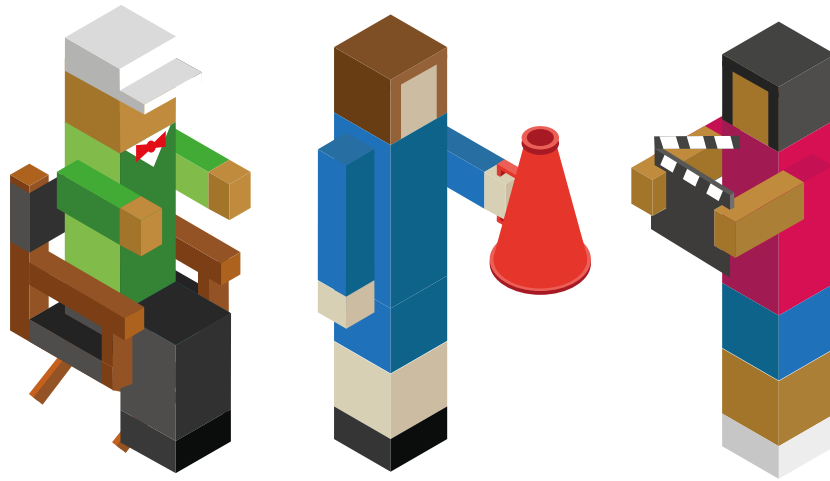
## WHY WOULD YOU WORK THAT WAY?

- Long and robust existing relationship with one of the agencies
- Strategic competence and consistency is maintained via lead agency
- Time effective: clear lines of accountability and project management
- Enables the use of varied specialist agencies expertise

## WATCH OUT!

Ensure the relationships between agencies are productive to enable the talent pool in other agencies to flourish





## HOLLYWOOD PRODUCER

The Brand team leads the development using a mixed team from agency partners.

### WHY WOULD YOU WORK THAT WAY?

- Greater breadth of thinking and skill set
- Can be faster as Brand team fully leads the agenda
- Lower risk of misunderstanding the brief and impact on timings
- High flexibility to involve other internal clients (e.g. supply chain, sales, innovation...)

### WATCH OUTS!

- Ensure the Brand team is wired to successfully manage the full process and generate a successful outcome
- Lack of proper resources in the Brand team may prevent creativity to flourish





## JAZZ ENSEMBLE

All agencies are briefed. Every agency is invited to pitch its Story which once selected will be used by all agencies.

## WHY WOULD YOU WORK THAT WAY?

- Brings new thinking to a Brand
- Greater choice for creative work

## WATCH OUTS!

- Need to set clear guidelines and set up expectations upfront
- Honesty and Transparency are essential
- Set clear project management accountabilities after the idea has been selected

