



WINNING AT INTEGRATION

How to work with multiple teams, markets and
agencies in a MORE EFFECTIVE way

R3: 胜三

INTRODUCTION



THE DICTIONARY DEFINES **INTEGRATION** as “*the intermixing of people who were previously segregated*” – it’s meaning actually coming from when people of different races were brought together.

For marketers, the challenges of integration can sometimes seem even larger than that – with multiple factions from within a company matched with equally diverse agencies with multiple owners.

This White Paper from marketing consultancy R3 is designed to give marketers and their agencies some insight

- **WHO** are the companies globally that are leading the way in Integration?
- **WHAT** can we learn from them?
- **WHAT’S THE VIEW** from marketers and agencies on the current working process and the way forward?

This report is designed to start, not end a dialog.

If you have your own views on Integration, we welcome hearing about them at @r3china, @r3jlb or via our contact page at www.rthree.com

METHODOLOGY



TO **PREPARE THIS REPORT**, we took three different approaches to gain insights

We conducted a deep dive into our consulting work over the last ten years – leading discussions for Coca-Cola, GM, SC Johnson, Johnson & Johnson, Wal-Mart, Samsung, SingTel, Fonterra and others. We thank them for the opportunity to build long term partnerships.

We reached out selectively to some of the smartest marketers we've worked with , to elicit their own direct point of view

We had a lot of help from twenty agency CEO's - from the top creative, media, PR and digital networks in the world.

This is not meant to be a quantitative analysis of the state of integration rather, an independent voice that can help companies work better with their agencies for a common good – **STRONGER BRANDS.**



TO GET ACCESS TO THE FULL REPORT

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