



# Technology for Marketing Efficiency

Getting the most from your campaign budget

# What is a Marketing Supply Chain?

Perhaps more so than any other profession, the marketing world is awash with acronyms and descriptors which generally achieve little more than to breed confusion. So what do we mean by the Marketing Supply Chain?

## Marketing Supply Chain (MSC)

Mtivity view the Marketing Supply Chain as a collection of processes required to facilitate a marketing campaign. Once conceived, the campaign begins with planning and budgeting; works through the creative processes; is delivered into production; and finally, ends with reporting and measurement.

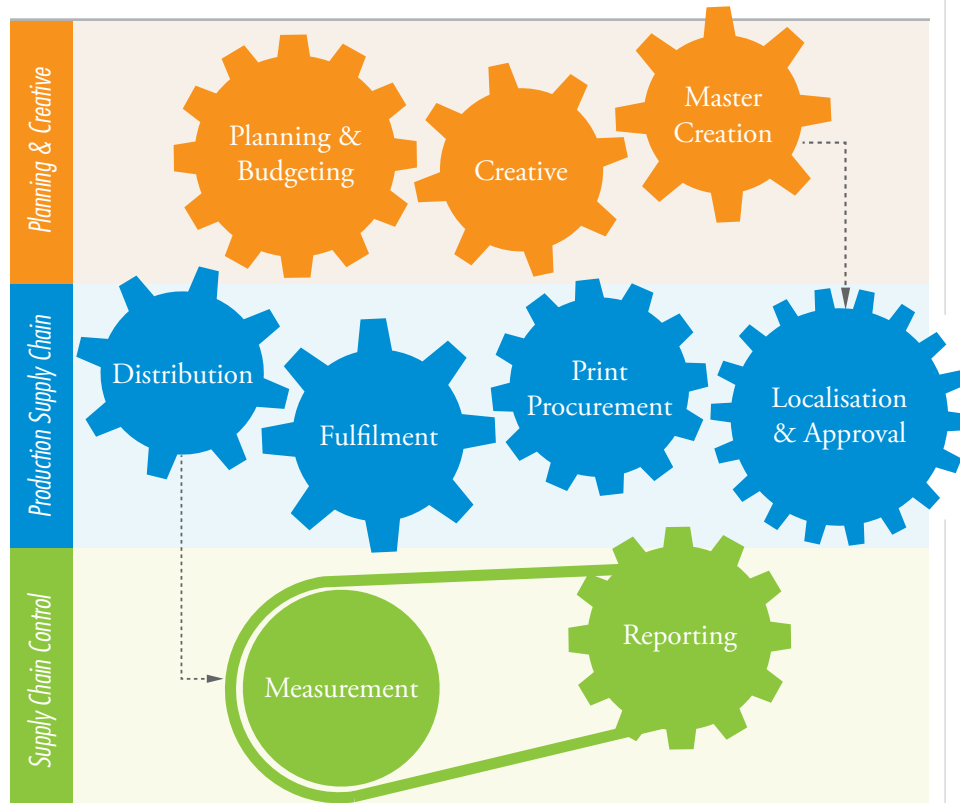
The MSC is a complex set of work-flows and processes involving multi-

ple suppliers and resources operating within immovable constraints. There is little tolerance for poor quality.

## Production Supply Chain (PSC)

At Mtivity we also define the production and implementation stages of the MSC as the Production Supply Chain (PSC). This refers to the processes required to create the physical marketing items or take completed artwork through to print.

## The Marketing Supply Chain in Action



# The Journey to Marketing Supply Chain Efficiency

At Mtvity, we believe that the highest level of MSC efficiency can best be achieved with a clear-headed recognition of the specific challenges faced by an organisation today. This recognition of current state should also be linked to a measured journey plan to reach the target.

## The State of Play

Organisations expend a lot of resource executing within the MSC. They also have a fundamental requirement to achieve visibility, driven by deadlines and the need to demonstrate Return On Investment In Marketing (ROIM). By achieving efficiencies in the MSC, organisations are able to address common challenges such as:

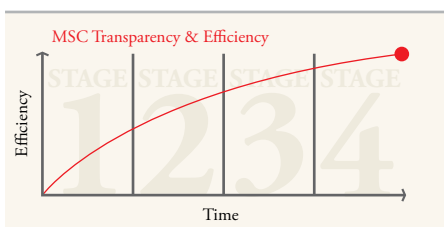
- Brand Consistency
- Brand Quality
- Faster time to market
- Time and cost transparency
- Shift from fixed to variable costs
- Ownership, accountability and project control

An efficient MSC means that you have more money available to spend on growing your business.

## The Four Stages to Efficiency

The reality is that very few organisations have achieved the goal of optimised MSC efficiency. However those that understand the ideal find themselves on the way to their target. At Mtvity, we believe that organisations step through distinct stages or phases.

## The Stages to Efficiency



## Understand Your Current Spend

**STAGE 1** Often a painful realisation, most organisations struggle to understand their current spend within the MSC. Even with good organisational controls, marketing dollars are lost during execution of a marketing plan as spend is inadvertently misplaced in obscure budgets. Attaining a realistic view of spend within the MSC and identifying the 'cloudy areas' is an essential starting point. Without this, it is impossible to measure and demonstrate any efficiency gains.

## Optimise Production & Process

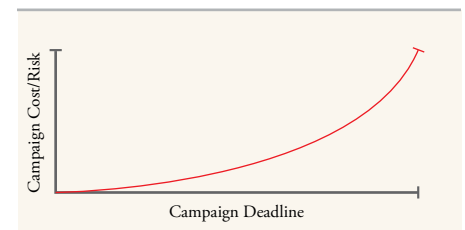
**STAGE 2** With a root understanding of the cost base, organisations are beginning to focus their attention on the production phases of the MSC or to be more specific, the Production Supply Chain (PSC) (localisation & approval; version control; fulfillment; and distribution). Ironically, most organisations experience dramatic spending increases near the end of a campaign due to poor control and transparency within the production phases. Problems are more critical when the deadline is near and must be resolved quickly... no matter the cost!

Production areas can also incorporate a complex set of suppliers. When these are not managed optimally, transparency and visibility are affected.

Processes within all areas of the PSC are amongst the easiest to de-

fine, control, automate and achieve demonstrable efficiency gains.

## Implementation Risks & Costs



## Extend Efficiencies

**STAGE 3** The learning achieved from establishing good, visible processes within the production / implementation stages, can then be applied upstream to the earlier stages of the MSC in the creative and campaign planning phases. We believe that most organisations in the marketing community are currently challenged in tangibly addressing these phases.

## Continue Improving

**STAGE 4** With an efficient MSC, by Stage Four of the journey an organisation has achieved management control and visibility. A continuous improvement loop can then be applied to the specific processes within a company's MSC as it cycles through each campaign. Mtvity feel that this is a key target within most organisations.

# How Can Mtivity Help?

Mtivity's proven experience and toolset helps you manage production more effectively, allowing you to get more campaign activity for your budget.

## What We Do

Mtivity provide tools and expertise to help organisations get more from their campaign budgets by achieving effective, efficient production and implementation processes within the Marketing Supply Chain (MSC). Our tools and expertise are focused on solving production challenges within the MSC including:

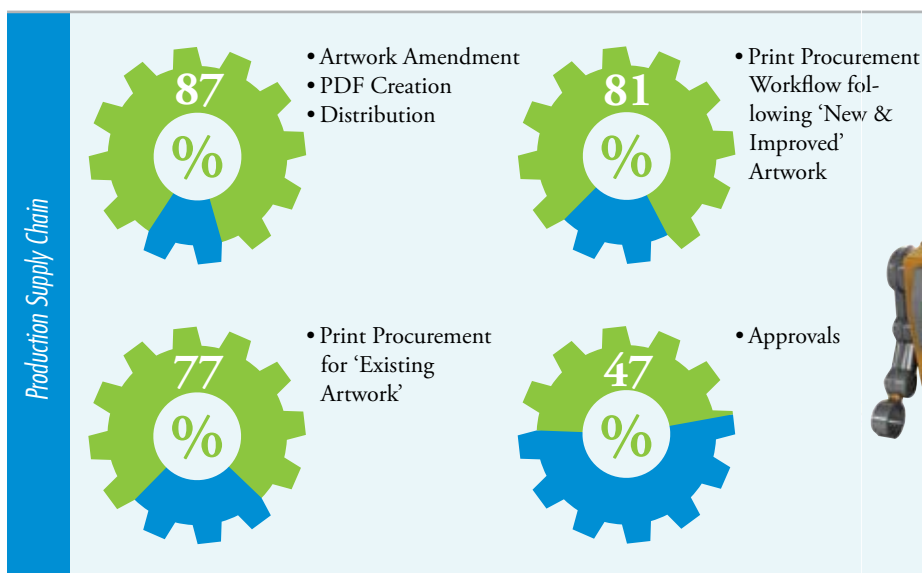
- Artwork creation.
- Artwork amendment.
- Artwork approval.
- Distributing final artwork throughout the marketing network.
- Collating demand for printed / physical items.
- Print procurement and management.

Our specific areas of focus fall within

the Production Supply Chain (PSC) (the production and implementation stages of the MSC). In particular, this involves understanding costs and processes, then applying our tools to achieve efficiencies in the following areas:

- Localisation and approval
- Print procurement
- Fulfilment and distribution
- Additional marketing spend e.g. stock control and translation management.

## Typical Cost Savings After Mtivity Implementation



## About Mtivity

Mtivity's vision is to provide marketers simple ways to improve marketing processes, leaving more time for innovation, inspiration and creativity.

Founded in 1999 Mtivity has developed world class tools and expertise that address inefficiencies within an organisations Marketing Supply chain. Building from our initial strengths within the print procurement area, Mtivity's hosted toolset has evolved to address core production processes supporting a campaign. These include, for example, artwork amendment and approval; print procurement; fulfilment; and distribution.

Based in the UK, Mtivity works with organisations such as Egg, Xerox, David Lloyd Leisure, and Sony Ericsson.

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