

MEDIA HEALTH CHECK

IMPROVE MEDIA OUTCOMES
HOLISTICALLY



flock.

THE TRADITIONAL MEDIA AUDIT IS OUTDATED.

We've worked with advertisers all around the world and we understand media. There is a need for a more holistic approach to improving media effectiveness.

THE PILLARS OF GREAT MEDIA



Excellence in consumer centric, data informed strategy: insight & objective orientated channel planning and use of best practice

STRATEGIC



Excellence in the operation of your Ecosystem both internally and externally: focussed on capability, governance, ways of working & process

OPERATIONAL



Excellence in commercial and contractual management: including fee and pass through benchmarking

COMMERCIAL



Excellence in media investment mgmt. and media outcomes: CI mindsets, scorecard and impact, investment controls and settings

PERFORMANCE

The tool is designed to integrated existing audit data

Uses powerful, targeted questions built by experts with 20+ years experience in media to pinpoint barriers to success

We dip deep into your documentation to inform and evidence the pain points within your media ecosystem

HOW IT WORKS

1

ASSESS AGAINST THE FOUR PILLARS

2

BENCHMARK AND ANALYZE DATA

AI powered insights

3

AGREE ROADMAP FOR SUCCESS

We will compare your results across our industry benchmarks and feed your data into our bespoke, easy to digest dashboards so you can pinpoint exactly where the barriers are to improving media outcomes are.

PEPSICO

GRUPPO BIMBO

COLGATE-PALMOLIVE

EY

Ford



PHILIPS

We are Flock. Leading Marketing Change.

Flock was founded by world class global marketing leaders who design marketing transformation solutions, getting you better marketing for less money. We achieve alignment, save time and money and create simpler, more effective marketing organisations, by focusing on core areas of transformation.

PEOPLE: Flock helps you identify what marketing skills you need to win. We help you organise the team most effectively and efficiently. Ultimately, we ensure you get the best from your marketing talent. We focus on • COMPETENCY FRAMEWORK & SKILLS ASSESSMENT • TALENT ACQUISITION • ORG DESIGN • LEARNING & DEVELOPMENT.



PARTNERS: Flock help create the right agency ecosystem to develop the best work. We fix broken agency relationships, find the best agencies, help you run pitches and select the best remuneration system & contracts. We focus on AGENCY ECOSYSTEM • PITCH MANAGEMENT • GET FIT • AGENCY RELATIONSHIP OPTIMISATION • IN HOUSING.

PROCUREMENT: Flock will help you develop your sourcing strategy and business case to support your go to market approach and drive long term value. We focus on SCOPING NEEDS • SUPPLY MARKET ANALYSIS • REMUNERATION MODELLING • FEE BENCHMARKING • CONTRACT REVIEWS



PROCESSES: Flock will build you effective agile marketing processes that deliver great work. Our workflows create ways of working with clear accountability, roles and responsibilities. We focus on MARKETING OPERATIONS • PROCESS OPTIMISATION • MARKETING OPERATIONS • AGILE MARKETING • CHANGE MANAGEMENT

CONTACT US:

✉ HELLO@FLOCK-ASSOCIATES.COM
🌐 [FLOCK-ASSOCIATES.COM](https://www.flock-associates.com)
in [/FLOCK-ASSOCIATES-LIMITED](https://www.linkedin.com/company/flock-associates-limited)

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