



VISIONING



SOLVING



RELATING



RESOURCING

## STREAMLINED COMPETITIVE INTELLIGENCE SYSTEM CUTS EXPENSES

### CHALLENGE

BellSouth was implementing a corporate wide reorganization to be more responsive to customer needs, faster to market and more efficient in a more competitive landscape. Each operating division employed an advertising agency and each agency maintained contracts with various providers for competitive information. This resulted in duplication of contracts and increased out of pocket costs.

Information requests required a cumbersome manual look up process and often the resulting data was raw and not suitable for management consumption. Information was not provided proactively to Senior Management and Marketing leaders. There was little or no strategic analysis of emerging advertising and media spending trends in the industry. BellSouth was not receiving immediate notice of breaking advertising campaigns in the market place and often Senior Management would either see or hear of a new campaign prompting questions and research across many different business units and departments. This created a lot of duplicate work as multiple employees raced to answer the same question.

### ACTIONS

- Engaged lead creative and media agencies to develop a central database for competitive information.
- Worked with business unit ad agencies to identify the scope of contracts with existing competitive research providers.
- Developed a scope of work document with specific project objectives and provided it to lead agencies.
- Communicated project objectives to business unit advertising, marketing and competitive intelligence departments to seek input for system requirements.
- Worked closely with lead creative agency to establish “umbrella” contracts with research providers to provide digital video.
- Led media agency in developing standard strategic reports for communicating media spending information to business units on a quarterly basis.
- Selected technology vendor to develop a relational database with a web interface to house all competitive information and proactively communicate information about breaking campaigns to BellSouth marketing and advertising teams.
- Managed technology vendor in the development of customized database categories and requirements.
- Developed comprehensive presentation outlining the features and benefits of new competitive tracking system and delivered it to primary advertising and marketing personnel.

### RESULTS

- Positive feedback from advertising and marketing teams was overwhelming.
- Saved over \$500,000 in secondary research costs, agency fees and video/audio dubs and shipping.
- Reduced employee hours for researching and reporting on competitive information by 90%, because a dedicated team was now responsible for pulling and analyzing the data.
- Competitive alerts provided timely market information so that all levels of management were notified of new competitive activity simultaneously.