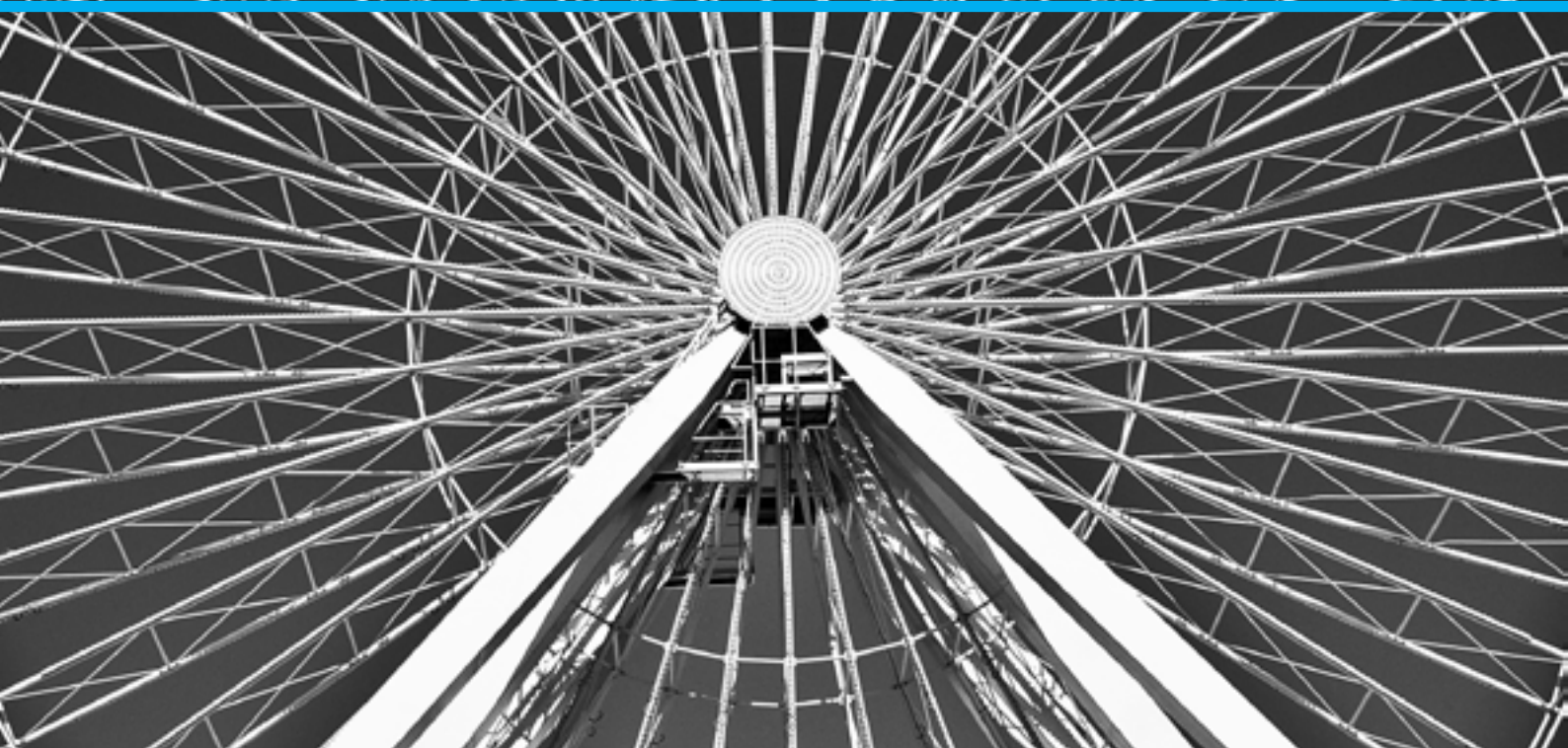


Centralised marketing



Creating smart, effective marcom with a centralised model

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Centralisation or decentralisation is a challenge brands face when expanding their geographical scope. The organisation often starts with a local approach, as this best addresses the rules of a few markets. But, as more international markets are added, advantages of scale become apparent.

The way to adapt effectively is by implementing best practice - firstly, by leveraging local market insight and practice to a universal level. Secondly by creating total consistency in multi-country marcom. To achieve this, a formal structure for both internal and external working relationships must be in place. A centralised setup is needed.

This centralised model is the practical execution of the brand governance mindset. It involves:

- The creation of the idea/concept
- The development of master platform/template
- Localisation of the master

Success is only assured if the process is understood throughout the organisation and executed from top-down. The idea and master have to capture local differences while identifying the universal commonalities. This can only be done in the centralised model because of its coordinated and structured feedback system.



AdPeople can be your best partner in achieving these goals, given these conditions:

- A mutual understanding of the marcom challenge between brand/agency and AdPeople
- A willingness to change and centralise the mindset within your organisation

These conditions are not arbitrary. They exist because we don't seek compromises - we strive only for excellence, all the way from idea creation to the delivery of marcom elements:

The creation of the idea:

- AdPeople's strategic planning team ensures the understanding of the business challenge
- Our creative department delivers international creativity and executes strategy into creative output at master level

The master and the localisation:

- In the Copenhagen hub office we have 25 nationalities providing multicultural understanding
- We can handle most situations in-house with a simple and quick decision process
- We are represented in the 3 main regions (US, ASIA and EMEA)

These facts are your guarantee that AdPeople will be an effective global/regional partner for both international brands and national agencies seeking a global/regional activation and implementation partner.



The backbone of the AdPeople mindset and process is the technology platform BrandShare™ - our Marketing Operation Management System developed in-house by programmers and consultants with marcom understanding based on experience.

In BrandShare™, all redundant routines are standardised or automated because technology in this context is more efficient - and less prone to human error.

BrandShare™ has a large array of modules and functionalities and is under constant development to meet specific client needs.

In the centralised model and process, every step is documented which enables the backtracking of all activities. Every step in the workflow is assigned a dedicated responsibility, e.g. personnel working on a specific job will only be working on the valid version and the version they have access to.

AdPeople is a smart-thinking agency with a thorough understanding of activation and delivery. We are built from the ground up in order to optimise marcom efficiency. It is not simply a new interface bolted to an existing network structure, like many of our competitors.

Working with AdPeople will bring the following benefits:

- A holistic understanding of the whole marcom process ensuring effective brand governance
- Consistency in the brand experience
- Faster time to market via optimised process
- Utilisation of all assets to secure the best allocation within your marcom budget