TGaS® Advisors
A DIVISION OF **TRINITY**

Introducing the NEW Agency Optimization Benchmark

Comparing your organization against TGaS' database of agency information can potentially find areas for optimization that drive greater organizational efficiency. It can also serve as a great starting point for organizations looking to establish an agency procurement team or agency management function.

Whether it's across your organization or just one or two brands, TGaS will provide an intake form to gather essential information to compare against the industry benchmarks. Talk to your TGaS contact to learn more today.

TGaS has compiled data across the industry to understand the following:

» Agency investment by brand

» Number of agencies utilized by brands

» Agency headcount allocated to brands

» Brand lifecycle influence on agency utilization

» Breakdown of agency utilization by capabilities

» Rate card averages

» Rate increases year-over-year

Case Study

SITUATION
TGaS identified a client that was spending almost 60% of their agency budget on account management, project management and production services when the assumption was that creative and strategy was the lion's share of their budgets. This company wanted to spend less on the management of the work and have more creative and strategy influencing their respective brand markets.

SOLUTION
TGaS created a roadmap over three years that flipped where their agency budget was being spent, focusing more on creative deliverables and strategy, reducing the overall reliance on agencies and reducing agency full-time employees (FTEs) assigned to their business to drive greater efficiency within the organization.

TOTAL AGENCY BUDGET

Decrease in total agency spend **-17%**

~60%

~47%

management / production spend

BEFORE

AFTER
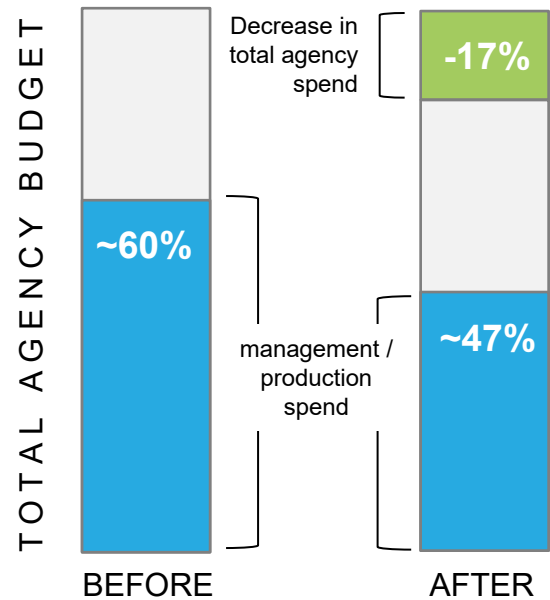
OUTCOME
The result was a 17% overall decrease in the budget dedicated to agencies.