



AGENCY SEARCH FOR ADIFY SAVES \$50K IN CONSULTING EXPENSES

CHALLENGE

Cox Enterprises acquired a new business called Adify in 2008. It was a relatively young digital media business with two distinct lines of business. One line of business targeted online publishers to sell a technology solution on a “wholesale” basis to enable vertical ad networks, while the other called on online media buyers and planners to sell advertising on a “retail” basis. The company was having tremendous success with their wholesale technology product, but marginal success with their retail product because they were operating in a crowded market place where new online advertising networks were being launched frequently.

Adify needed to communicate their unique value proposition to prospective online media buyers and planners, but they did not have a marketing communications agency with the skills to help them refine their message and develop an integrated marketing communications plan to differentiate their products and services and stimulate demand.

ACTIONS

- Identified gaps in Adify business for unique value proposition and a Marketing Communications agency.
- Influenced VP of Marketing to allow Cox Corporate Marketing to lead an agency search for Adify.
- Developed list of potential agencies with experience marketing online media products and services.
- Worked with VP of Marketing to understand current Adify business challenges.
- Wrote marketing strategy brief to explain Adify challenges to potential agency partners at a high level and secure initial credentials.
- Managed all communications with potential agencies.
- After securing credentials, recommended engaging short list of agencies for basic assignment.
- Developed small creative assignment for short list of agencies to assist in identifying the appropriate resource.
- Set up meetings with prospective agencies and Adify marketing team for the agencies to present assignment.
- Provided input on agency selection to VP of Marketing.

RESULTS

- Adify selected one of the agencies and worked with them to develop an integrated marketing communications campaign.
- Saved \$50-\$75K in consulting fees to facilitate agency search and the development of a marketing brief and assignment.

RECOMMENDATION

“Todd is a very thorough and creative marketing professional who enabled Adify to streamline agency review and selection for our complex business. Todd is thoughtful and will express his opinions and guidance in appropriate and compelling ways. His understanding of our needs and his diligence in finding the best prospective partners was invaluable. I value his insight and perspective.” February 16, 2009

[Joelle Gropper Kaufman](#), VP Marketing & Media Operations, Adify