

**SPATIAL ACCESS**

a Deloitte business



# Advertising and Marketing Advisory solutions

Analyse. Optimise. Maximise.

**2020**



# DELOITTE'S ACQUISITION OF SPATIAL ACCESS



## Market landscape

The COVID-19 pandemic has impacted brands in a big way, and the Advertising and Marketing industry is no exception. Owing to slow sales in the initial phases of the lockdown and sudden changes in consumer spending, advertisers and marketers were in a 'wait and watch' mode. Advertising budgets were significantly impacted, and traditional mediums took a steep hit, but digital and OTT platforms saw a boom. It thus became more practical and cost-effective for advertisers to increase their focus on mobile marketing, since the end users were living in the new normal of Work from Home and were increasingly consuming content through these OTT platforms.

## Market Need and Business Challenges

Keeping in mind this volatile and uncertain business landscape, the need of the hour is for all advertisers to get the maximum benefits from the same advertising rupee spent. Advertisers deal with many partners, such as media houses, creative and digital teams, Below the Line (BTL) marketing partners etc. An independent view on the key marketing decisions and agency touchpoints is imperative to get the best from the same advertising budgets.

## The Offering

Spatial Access is a leading Advertising and Marketing advisory organisation founded in 2003. Now called Spatial Access – a Deloitte business, we help brands optimise their media and marketing investments. Our solutions are spread across agency shortlisting, media strategy, cost and KPI benchmarking, monitoring, tech implementation reviews and brand considerations. We offer solutions that encompass all advertising channels such as Television, Digital, Print, Radio, OOH, Ad-Shoots and BTL like PR, events and activations.



# SPATIAL ACCESS ADVISORY SERVICES



## Traditional Media (Tv, Print, Radio, OOH)

### 1. Partner advisory

- Pitch management
- Compensation advisory
- Contract advisory

### 2. Advertising and Marketing

- Planning Advisory (Pre and Post)
- Buying Advisory (Pre and Post)
- Implementation Advisory
- Process Advisory

### 3. Public Relations & In-Market Advisory

- PR media and messaging
- In-Market Advisory/Implementation Analysis

### 4. Variance review for savings



## Digital Media

### 1. Partner advisory

- Pitch management
- Compensation advisory
- KPI setting

### 2. Advertising and Marketing

#### Planning

- Strategy evaluation
- SEM
- SEO
- Media Optimisation and Campaign setup

#### Buying

- Digital cost advisory

### 3. Implementation

- KPI variance analysis
- Campaign reporting and monitoring

### 4. Brand safety, Ad Fraud (set-up) and viewability

### 5. Influencer review

### 6. Social listening

### 7. PMO services



## Ad-film Advisory

### 1. Ad-Film production advisory

- Cost benchmarking and negotiations
- On-boarding advisory
- Training (workshops)
- Live shoot review
- Analytics



## Event Advisory

### 1. Event and engagement advisory

- Pre event cost review
- On-ground review
- Compensation advisory



# TRADITIONAL MEDIA



Traditional media encompasses advertising on channels such as Television, Print, Radio and OOH

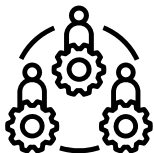


## Partner Advisory

Prior to committing significant spends, it is imperative to ensure that the process followed in selecting the right agency is structured, unbiased and independent, and that agencies are being evaluated and weighed on the right parameters. We help you find the right agency Partner to suit your needs.

### Pitch Management

We can assist you with the essentials of a pitch process aligned to your brand objectives. We define and weigh the right parameters for various participating agencies and provide support with rating criteria, so that the pitch process is unbiased, objective and structured



### Compensation Advisory

We help you navigate the complex world of compensation structures, with their varied Key Performance Indicators (KPIs) and accountability, and help strike a balance between the objectives, fixed and variable components.



### Contract Advisory

We help you to negotiate the optimum deliverables and value-adds that you should get from agencies, keeping in view latest industry trends.





# TRADITIONAL MEDIA



## Advertising and Marketing

We offer unbiased and independent reviews of traditional and digital media investment strategies, as well as agency performance, to help you optimise your spends.



### Planning Advisory for Television: Pre-campaign

A detailed campaign brief is the first step to good planning, as it effectively communicates and defines the campaign objectives and goals to be achieved. We provide you an independent view on the efficiency of your media plan to make it more robust and sharper to your defined campaign objectives.

### Planning Advisory for Television: Post-campaign

Once your TV campaign concludes, we help you analyse how the planned initiatives performed, with clear metrics and learnings that can be used for future campaigns.



### Buying Advisory for TV, Print, OOH, Digital and Radio: Pre-campaign

Media rates are dynamic and insights on current trends can help optimise the cost for your campaign. Our propriety methodology and database, with further ongoing market insights, helps you identify opportunities to optimise costs without affecting your planned objectives.

### Buying Advisory for TV, Print, OOH, Digital and Radio: Post-campaign

Once your campaign has concluded, we help you analyse the executed campaign/annual media deal and provide post facto rate benchmark analysis and recommendations, with clear metrics and learnings that can be used for future campaigns.



### Implementation Advisory: TV, Print, OOH and Radio

Monitoring planned v/s actual implementation of your campaign is critical to ensure that all your objectives have been achieved. We help you identify deviations, ensure accountability and take corrective actions for future campaigns.

### Process Advisory

Defining standard processes and practices reduces deviations during planning and implementing key campaigns. We help you design and define the best fit practices for you, keeping in mind the size of your organisation and the level of your advertising spends.





# TRADITIONAL MEDIA



## PR & In-Market Advisory

We offer insights on the qualitative assessment of marketing and PR communications. We attempt to improve PR delivery effectiveness. Similarly, on-site local communication collaterals are of great value to garner eyeballs. We help you monitor these collaterals and ensure brand visibility.



### PR Media and Messaging Advisory

A public relations campaign plays a key role in helping you garner higher reach and grab more eyeballs for advertising initiatives that consume larger spends. We help you analyse the PR brief, understand the communication channels and evaluate the market buzz it has created in the media



### In-Market Advisory/Implementation Analysis

Signage plays an important role in communication with the last mile and also helps maintain a top-of-the-mind recall for regular products with consumers. We assist you to communicate effectively using campaign appropriate signage, at the appropriate spot in the premises for example: print creatives, standees, inserts, handouts etc.



## Variance review for savings

The term variance is the magnitude of impact on advertising costs due to a change in media plans or Ad rates. We help tracking and assessment of key deliverables such as Cost Per Ratings Point (CPRP) benchmark, genre-wise cost benchmark and ER benchmarks that were committed by the agency in their pitch presentations or were agreed to in the renewed contract.



## DIGITAL MEDIA

Digital media refers to advertising on social media, OTT platforms, websites, in-app and search listings based on keywords. Services in digital are niche and we assist you with setting processes to on-board the best agencies with an objective approach. We assist you in your agency selection process to meet your brand objectives through several interventions.



## Partner Advisory

Partner advisory remains consistent across the traditional and digital media space. In traditional media, Partner Advisor comprises Pitch management, compensation advisory and Contract Advisory, while in digital, Contract Advisory is replaced with Key Performance Indicators (KPIs) setting.



### KPI Setting

Defining the most relevant annual and campaign-level KPIs for your agency can be tricky in digital advertising. We assist you to develop relevant KPIs based on overall brand objectives and current industry trends. We also help you review and benchmark the KPIs already set at an annual and campaign level, if they are in alignment with industry practices and objectives. Finally, campaign-level KPIs are critical to achieve specific objectives and fix appropriate accountability linked to defined goals.

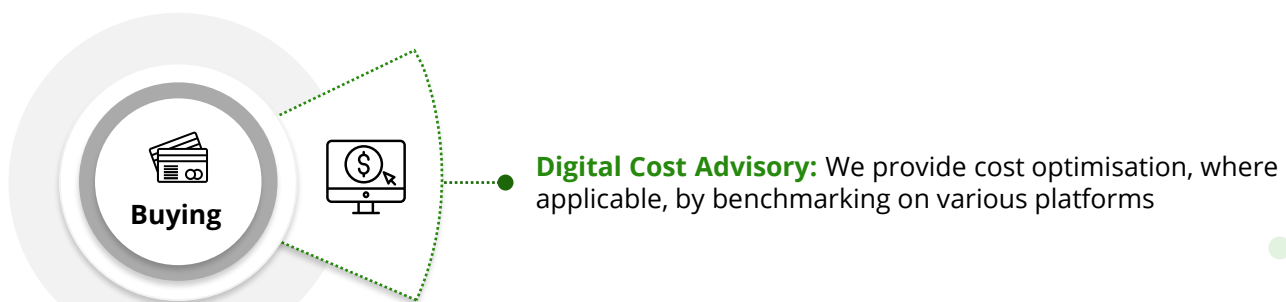
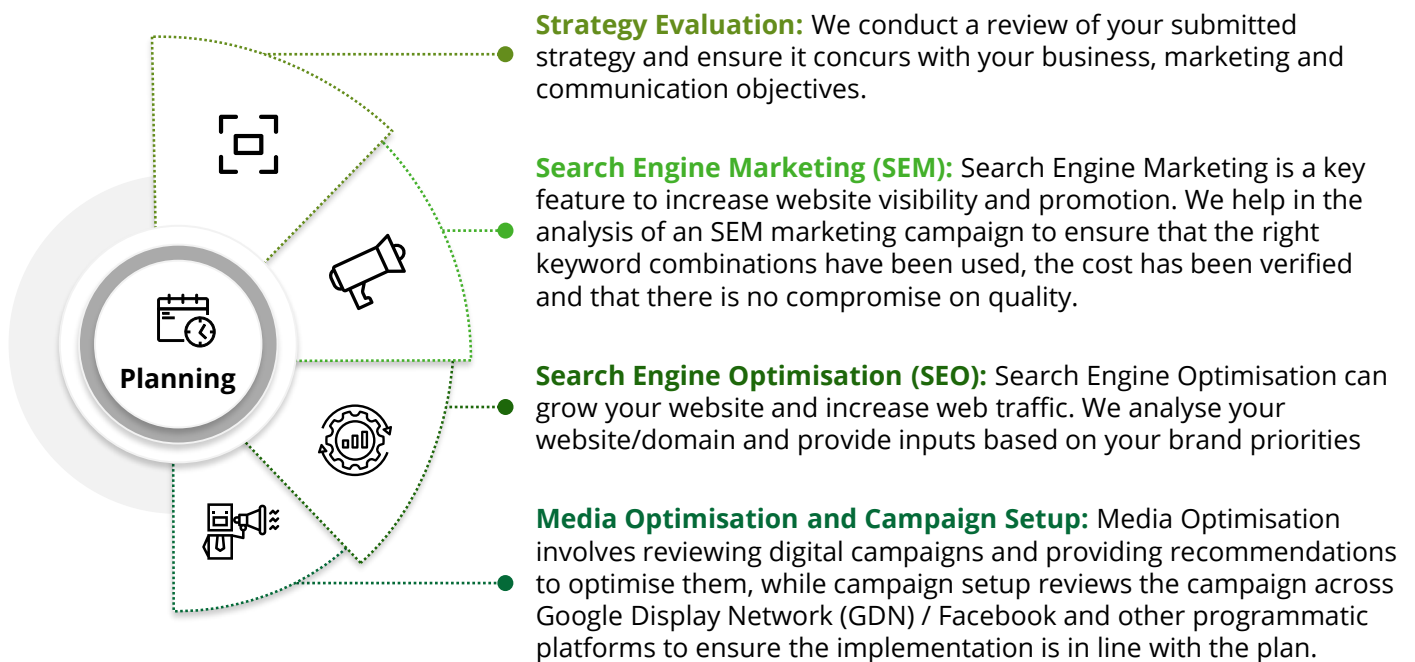


# DIGITAL MEDIA



## Advertising and Marketing

We serve clients across various digital touchpoints that design the approach and strategy for digital marketing. Our services on the digital front include strategy evaluation at the campaign level, SEM and SEO optimisation, media optimisation and setting up of campaigns, benchmarking of advertisement rates etc.







# DIGITAL MEDIA



## Implementation



### KPI Variance Analysis

During execution of running large campaigns, there may be some deviations in planned vs budgeted Key Performance Indicators (KPIs). We also help you monitor your KPI achievements to enhance the effectiveness.



### Campaign reporting and monitoring

During an on-going campaign, there is a need to monitor it over a particular cadence in order to ensure it is progressing as per the implemented plan, as well as track changes and scope for optimisation.



## Brand safety, Ad Fraud (set-up) and Viewability (BAV)

Brand safety, Ad fraud and Viewability evaluation - these are the three key elements in digital advertising that ensure your brand is exposed to minimal risks, that your reported views/ impressions are authentic and that desired visibility is acquired



## Influencer Review

Influencer management is one of key considerations for brands and it has become an important aspect of the marketing mix. We conduct an assessment of the internal process of onboarding influencers, the background research on their social media image and reach and provide you with an independent point of view on the quality and rationale of associating these influencers with the brand.



## Social Listening

Audience opinion is one of the key inputs that matters to you. You need to be present on social media and keep an ear on all conversations that mention you, your competitors, your product and your services. We help you select the appropriate social listening tool as well as setting up a monitoring and reporting framework in line with your listening objectives.



## PMO for digital campaigns

We help you monitor the deliveries on your digital advertising mediums and provide insights/recommendations to optimise them. We strategically evaluate your media plans, monitor their implementation and provide real-time reports for the duration of the campaign. Optimisations and corrections are done on-the-go to enhance your campaign effectiveness.



# AD-FILM ADVISORY



We advise you on cost benchmarks for your creative projects that include ad-films for TV, digital media, still shoots, feature films and radio spots. We also help you onboard talent and production houses and help select the right experts from the creative, film production and data analytics background that enable you to derive the best value for your budgets.



## Cost Benchmarking and Negotiations

We assist you by evaluating the script, storyboard and requirements of ad films and provide cost analysis based on industry best practices to optimise the cost of production and ensure a transparent breakdown of costs.



## On-boarding Advisory

Provide insights on production houses, technical talent and directors best suited to your creative requirement and budget

Curate customised events and platforms that encourage you to directly connect with filmmakers and new talent



## Training (workshops)

Design workshops for brand managers to educate them on the cost nuance of ad-films.



## Live Shoot Review

Review live shoots for projects to ensure actual deliveries of commitments as per your contract/cost sheet.



## Analytics

Analyse multi-region, multi-year data to give you cost trends benchmarked with the industry and recommend leading practices.



# EVENT ADVISORY



The opportunity to interact with the audience live and create visibility is a unique proposition offered by events. We assist you at various stages in the events value chain, right from defining the processes and arriving at the optimum compensation and components of the fee structure to the live, on-ground monitoring and managing of the event.



## Pre-event Cost review

We assist you with an independent approach to review the detailed cost elements proposed by different vendors, as the cost of executing an event can be very high. Our propriety database of cost elements, based on the scale of the event, help identify optimisation opportunities for key cost items.



## On-ground review

A successful event does not only involve a lot of planning, but also depends on the final day performance. We understand your event objective and help you develop a comprehensive framework for quantitative as well as qualitative parameters to monitor your event and measure your vendor.



## Compensation advisory

Events have varied professional fees and structure of the compensation. We can help you define the compensation structure in line with industry standards and define performance-monitoring mechanisms that align to the common objectives of all stakeholders.



## THE DELOITTE DIFFERENCE



Our acquisition of Spatial Access has ensured that we have a deeper understanding of how advertisers look at their target audience and accordingly define their multi-media strategy in terms of usage and budget allocation. With the use of standard industry data and our **indigenously developed proprietary knowledge base, we provide meaningful insights to advertisers/marketers and maximise effectiveness of their advertising and marketing investments.**



### Rich client base and sector insights

The team brings in insights and understanding of leading Advertising and marketing practices based on their experience of working with over 500 marquee local and global brands in India, across various industry segments such as Banking, Financial Services and Insurance (BFSI), Fast Moving Consumer Goods (FMCG), E-commerce, Electronics, Telecom, Automobile among others'



### SME Insights

#### Meenakshi Menon, Marketing and Advertising specialist

Meenakshi brings in over 35 years of experience in the field of Marketing and Advertising. She has successfully run an agency for over a decade before entering the advisory space and has insights into how advertisers spend their money.

#### Chandrashekar Mantha, Marketing and Entertainment Lead, Risk Advisory

Chandrashekar Mantha brings in over 20 years of experience in Advisory services. He is a qualified MICA alumni and leads the Media and Entertainment (M&E) for Risk Advisory at Deloitte India. He has extensively worked across the M&E eco-system over the last decade to lead large scale advisory projects. Mantha specialises in Media Spends Advisory Solutions and Digital Marketing.



### Expertise in Digital | TV | Radio | Print | OOH | Ad-Shoots | Events

Spatial Access, with their in-depth knowledge, bring in rich experience in providing advisory solutions across all channels of advertising; right from agency pitch management to media planning and buying efficiency. Digital solutions like KPI setting, strategy optimisation, Search Engine Marketing (SEM), Search Engine Optimisation (SEO), Influencer, Brand Asset Valuator (BAV) and Digital cost advisory



### Domain expertise

Spatial Access brings in domain experts in the media space with an average experience of over 7 years in the media advisory space.

These professionals will help equip us with information on the additional data resources built by the agencies over and above those by the Broadcast Audience Research Council (BARC) and how they view these data sets to garner better value for clients.





## CONTACT US



### CHANDRASHEKAR MANTHA Partner

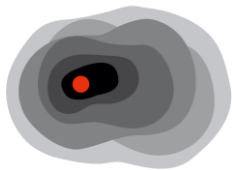
Marketing and Entertainment Lead, Risk Advisory



### MEENAKSHI MENON Senior Advisor

Marketing and Advertising specialist

For additional information, **please reach out to us**



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