



## TESTIMONIALS

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

## Our Clients

We take pride in telling that we service great organisations in as many as 20 different industries as well as within the advertising arena.

We are currently working with 87 marketing clients and with over 120 communication partners around the world.

Take a tour around the next pages to see what some of our clients say about us.

## Testimonials – Marketing Companies

*“When we established both a new Client and Agency team, Aprais helped them learn together and to understand each others needs. This resulted in a better and more productive relationship, grounded on the continuous measurement of mutually agreed KPIs. The work is better and the relationship on both sides much healthier.”*

**David Rennie - MD, Nestlé Rowntree (UK)**



**Nestlé®**

*“The systematic agency evaluation through Aprais can show us areas for improvement in the co-operation early in advance.”*

**Lars Woebcke - Director Communication & Corporate Marketing, Nestlé (Germany)**

*“With Aprais, Nestlé and our Agency partners have been able to clearly define the areas of strength and areas for improvement in our relationships. With the areas of improvement we can now proactively define action plans to address these areas to consistently develop a win-win partnership for the long-term. In the end, we are able to focus on what really matters - great results!”*

**Gerry Bes - Communication Director, Nestlé (Caribbean)**

*“Aprais is a most informative and instructive analysis of what is actually going wrong. It forces us to recognise that we can sometimes be a significant cause of problems. It sends a clear wake up call to both sides as to the issues - and prompts action, the success of which both teams know will be measured.”*

**Ian Alwill - Communications Director, Nestlé (Australia)**

## Testimonials – Marketing Companies

*"I find Aprais to be an excellent tool, because of its ability to get to the heart of issues that exist between my agencies and my people, which get in the way of a smooth and productive working relationship. The involvement of a highly qualified 3rd party also ensures all issues are correctly identified, addressed, and followed up. This enables us to achieve constant (measured) performance improvement in the relationships, and gives us the ability to assess our performance against world and industry best practice. Additionally, the scoring provides the facility to incentive better performance from our agencies via PBR. I also like the fact that Aprais is now well accepted and liked by our agencies (who all willingly contribute to the cost) for the same reasons. Having looked at other system and process options available, I found nothing that could deliver the benefits we get out of Aprais."*

**Darren Friedlander - Director of Marketing, HSBC (Australia)**



*"Aprais provided an excellent framework for us and our agency to sit together and talk through all aspects of the relationship in a non-confrontational, positive, problem solving way. The benchmarking of relationships was very useful, as it gave us a target to aim for, and the fact that it was done across all Citi-Publicis relationships in Asia added a competitive edge for us in India as well."*

**Vijay Ramchandran - Country Marketing & Internet Director, Citi (India)**



*"Having used Aprais to measure the performance of our relationships with both our media and creative agencies, it has been extremely helpful in providing the structure that ensures our relationships become productive and cost efficient. The ability to articulate areas for improvement in a non-confrontational environment allows for the real issues to be identified and dealt with in a measurable way."*

**Liza McNally - Marketing Director, Nationwide News, News Limited (Australia)**



## Testimonials – Marketing Companies

*“Often relationships that have been going for as long as the one we have with Standard Bank can become complacent. The Aprais system has been critical to highlight where the issues lie and give all concerned the opportunity to address them in a constructive manner. Most often the issues are fairly small but if not dealt with can be the cause of a breakdown in the relationship. Aprais acts as the ‘early warning system’ for both Client and Agency alike.”*

**Gabby Cowling - Business Unit Director, Standard Bank (South Africa)**

*“Aprais has certainly provided Standard Bank with an essential appraisal tool to develop stronger agency partnerships. We have found the Aprais process to be effective in consistently highlighting our key improvement areas whilst building on our successes. The Aprais process is unbiased, flexible and informative; hence it was easily embraced by our agency partners. The local Aprais team is well versed in their discipline, objective and professional whilst being cognizant of our business challenges. Going forward we consider Aprais to be an essential part of our agency management methodology and will continue to utilize the services of Aprais to enhance our agency relationships.”*



**Mayur Soni - Marketing Operations Manager, Group Marketing, Standard Bank (South Africa)**

*“I have worked with lots of so-called agency evaluation tools both as an agency exec and now as a client. This one is the best - period. But then I am not sure it's an evaluation tool, it allows us to candidly look at both 'sides' performance and then have an open dialogue about how we see things going forward as partners in driving our brand. It's not just about the actual software though, the team that run it for us make sure it's not only painless to work through, but their evaluation, analysis and recommendations are the third party objective input you need to be sure you can see the wood for the trees. Considering what we spend on agency partners, this is the best investment in making sure we get the most for our expenditure.”*

**David Wingfield - Marketing Director, Standard Bank (South Africa)**

## Testimonials – Marketing Companies

*“Just like Aprais, I sincerely believe in the statement that ‘The best creative work arises from the best possible relation between client and agency’. Such a relation is based on confidence and respect, for which clear expectations and open communications are crucial. Aprais was an enormous help in achieving this for Milner cheese with our advertising and design agencies, with an efficiency award for our campaign (Effie) and an enormous growth in turnover as result.”*

**Jos van Wezenbeek - Marketing Manager for cheese brand Milner, Campina (Holland)**



*“There have been very satisfying results on both sides and the co-operation has been developed very positively since then.”*

**Anja Henze - Marketing Director, Campina (Germany)**

*“Aprais as a system has proven to be a very useful tool for better connecting the agency and the client than what usually happens in a ‘normal’ situation. Specifically, we have found this systematic approach and the facilitation provided by yourselves to be an excellent means of building bridges, as well as having those ‘Real Conversations’ that this critical relationship often requires in order to deliver maximum value to both parties. As a consequence of this Aprais process, I believe that the client-agency relationship between GSK Malaysia and its 2 main advertising agencies is now fundamentally stronger than it was before.”*

**Akhil Chandra – CEO, GlaxoSmithKline (Malaysia)**



## Testimonials – Marketing Companies

*"The Aprais process runs quietly and smoothly in the back office of our marketing function. It is a great tool to ensure that our relationships with our agency partners are fair, open and focused on continuous performance improvement. It has become part of the way we work."*

**Piotr Jurjewicz Blaszak - VP Marketing, Backus SAB Miller (Peru)**



*"Aprais is a truly prescriptive tool that will benefit both agencies and clients, whether the news is good or bad. It provides the necessary stimulus and an objective forum to debate issues which would normally be too difficult to facilitate and which threaten productivity within the relationship. It will drive a result that puts the onus on both client and agency, at every level of the business, to lift discipline and contribute to more measurable and effective marketing & advertising communications".*

**Andrew Caie - National Advertising Marketing Operations Manager, Toyota Motor Corporation (Australia)**

*"The process of conducting Aprais reviews and the insights by them have enabled both our brand teams and our agency partners to forge more productive relationships. All members of the marketing organization, senior and junior, have benefited from reviewing the way of working together using both quantitative and qualitative information to identify strengths and weaknesses. This in sum is used to create a real change in the organization."*

**Adam Hillyer – Global Marketing Services Director, Bacardi**



## Testimonials – Agencies

J W T

*"In my experience running the Global Nestlé business for JWT, Aprais has absolutely been an invaluable tool. Besides the obvious benefits of identifying what is going well and what needs improving in the relationship, Aprais provides an opportunity for JWT-Nestlé teams to discuss their issues in an objective and constructive forum. Problems don't fester. There's more trust and openness. The work gets better. A real virtuous circle."*

**Stephanos Klimathianos - Worldwide Account Director, JWT**

*"Aprais is without doubt the most constructive third party Client / Agency assessment tool I've seen. I've used it across a host of client categories - and international geographies. I find Aprais is extremely effective in highlighting both the positives and the negatives – and in creating a platform for sensible review and discussion."*

**Noel Magnus - Managing Director, JWT (Sydney, Australia)**

*"The analysis prepared by Aprais give us a clear perspective of issues and opportunities on how we can further improve our business partnerships in the various countries. Aprais is a very good tool for us to help manage our extensive local business partnerships. It really gives us the transparency we need to deliver."*

**Joop Broeren – Worldwide Account Director, McCann-Erickson**

**McCANN ERICKSON**



## Testimonials – Agencies

*"Besides lending much needed importance to the Client-Agency relationship, Aprais is a useful way to stay on one's toes. Particularly for new relationships, it proves to be a helpful tool in understanding what needs fixing."*

**Suraj Pombra - Vice President, Publicis (India)**



**PUBLICIS**

*"Aprais was not only able to provide clarity on both sides regarding areas of improvements but also and for the most part to instil the spirit on both sides to make this happen. It has proven to be an extremely valuable tool in moving our relationship forward."*

**Shehzad Chaudhry - Chief Operating Officer, Origin8Publicis (Central & West Africa)**



*"Aprais has been instrumental in helping us to benchmark and track the consistency of our how we manage our clients around the globe. Without them, we would essentially be flying blindfold."*

**Lance Porigow, Global Head of Business Strategy, SapientNitro (New York, USA)**

*"Aprais has made a huge difference for us with one of our biggest clients. The genuine 360 system allows for a blame free but robust conversation about the issues that make the difference between success and failure."*

**Russell Hopson - Managing Director, RKCR/Y&R (UK)**



## Testimonials – Agencies

*"We have been working with the Aprais system for over two years and have found it to be a great way to assess the relationship with partners. It is very thorough and really helps all parties to speak very openly and identify areas of improvement. It results in better work, productivity and an improved relationship. We find the meeting forums where the results are presented invaluable learning sessions which always result in an action plan.*

*We have recommended this system to other clients as it is a great way to build long lasting relationships."*

**Belinda Rowe - Managing Partner, ZenithOptimedia (Australia)**



*" We found the Aprais approach to relationship management to be very helpful in better understanding our dynamic partnership with our client/s. The quant and qual elements gave us a full 360 degree perspective and provided the perfect springboard from which to develop a future facing action plan to further develop the relationship. For me personally, the role Aprais played in leading the face to face meeting with all parties was of immense value and facilitated positive and powerful discussions."*

**Anne-Marie Hoyle, Managing Partner, MEC Global Solutions.**



*"For ToroMora/Fischer America, Aprais is a space for objective, reflexive and constructive analysis, which results in an evaluation of the agency's performance, the identification of strengths and weaknesses, immediate corrective measures and the enrichment of the Client / Agency relationship, thus promoting real teamwork between the two, guaranteeing involvement in the process on both parts, a deep mutual understanding of the business and a commitment to achieve the desired results. Advertisers should use Aprais!"*

**Socorro Jaramillo V., Lecturer HI CUE SPEAKERS - Executive Vice-President, Toro Mora/Fischer America (Latin America)**



## Testimonials – Agencies

*"To call Aprais an agency evaluation system would be a gross understatement of the benefits Aprais brings to the client / agency relationship. At its basic level, yes it is a tool to measure the performance of the agency and also the client, but used as a strategic management tool it can also be used to not only maintain your business but assist in its growth."*

**Michael Rebelo - CEO Saatchi & Saatchi (UK)**

## SAATCHI & SAATCHI

*"The Aprais format helped us bring focus on the issues that were dragging the relationship, and within a year of this we are seeing tangible and positive results. I believe, the format also helps bringing out issues that probably would not arise in an annual discussion on 'Relationship Review', and helps addressing them as well. Many thanks to you for this experience."*

**Kamal Basu - CEO, Saatchi & Saatchi (India)**



*"Ultimately, our business is nothing but client relationships, so the more we can focus on and understand our day to day interactions with our clients, the stronger our businesses must be. Aprais provides an independent, simple to use framework for evaluating Client-Agency relationships in a non-confronting way. Importantly, its focus is on helping to enhance and build long term partnerships, rather than always searching for problem areas to justify the need for an 'auditor' and a cycle of often unnecessary and costly agency reviews. I've used it, it works, and I would encourage you to give it a try".*

**John Sintras - Chief Operating Officer, Starcom (Australia)**

## Testimonials – Agencies

Leagas Delaney London

*“Aprais has given us objective, clear and practical steps to focus on that have facilitated us being better Agency partners. As a tool that both client and agency trust, it is invaluable as a ‘quantifier’ of exactly how a relationship is going. In other words, it takes the ‘intangible’ elements of what is working/what is not and translates them into ‘tangible’ actions.”*

**Elliot Moss - Managing Director, Leagas Delaney (London, UK)**

*“When I was first told about a detailed online client appraisal system I had to fill out, I have to admit I greeted the idea with all the excitement of a vampire having a clove of garlic dangled in front of him. Since then, I’ve become a firm convert. On the one hand, Aprais throws up personal and anecdotal idiosyncrasies that paint a real picture of where the relationship is at, while on the other hand, its methodology sets out a distinct, objective roadmap of where the relationship needs to go.”*

**David Nobay - Partner, Droga 5 (Australia)**

The Droga 5 logo consists of the word 'droga' in a lowercase, rounded, sans-serif font, with the number '5' positioned to its right and slightly below it.

*“Aprais is the best agency evaluation process I have ever used - simply because it is so much more than just an agency evaluation. It provides for genuine and constructive 360-degree feedback from Client to Agency and from Agency to Client. The result is clear, actionable information that both parties can use to improve the relationship and the resulting work.”*

**Marianne Bess - Managing Director, Droga 5 (Australia)**

## Testimonials – Agencies



*“Through our client Bacardi Global Brands, Tag have been working within the Aprais system of agency evaluation, and have just completed our second round. I have found Aprais to be valuable in helping to drive improvements in the service we are able to provide to our client. It has highlighted, in an unbiased way, certain key issues which have been detrimental to the relationship and provided both the focus, and the measurement criteria to address and resolve these. We have seen a marked improvement. It has also brought to notice certain client misconceptions, or lack of understanding of how the process should work and of our need to address these. I believe that using Aprais is an indication that a client wants to invest in their relationship with us .”*

**Alison Katter - Group Account Director, Tag Worldwide (London, UK)**



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