



**OUR BROCHURE**

[www.aprais.com](http://www.aprais.com)

**Aprais enhances business performance by continuously improving the relationship between companies and their professional partners.**



## Who We Are

We are an independent global company committed to improving business relationships by providing impartial objectivity, benchmarked results and knowledgeable insights.

Aprais has a unique relationship measurement and management system structured around on-line qualitative and quantitative data collection.

We are currently tracking relationships in over 55 markets, having already helped over 8,000 relationships worldwide since our launch in 1998.

With a worldwide network of partners who have all held senior communication and marketing roles, we bring personal experience to a proven measurement system.

Our combination of benchmarked metrics and expert interpretation have proved to be the most constructive approach towards relationship management. It leads to stronger partnerships, reduced costs and improved quality of work.

## What We Offer

- A range of solutions that can be utilised and customised according to our clients' needs
- The ability to manage single and multiple company relationships
- An international network of senior professionals who are on the ground in over key 20 countries to help our clients as and when they need
- A proven track record of relationship improvement between blue chip companies and their multinational partners, across all communication disciplines.
- Independent objectivity and benchmarked assessments

## What We Believe In

### **Strengthening relationships**

- System is geared to continuous improvement, not measurement only.
- Conducted every 6 months for ongoing health checks.
- Always within benchmark context so all involved can assess relative strengths.

### **That any evaluation approach must lead to action and improvement**

- It takes time and effort for any successful methodology to become a continuous and valuable management tool. For that to happen all the participants, as well as the stakeholders need to be fully committed and willing to take action.

### **It is all about partnership**

- Costs should be shared by both agency and client so there is joint ownership and engagement.

### **Openness, objectivity and fair play**

- Aprais works at its best when both parties follow exactly the same process, not seeing results in advance, thus creating a forum for shared learning and discussion.
- All views count equally.

### **This is a business relationship**

- The Aprais system includes 'Bonus Manager' which is software to facilitate the creation and payment of a clear bonus scheme which can be based on a mix of hard, intermediate and soft measures.

## Benefits

### For Clients and Marketing Companies

- Enables clear, consistent management of roster of agencies and suppliers, across all disciplines
- Tracks relationship performance over time, so drives relationship improvement
- Improves team commitment and motivation
- Ensures fair, objective PBR performance metrics in place
- Fulfils best practice of Supplier Relationship Management
- Questionnaire can reflect Service Level Agreements and KPI's
- Provides external validation
- Creates forum to solve issues and avoid expensive agency or supplier switching
- Establishes intercompany relationship not just interpersonal
- Demonstrates client committed to long term, open business partnership

### For Marcomms Partners and Service Suppliers

- Enables clear, consistent management of client relationships
- Ensures fair, objective PBR performance metrics in place
- Improves account tenure, as flags issues early on
- Improves client performance as independent 3<sup>rd</sup> party advises on client behaviour
- This in turn improves both profitability (greater efficiency) and quality of work (greater shared objectives)
- Enables comparative reviews, so highlights internal marketing team practices
- Demonstrates agency/supplier to long term, open business partnership

## Experience Across All Communication Disciplines

We work across the full spectrum of communication disciplines:

- Advertising
- Media
- Digital
- Research
- Public Relations
- Experiential
- CRM / Direct Marketing
- Packaging & Design
- Sponsorship
- Promotional Fulfillment
- Digital Asset Management
- Medical Education

And we can tailor the depth and frequency of evaluations to meet the needs of any particular relationship.

## We work with international marketing companies...

 citibank®

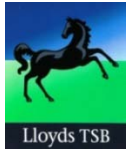
 BRITISH AMERICAN  
TOBACCO

 gsk

 Nestlé

 HSBC

 FrieslandCampina

 Lloyds TSB

 WRIGLEY

 SAB  
MILLER

 Sony Ericsson

 PURINA

 TOYOTA

 BACARDI

 General  
Mills

 Jägermeister

 BMW

 Emirates

 HONDA

 Kellogg's

 FOSTER'S

 L'ORÉAL

 Dulux

 INFINITI

 novo nordisk®

 MITSUBISHI  
MOTORS

 Ringnes

 LEVI'S  
LEVI STRAUSS & CO.

 NISSAN

## And with their Agencies



## Our Coverage



# Our Offering



## Our Range

Aprais state-of-the-art system meets the complex needs of business relationships and therefore we provide a flexible offering comprising a number of component parts that can be 'mixed and matched' to provide an all-round (and) effective solution.

These can be either self-administered or fully managed by Aprais depending on the requirements of the customer and the individual relationship.

Working with Aprais means that clients benefit from a combination of a diverse range of relationship and performance management approaches, including:

- 360
- 180
- 90
- Multi-way

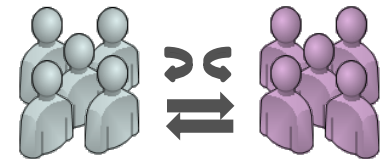
Furthermore, the inputs from all our offerings are part of the same database giving the advantage of working with highly comparable data and robust benchmarks.

Our pricing varies according to volume, type and complexity of the evaluation, level of administration, duration of contract, and local market partner rates (when applicable).

## Our Range: Full mutual evaluation

### Full mutual evaluation = 4-way, 360 degree approach

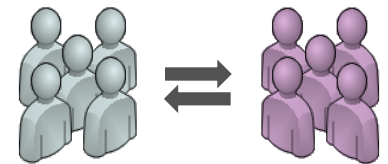
- 'Client of Agency' – 'Agency of Agency' – 'Agency of Client' – 'Client of Client'
- Suitable for: Full team on team and team self evaluation situations where an in depth understanding of the relationship – through absolute scores and perception gaps – is required. Ideally with a view to true relationship management.
- Full administration and consultancy provided by Aprais partner, including:
  - Analysis and interpretation of output
  - Identification of key issues
  - Guidance with Action Planning



## Our Range: Evaluating Each Other

**Each of the other evaluation = 2-way, 180 degree approach**

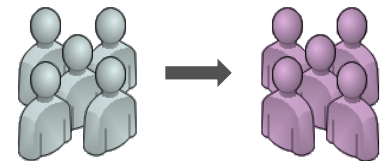
- 'Agency of Client' – 'Client of Agency'
- Suitable for:
  - Lighter evaluations where full self evaluation and gap analysis is not essential;
  - Complex single projects between a Client and an Agency where evaluations will enhance understanding and elimination of possible issues.
- Administration by Aprais or by Client
- Optional roll up report and interpreted analysis



## Our Range: Evaluating The Other

### One of the other evaluation = 1-way, 90 degree approach

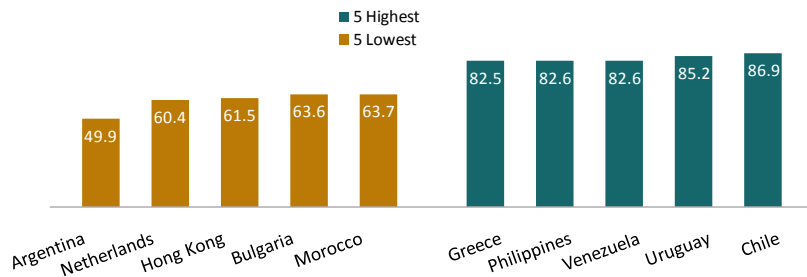
- 'Client of Agency' or 'Agency of Client'
- Suitable for:
  - Light evaluations where a one-party view of the relationship is sufficient;
  - To obtain client feedback on agency performance;
  - To assess ongoing transactional relationships of low complexity.
- Administration by Aprais or by Client
- Optional roll up report and interpreted analysis



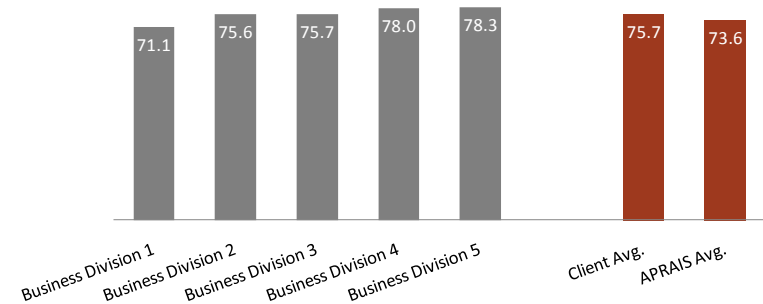
## We deliver results according to any business structure

We have the capability to handle clients with large and complex structures thus being able to monitor and deliver results on any required scale. We are currently working with a diverse array of global clients such as Nestlé, Emirates, Citibank and Novo Nordisk covering together over 65 markets and almost 500 relationships.

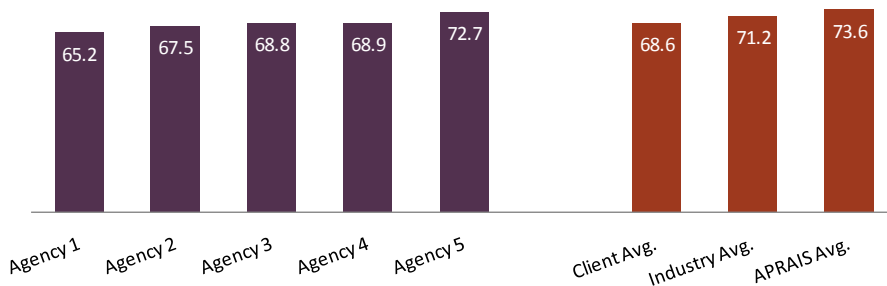
Multiple markets – consolidated reporting



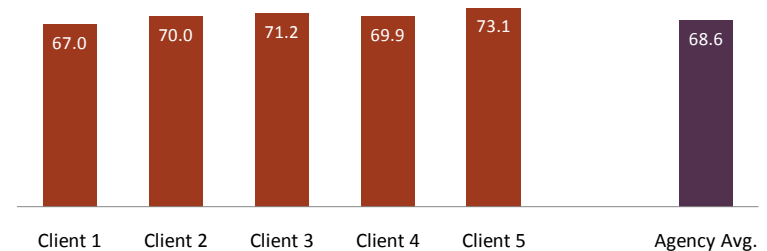
Single client reviewing multiple business division performance



Single client reviewing multiple agency performance – either different agencies, or same agency, different countries



Single Agency assessment of multiple client performance



# How It Works

The Process Explained

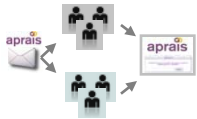


## The Process



### Stage 1: Proposal and Structure Meeting

Aprais will recommend the best structure and solution for evaluations based on your brief. Aprais and client(s) stakeholders will then discuss and agree the parameters for questionnaire and timings.



### Stage 2: Online Data Collection and Analysis

Time to go live with the evaluations; Aprais sends out an invitation email to all nominated participants containing instructions on how to complete the online questionnaire and deadline.



### Stage 3: Analysis and Results Presentation

Once the deadline is met, we close off the online questionnaire and prepare the reports. Depending on the package and contract, we can deliver the reports in different ways – going from a simple direct distribution of the outputs to a full and comprehensive analysis of findings and recommendations for action plan discussed in a meeting with the presence of client(s) stakeholders.



### Stage 4: Continuous Monitoring of Progress and Performance

This exercise of assessments combined with an open discussion and action plan is even more effective when done on a regular basis. We recommend that the process is performed every 6 months. Aprais will be in regular contact to follow up and assist teams as to how to drive performance improvement.

# How We Deliver

Questionnaire and Outputs



## Our online questionnaires are highly customisable

Alfa Lee, McCann-Erickson - Australia - Sydney - Beverages/Nescafe (Log off) progress 0%

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Overview

McCann-Erickson - Australia - Sydney - Beverages/Nescafe (Agency) in their relationship with Landcom - Australia - Sydney - Corporate & Products (Client)

Account Management	0 of 20	Skip
Research / Analysis	0 of 18	
Creative	0 of 23	
Production	0 of 17	
Media Planning	0 of 21	
Media Buying	0 of 20	
Financial Management	0 of 7	
Overall	0 of 9	

Landcom - Australia - Sydney - Corporate & Products (Client) in their relationship with McCann-Erickson - Australia - Sydney - Beverages/Nescafe (Agency)

Client Evaluation 0 of 35

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Karen Shanks, Adding Targis - Spain - Madrid - Novo Nordisk (Liraglutide) (Log off) progress 17%

Adding Targis - Spain - Madrid - Novo Nordisk (Liraglutide) in their relationship with A.V Jennings -

< Account Management Overall Relationship >

### Account Management

Total 20 questions

05 Aware of and responsive to our business / sales performance Not relevant ✕

Never Seldom Sometimes Often Always

> Make a comment

06 Co-operates with other roster agencies and suppliers Not relevant ✕

Never Seldom Sometimes Often Always

> Make a comment

List and tracking of disciplines

Answering individual questions

## Participants can comment via written feedback

16 Meeting and progress reports are timely and accurate Not relevant ✕

Never Seldom Sometimes Often Always

Make a comment

Usually the account team are good at keeping us informed with what we discussed in meetings but it'd be even better if this information was provided in a more timely fashion as sometimes it can take days before we can see what we agreed in our discussions.

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Comments by individual question

Adding Targis - Spain - Madrid - Novo Nordisk (Liraglutide) in their relationship with A.V Jennings - progress 87%

Account Management Overall Relationship

### Comment

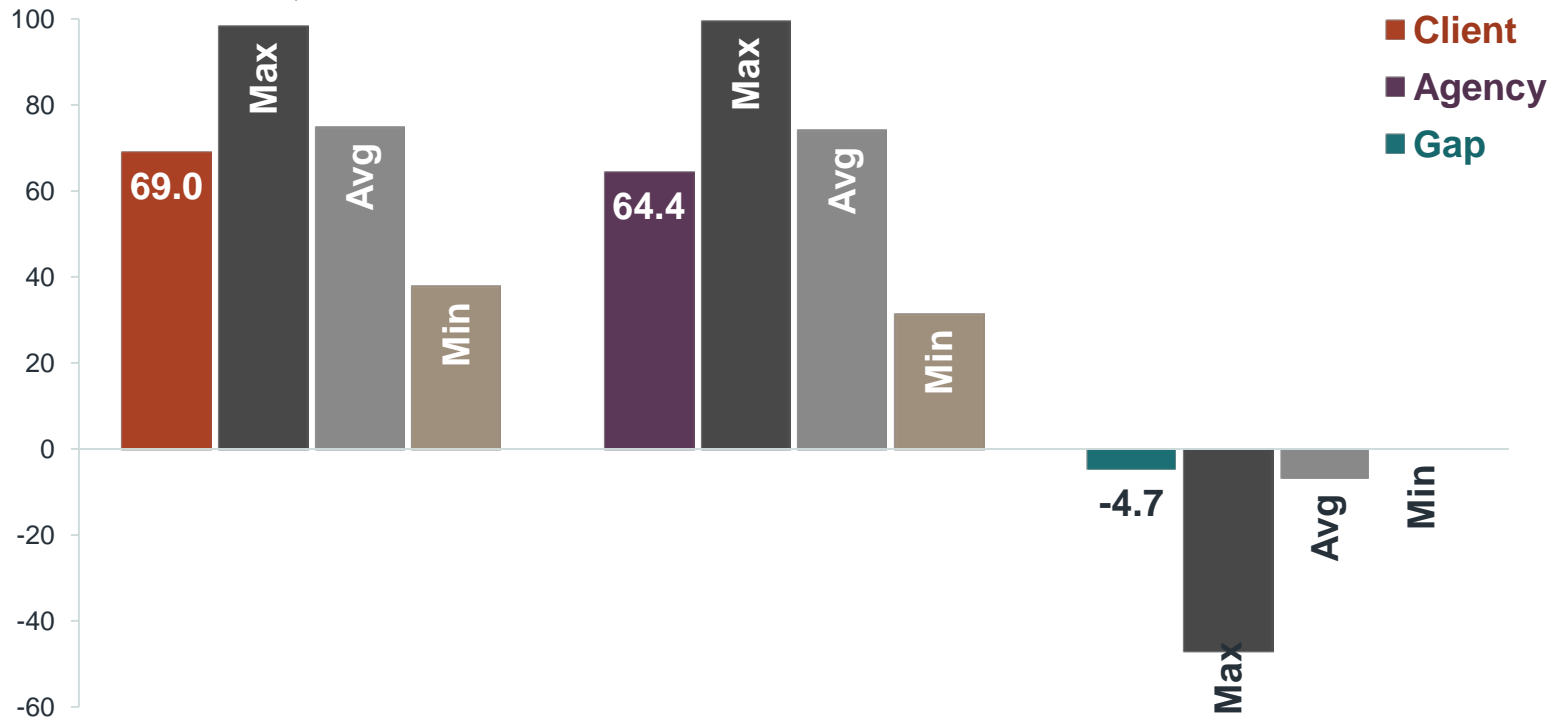
You have completed the Account Management section of this questionnaire. Please add a comment if you wish. Alternatively you may proceed to the next section of the questionnaire or exit and return later.

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And/or at the end of a discipline area

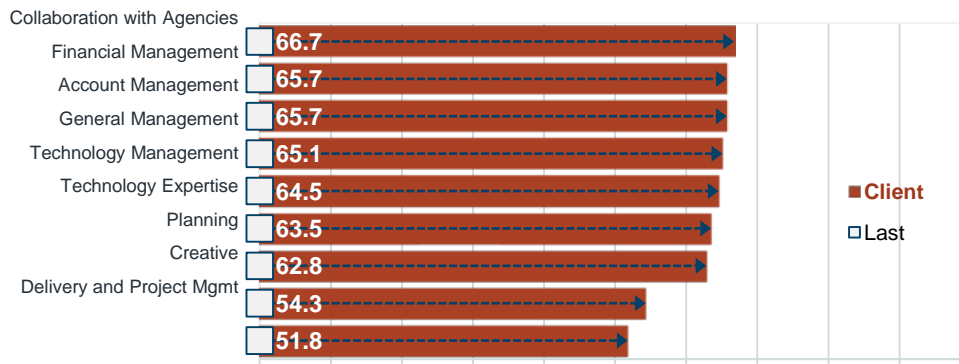
## Outputs deliver the results in different ways

Scores are compared against our range of benchmarks

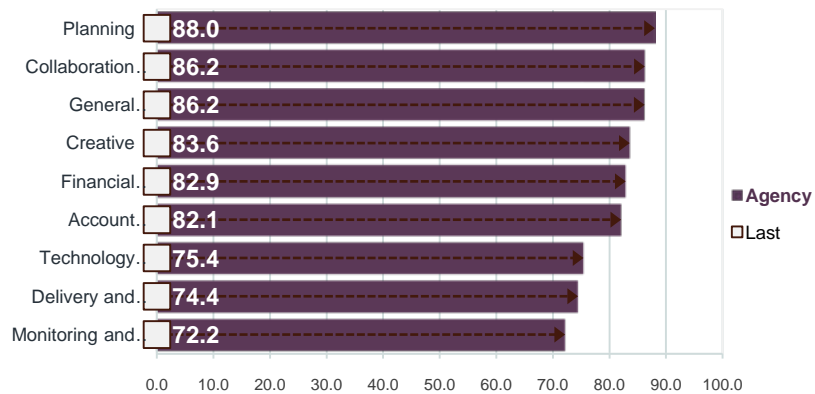
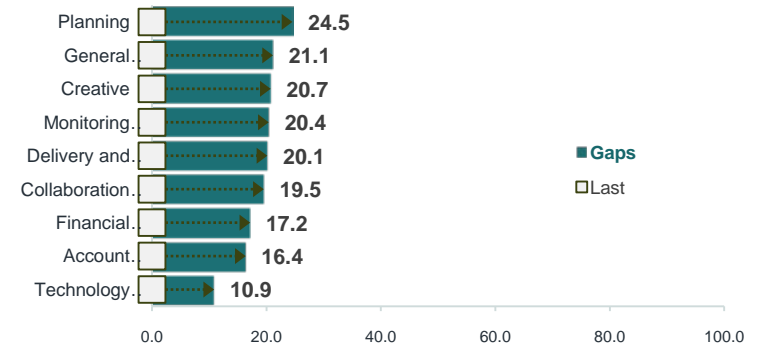


# Outputs – Results by Discipline

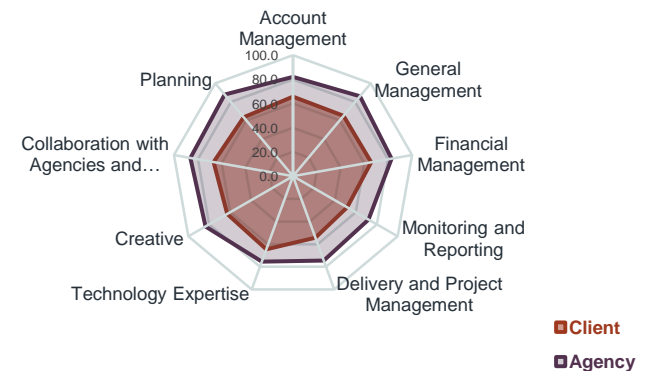
Ranking by Discipline - Agency



Gaps by Discipline - Agency

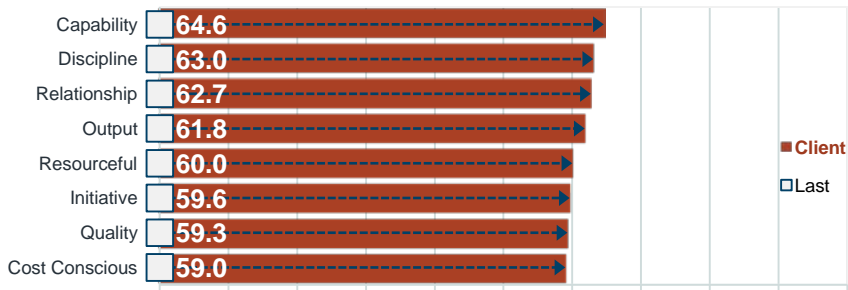


Score by Discipline – Agency

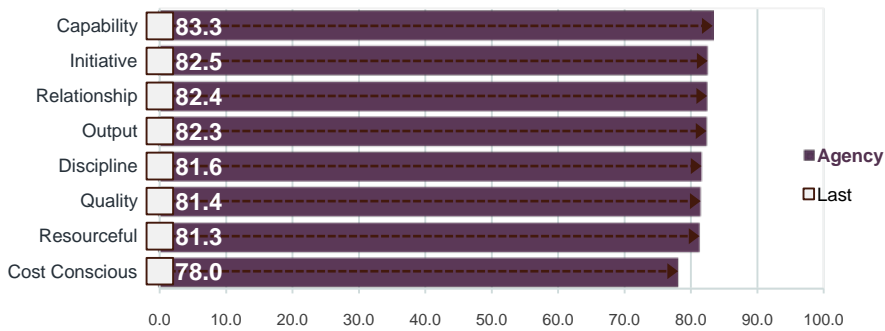
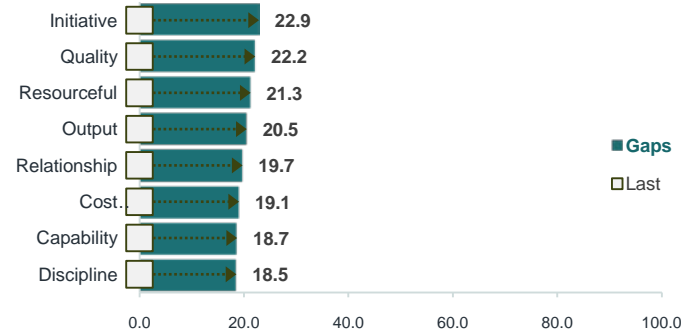


# Outputs – Results by Value

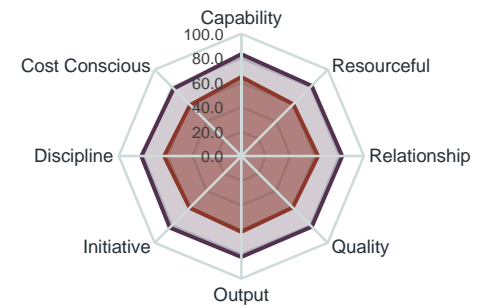
Ranking by Value - Agency



Gaps by Value - Agency



Score by Value - Agency



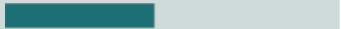

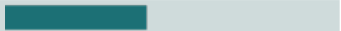











■ Client  
■ Agency

# Outputs – Sweet Spot



## Output – Questions

Question	Weight	Client	Agency	Gap	0	20	40	60
Is proactive in monitoring and analysis of our competitors digital activities	4.0	44.3	84.7	40.3				
Uses planning and experience to anticipate and remove potential problems	4.0	56.3	86.2	29.9				
Develops effective communication strategies based on knowledge, understanding...	5.0	63.8	92.9	29.0				
Collaborates effectively and productively with our research function	3.0	49.4	77.0	27.6				
Planning team stays involve and engage throughout the project	3.0	55.8	83.3	27.6				
Puts the right measurement criteria against projects KPIs	3.0	51.8	77.7	25.8				
Is proactive in monitoring and analysing of the digital landscape	4.0	68.4	93.2	24.9				
Thoroughly understands our consumer	5.0	68.0	91.3	23.3				
Presents clear recommendations and defends them rationally	4.0	67.9	91.2	23.3				
Thoroughly understands the market	5.0	67.1	89.0	21.9				
Thoroughly understands our business	5.0	67.6	88.1	20.5				
Thoroughly understands our brand	5.0	72.8	92.7	19.9				
Collaborates with us to set up the right projects KPIs	3.0	52.9	71.2	18.3				
Thoroughly understands the digital landscape	5.0	79.6	97.2	17.6				

## Output – Comments

### Comments - Client

Planning the consumer journey for the latest campaign was not exciting in the beginning, which caused massive problems during all phases of the campaign. However, this is a very supportive team with great knowledge following through and up always. The part I miss is the competitive landscape. Here I would like more support.

Agency's planning team is very knowledgeable and great to work with, however, I feel that they should be more international savvy, we all work on international projects and they need to bring to the table not just a WE view but an international one. Probably an area for Agency to look into.

Good planning dept with good insights in latest trends, technologies and campaigns. Sometimes the downside of being on the edge is that the execution isn't relevant for global implementation.

There is a lot to be done in terms of analyzing the competition in the digital arena.

### Comments - Agency

Possibly we run into a project on both sides without the KPI or business issue defined. However, this doesn't mean the project is without merit, but we could all do ourselves a favour by ensuring we put a clear reason for a project at the outset, even if it is quite soft.

## Output – Action Plan

Objective	Action	By When	Responsible at Client	Responsible at Agency
Account Management (Day to Day service)	Do daily check	October	Jack	Mary
Strategic Planning (Support Requirements)	Staff development into less junior role	July	Michael	John
Better Cooperation with Media Agency	Develop a process for monthly meetings to take place to address areas of issues and/or success	April	Sue	Rachel
Training for in-depth knowledge	Agency visit from client to understand culture and processes	Ongoing	Jack	Mary



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