

Top 10

stages of...

...Effective

Campaign Management

Technology is driving unprecedented change in the media landscape, which means marketers must be agile to ensure their campaigns respond to and benefit from that change. Campaign management strategies should always incorporate developments and new technologies, but the fundamental building blocks to a rigorous, hard-working and effective campaign will always remain the same.



1. Create the brief

Craft a comprehensive brief with clear objectives and measurable outcomes. Your agency can then use this to build a campaign plan.

2. Interrogate the media plan

Once your agency has created the first iteration of the media plan, challenge the strategy and choices. Does the media laydown match the budget? Is the target audience correct? Has it been segmented properly? Ensure that the agency has used evidence and data to inform the plan.

3. Meet booking deadlines

When the plan has been interrogated and finalised, sign it off in good time for booking deadlines to ensure you get the inventory you need, and don't have to pay late fees.

4. Set up your tracking

Set up a comprehensive tracking strategy before your go-live date and identify whether you or your agency will own the tracking process. Establish how frequently the agency should assess the data to ensure that the plan is delivered.

5. Deliver your creative on time

Brief your creative agency or team to deliver creative assets in good time so as not to miss deadlines.

6. Go live

Ensure your agency confirms all activations on day one, especially digital activations which are often delayed.

7. Optimise your campaign

Using the tracking strategy identified in step 4, optimise your campaign in real-time by swapping out digital content and media buys as necessary. If any value is not delivered, compensation should be fulfilled during the campaign.

8. Close the campaign

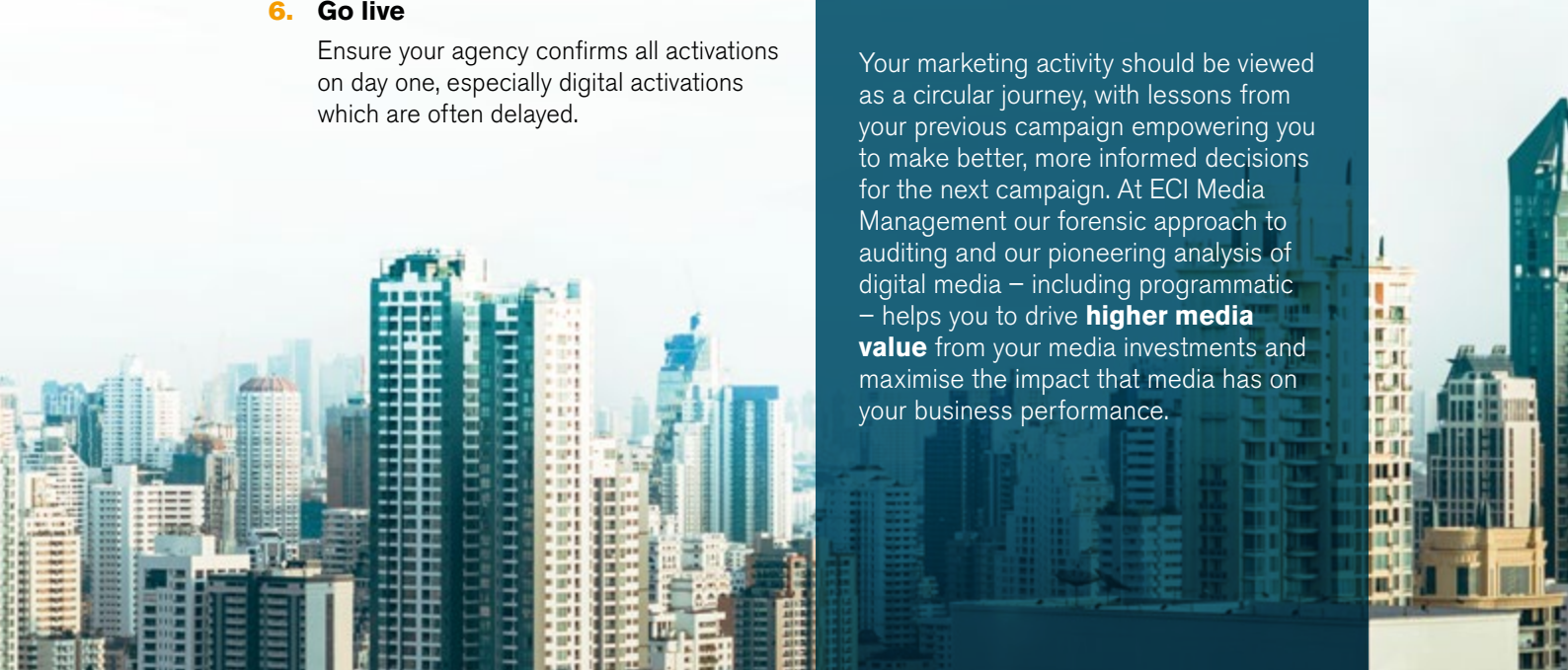
Carry out a soft debrief with your agency and other partners before you receive the hard data, discussing what went well, what could have been improved, whether the budget was sufficient etc.

9. Analyse campaign data

When the campaign reports are delivered, take the time to analyse the data and understand whether the campaign was effective. Did it deliver against your marketing goals? Is there any value owed? What are the learnings for the next campaign? Have your data independently verified.

10. Learn from your campaign

Invite a third party to audit your campaign data and help you ensure that you are achieving the best ROI possible. A high-quality independent auditor will compare your activity and tracking to that of your competitors, provide an external view on media mix strategies and deliver learnings to feed into your next campaign.



Your marketing activity should be viewed as a circular journey, with lessons from your previous campaign empowering you to make better, more informed decisions for the next campaign. At ECI Media Management our forensic approach to auditing and our pioneering analysis of digital media – including programmatic – helps you to drive **higher media value** from your media investments and maximise the impact that media has on your business performance.

About ECI

ECI: HIGHER MEDIA VALUE

Technology is transforming the media landscape at an unprecedented pace. But in the right hands, change can be a force for good. ECI, the market's fastest growing global media management company, leverages these changes to help you drive **higher media value** from your advertising investment.

A modern, forensic approach

Ever since our formation we have championed a modern approach to media and financial auditing. As pioneers in the field of digital auditing, we include sophisticated analysis of programmatic activity in our audit model, and we pride ourselves on a forensic, fact-based approach which harnesses the power of our world-class talent and proprietary technology. Along with our innovative benchmarking capabilities, we are confident in our ability to empower our clients to drive **higher media value** and media-led impact on business performance.

Cutting-edge services

Capitalizing on today's dynamic, fast-paced media landscape to drive **higher media value** requires data-driven decision-making, global experience and a deep understanding of the latest technologies. At ECI we are proud to be able to offer these and so much more, including TV auditing, financial compliance auditing, pitch management, KPI setting and management and contract consultancy.

Global experience, local expertise

We are proud of our client portfolio, which contains some of the world's largest and leading advertisers. Our network of owned offices and leading affiliates supports them where they need us, across the Americas, Europe and Asia Pacific. We offer them high-level media intelligence and rigorous benchmarking and, ultimately, the insight, experience and savvy to ensure that their advertising investment and agency relationships drive **higher media value**.

CONTACTS

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