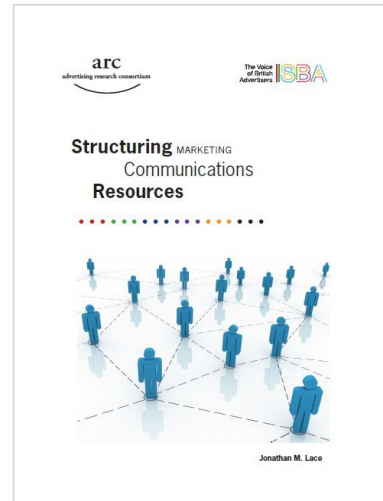


A world first study:

Structuring Marketing Communications Resources



Revealing how 70 major blue-chip companies structure and resource their internal and external marcoms activities...and the relationships between company situation, resource strategy and success.

This report is the first of its kind providing empirical evidence and a rare insight into how seventy major advertisers, spending in excess of £3 billion on communications annually, currently structure their marketing communications expertise and activities both internally and externally.

The communications world in which we operate is evolving at an ever faster pace, yet for the majority of advertisers their internal and external marketing structures have not yet evolved to any significant degree. Many senior marketers are now questioning the relevance of their existing frameworks and seek opinion on new and improved ways of managing communications expenditure both internally and externally. As new channels have developed, e.g. digital, social, mobile etc., most organisations have simply bolted on a new niche agency or brought in new internal experts to satisfy demands – to some degree these can be seen as tactical not strategic actions and the jury has been out on the effectiveness of these solutions.

Over the last few years ISBA has experienced a surge in demand from advertisers seeking guidance, knowledge and support on this subject. Many are seeking views on how peers are currently operating and whether they too are questioning the relevance of their structures in a similar way. Most recognise that the way they currently operate involves some degree of duplication of effort, encourages silo-ed thinking and behaviour and is not entirely fit for the future.

On the bigger question of what changes can actually be made to improve outcomes there has been little information - until now!

For any Marketing Director or senior client already on the questioning path this report shines the light into those dark corners, makes compulsive reading and provides significant signposts on how to structure marcoms resources for greatest effect and success. It looks at client satisfaction levels with the way they are currently organised, provides analysis of what effective structures look like, trends in views over the last five years and reports future aspirations of these key organisations.

To purchase your copy please complete the attached form and send back to ISBA with payment by credit card or cheque payable to ISBA Ltd.

What's in the report?

The 160 page report in 18 chapters is printed in full colour and includes over 250 colour graphs and charts.

The report identifies the essential constructs of both internal and external marcoms structures and the key issues and outcomes (e.g. silo activity, client time, access to specialists, and generalists) that most concern clients. The first half of the report deals with understanding the situation. The second part identifies trends emerging in the last 5 years. The third part offers exciting chapters exploring the interrelationships between situations, strategy and success - in other words the actions associated with greater marcoms success.

Understanding the status quo

- An extensive Executive Summary
- Marketing communications activities conducted
- Type of external resources (agencies) used
- External resources (agency) structures
- Composition & structure of internal resources
- Types of coordination methods used
- Overall satisfaction levels with internal and external structures
- Outcomes: Performance, management & relationship and key design features
- Trends over the last 5 years
- Verbatim comments on what clients would do to redesign their future internal and external resources

Exploring interrelationships between situation, strategy & success

- Satisfaction by task & agency load, strength of internal resources and co-ordination
- Relationship between outcomes and client strategy
- Relationships between resource structure types & outcomes
- Exploring silo thinking and silo activity
- Location of central marketing communications team
- Benefits of integrative functions
- Collaborative payment by results mechanisms
- Details of a special tailored consultancy service designed to help clients
- The original questionnaire

All findings are analysed by sector & expenditure and other parameters - to offer the reader the greatest direction

“Any Marketing Director of an organisation with a significant expenditure on marketing communications should read this report from cover to cover, absorb the content and use it to help design marketing communications resource structure fit for the future.”

Structuring Marketing Communications Resources July 2011

ORDER FORM

Please send _____ copy/copies @ £300 – ISBA Member

Please send _____ copy/copies @ £750 - Non member price

Please charge my credit card (please tick box) **Amex** **Mastercard** **Visa**

Credit/Debit Card No:

Security Code: _____ *[last 3 digits on signature strip]*

[Please Print]

Card Expiry Date:

Cardholder's Name:

Cardholder's Signature:

Details for sending Receipt & Book

Name: _____

Position/Dept:

Company:

Address:

Post Code:

Tel no:

OR, I enclose a cheque made payable to ISBA for the amount shown

PLEASE POST OR EMAIL YOUR ORDER TO:

**Helen Coles
ISBA
Langham House
1b Portland Place
London W1B 1PN
helenc@isba.org.uk**