

Marketing Procurement: Efficio demonstrates how marketing can achieve more by working closely with procurement

Submitted by: Efficio

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Marketing departments can make their budgets go further by working with procurement experts, say consultants Efficio (<http://www.efficioconsulting.com/>).

In a new guide, *The Creative Challenge, Driving Efficiencies in Marketing Procurement* (http://www.equiteq.co.uk/efficio-news/documents/Efficio_Marketing_Procurement_June_2007.pdf), Efficio outlines a series of “key challenges” for marketing and procurement people.

Close relationships between marketing professionals and the creative agencies they commission are good for both sides, Efficio says.

In working with many marketing departments, Efficio has found that contrary to general belief good procurement does not stifle creativity but is actually a “growth enabler”.

In the introduction to *The Creative Challenge, Driving Efficiencies in Marketing Procurement*, Tim von der Decken, an Efficio Principal and one of the report’s authors, says procurement and marketing directors are becoming increasingly keen to address marketing procurement processes and are starting to purchase more systematically.

He says: “When selecting a marketing supplier, procurement can help structure the activities and information required of each party at each stage of the sourcing process. Marketing suppliers can then concentrate on the creative elements of the pitch and marketing departments on assessing those, rather than on process or transactions.

“The marketing industry is highly competitive and, in our experience, marketing suppliers will welcome an intervention as long as it makes the approach more straightforward. Procurement can also help marketing to manage ongoing relationships in a structured manner.”

Alex Klein, Efficio COO, said: “Marketing and procurement have different roles but if they work together they can achieve great results for all concerned. This guide highlights some of the issues marketing people and procurement people need to address to get it right.”

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Notes to editors

The full report can be downloaded from the Efficio website at www.efficioconsulting.com (<http://www.efficioconsulting.com/>)

About Efficio

Efficio is a leading international procurement and strategic sourcing consultancy with a track record for

helping organisations drive more value and deliver more savings from procurement. Made up of experienced professionals with a blue-chip consultancy heritage, Efficio has the credentials of a top-tier firm with the depth of expertise and execution ability of a flexible niche player. Clients include AstraZeneca, Barclays, BP, Deutsche Post, Ford, GAP, HBOS, KKR, Nokia, O2, Permira, and Terra Firma?

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