

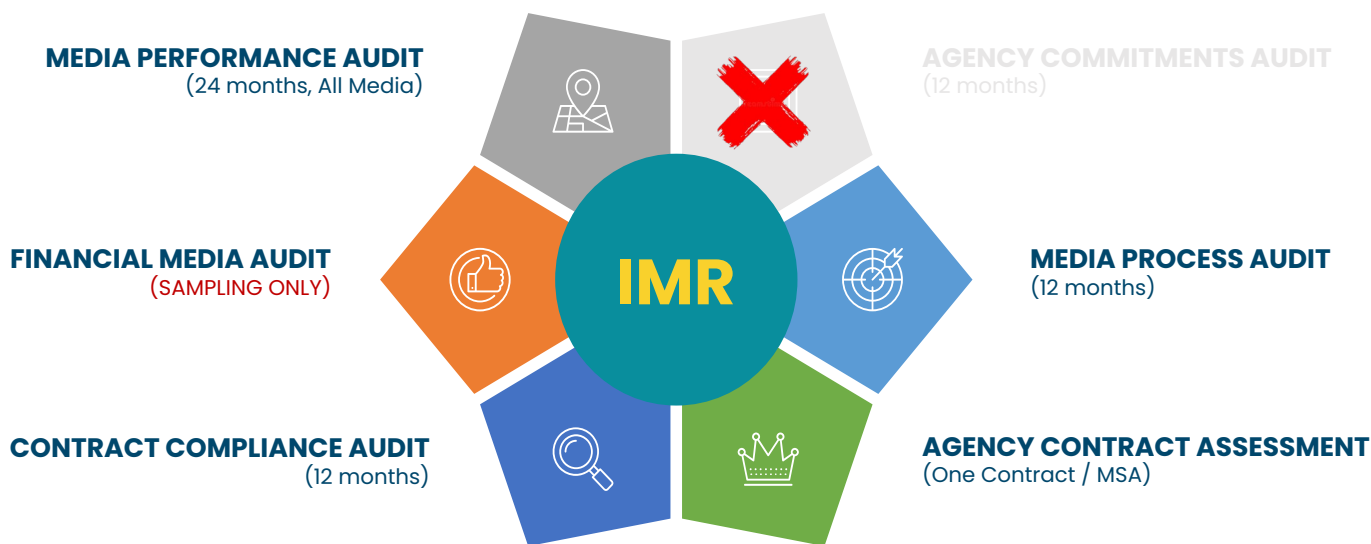
INDEPENDENT MEDIA REVIEW

WWW.ABINTUS CONSULTING

Overview

Advertising media is a significant investment and a key driver of business performance. Therefore, it is crucial to ensure that every penny spent on media generates maximum results, without any wastage throughout the media supply chain.

The Independent Media Review serves as a streamlined alternative to our comprehensive Holistic Media Audit. It's particularly well-suited for challenger brands or those with fewer media activities or no media agency commitments to scrutinise.



COMMON CHALLENGES

Poor ROI

Suspected low returns on media spend, prompting a need to reallocate budget more effectively.



High Media Costs

Concerns about escalating media costs without a corresponding increase in value or results.



Lack of Transparency

Uncertainties about hidden fees or undisclosed arrangements between media agencies and vendors.



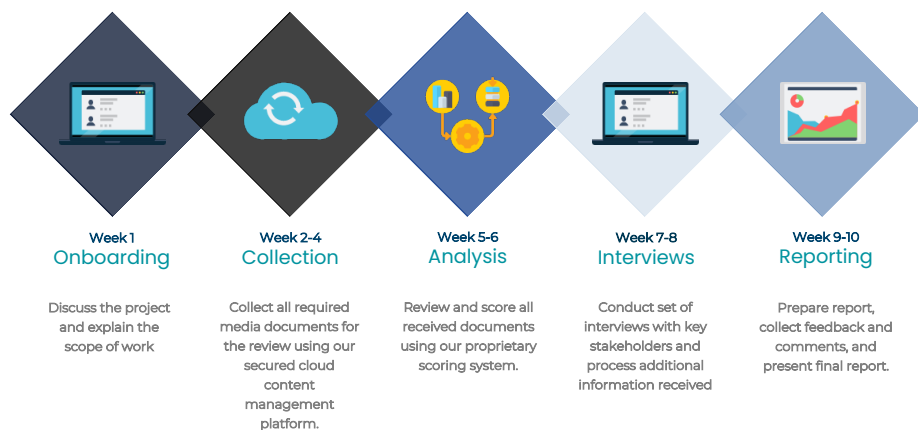
Contract Doubts

Suspensions that some contractual terms may not be fully adhered to by your media agencies.



PROCESS & TIMELINE

INDEPENDENT MEDIA REVIEW



DELIVERABLES

INDEPENDENT MEDIA REVIEW

50+ Pages Comprehensive Audit Report

Our audit reports are very comprehensive and includes scores for each areas of analysis and overall, as well as an executive summary.

Detailed Deliverables

Each area of analysis includes the best practices, key findings, your score, implications/risks, recommendations, and agency comments.

A Complete Strategy for Improvement

We also provide clear and actionable recommendations for improvement, including key milestones and timeline.



BENEFITS

Cost Savings

Enhanced ROAS

Increased Transparency

Improved Accountability

Client Education

Covers all paid media channels

Covers both media agency buys and your direct buys

Covers both working media and non-working media

Includes media agency and local client comments

Includes proprietary scoring system for comparison

Provides an Executive Summary with actionable recommendations for improvement

PRICING TABLE

INDEPENDENT MEDIA REVIEW

Small Advertisers	Medium Advertisers	Large Advertisers	Top Advertisers
15,000 GBP	20,000 GBP	25,000 GBP	30,000 GBP
Per Market	Per Market	Per Market	Per Market
Annual Gross Media Spend	Annual Gross Media Spend	Annual Gross Media Spend	Annual Gross Media Spend
Below £10M	Between £10M - £50M	Between £50M - £100M	Above £100M
All Media	All Media	All Media	All Media
Exc. Travel Exp.	Exc. Travel Exp.	Exc. Travel Exp.	Exc. Travel Exp.