

Connectivity ↘



QUESTIONS & ANSWERS

brandedcities HAVAS  HYUNDAI

Intro

Work environments have shifted - not only in OOH, but for all employers. Working from home isn't just a pandemic movement. With more employers offering flexible work terms, environments, and hours, the way we do business and the way we connect with our industry partners has changed, increasing the need for connectivity with clients both internally and externally.

Havas

How are planners/buyers learning about new opportunities for your advertising clients in today's changing environment?

With many people continuing to work from home, we are learning about new opportunities through online presentations or webinars, both live or watching the video on our own time. We are looking for value from our media vendor partners, and so providing overall perspectives of the marketplace is really helpful.

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about **new**
opportunities

How are you building and maintaining relationships with media vendors or brands?

E-mail, and setting up time to talk about our client's business.

What suggestions do you have for vendors/brands to connect with planners/buyers?

I would suggest finding a champion or lead in the agency that can introduce/connect with the right planners/buyers. Learn about their business and provide information that could be helpful – i.e. competitive insights once a campaign has launched, new formats that could be interesting, special pricing for last minute buys. They should have a reason to reach out, and short meetings (1/2 hour) which highlight the "what's new" can be helpful.



Aileen Grant, Account Director, Planning & Insights, **HAVAS**



Hyundai

How can marketers like you receive the best opportunities for your brand? As a brand marketer, what resonates with you in a marketing/advertising pitch??

It is best for the opportunities to be routed through my creative and media agency partners. Data to inform decision making and creative opportunity connected to my business priorities and brand direction are critical components of my decision-making process. My agency partners are best suited to assist in developing your pitch with those in mind.



With the virtual nature of business, how has this changed your planning/buying process? What tools do you find most effective in informing you about media trends, new in-market advertising opportunities etc.?

It hasn't changed the process too dramatically outside of that a lot of discussions happen virtually now vs. in person. That actually helps us all be more efficient. I find webinars, thought leadership, and updates via emails the most effective channels.

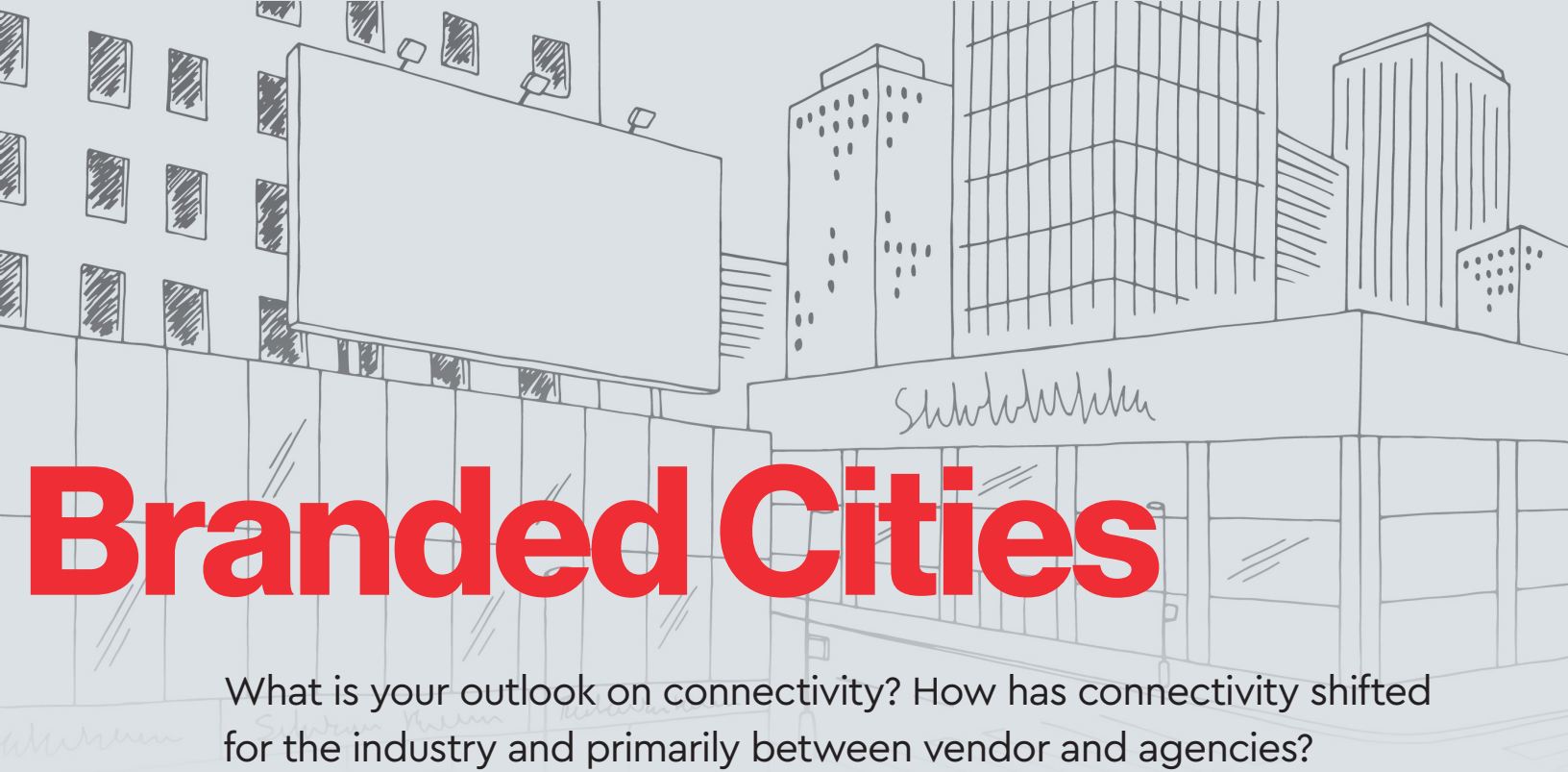
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What's the best way an agency or media vendor can stay top of mind for you?

To work with my established partners. They work closely with me on our plans and are the best to help you understand the right opportunities for our brand.



Christine Smith, Head of Marketing, **HYUNDAI**



Branded Cities

What is your outlook on connectivity? How has connectivity shifted for the industry and primarily between vendor and agencies?

Selling media opportunities and ideas to advertising agencies and clients has historically been an in-person, face-to-face activity: boardroom presentations, lunch, meetings in the office, coffee, etc. Through these activities, we developed relationships that, when done well, led to strong partnerships. WFH has fundamentally shifted this dynamic. In some ways, it is more difficult now to connect with clients. This is particularly true for those who are trying to build new partnerships and relationships. However, this new reality has also created an opportunity for us to get better at what we do. Media sales professionals who embrace this new world have an opportunity to develop even better partnerships than what existed before. How? More relevant ideas, more impactful concepts, more thoughtful feedback, and ultimately more effective campaigns. The best ideas, tied to great media assets and strong customer service, will lead to amazing partnerships going forward. Connectivity opportunities still exist for those who strive for excellence.

What communication tools do you think are the most effective to highlight media offerings / the medium to the advertising industry in today's changing environment?

Email, social and other communication channels are obviously being used more than ever before. But the single biggest change in communication: video. Before

2020, video meetings were largely relegated to large company boardrooms that had the latest video technology installed. At the beginning of the pandemic, new ways of meeting had to be established and many video platforms quickly sprang up to fill the in-person void. Think of those early days of video during the pandemic: daily meetings, work team socials, virtual game nights; we couldn't get enough. Then, after a few weeks, we were already feeling the fatigue. Fast forward to today, and video meeting platforms are still the dominant form of communication, when it comes to sharing ideas and opportunities. However, many have found ways to fine-tune their approach, to ensure effectiveness and to eliminate time wasters. Now, we have shorter meetings, clearly defined agendas, highly impactful presentations, outcomes, and next steps. 15 or 30 minutes is the norm. Hour-long meetings are rare. This new way of video communication has made us smarter with how we use our time, what we say and what we do.

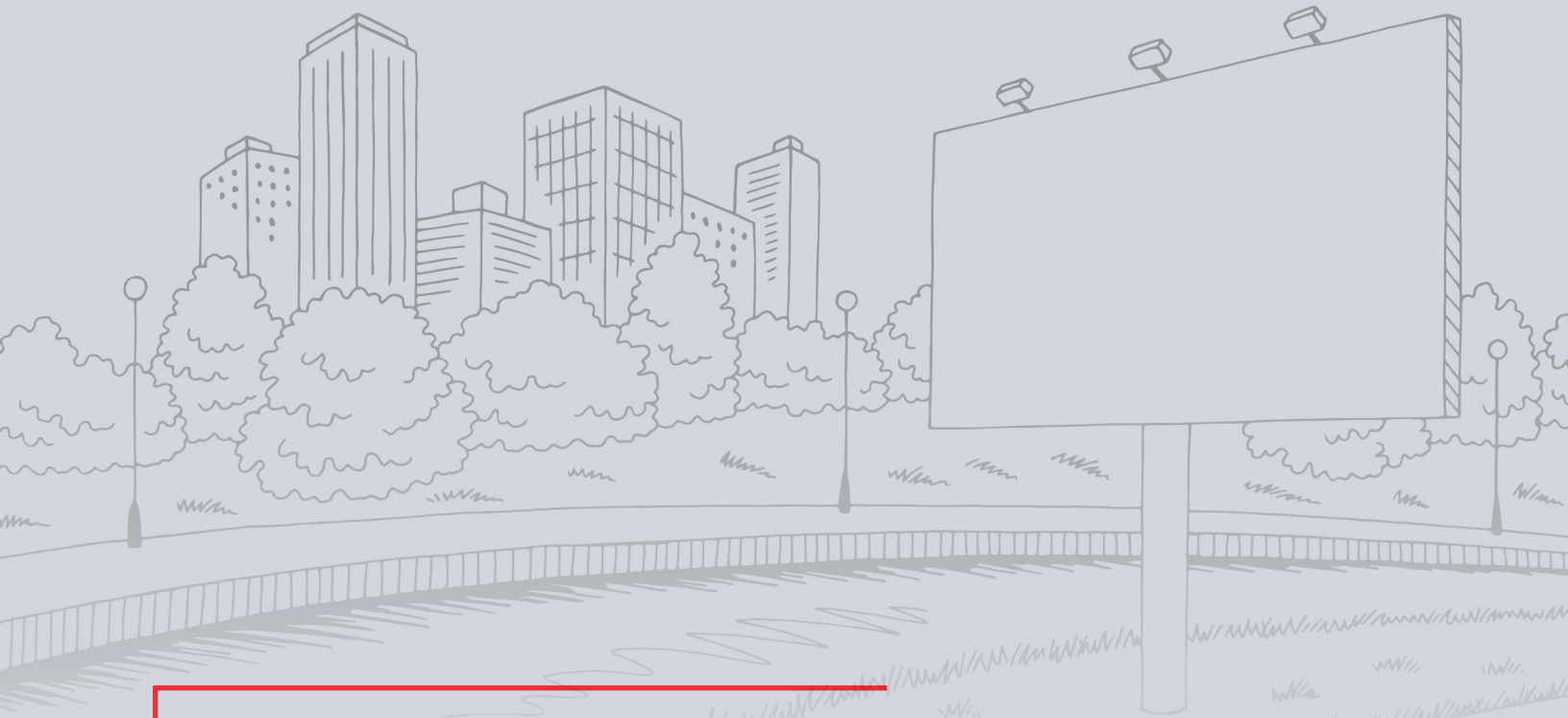
How are agencies connecting with you now that working from home is more common and agency tours/market drives/beer cart Fridays etc. aren't as common?

In most cases, agencies are working harder at maintaining an open dialogue with their media vendor partners. Some agencies do regular surveys. Quarterly business reviews are more common. Others hold quarterly or annual state-of-the union meetings with their vendors. The majority of agencies encourage their team members to respond promptly to questions or requests made of them by their sales reps. Entertainment opportunities are slowly and cautiously returning. And most recently, many agencies have been talking about setting up certain days for in-person vendor presentations at the agency office. This is definitely a positive step forward; specific agency team members will all come to the office on the same day, on certain days of the week. Vendor meetings will help ensure this in-person group time is productive.



Bill McDonald, Vice President Sales, **BRANDED CITIES**

Thank You!



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