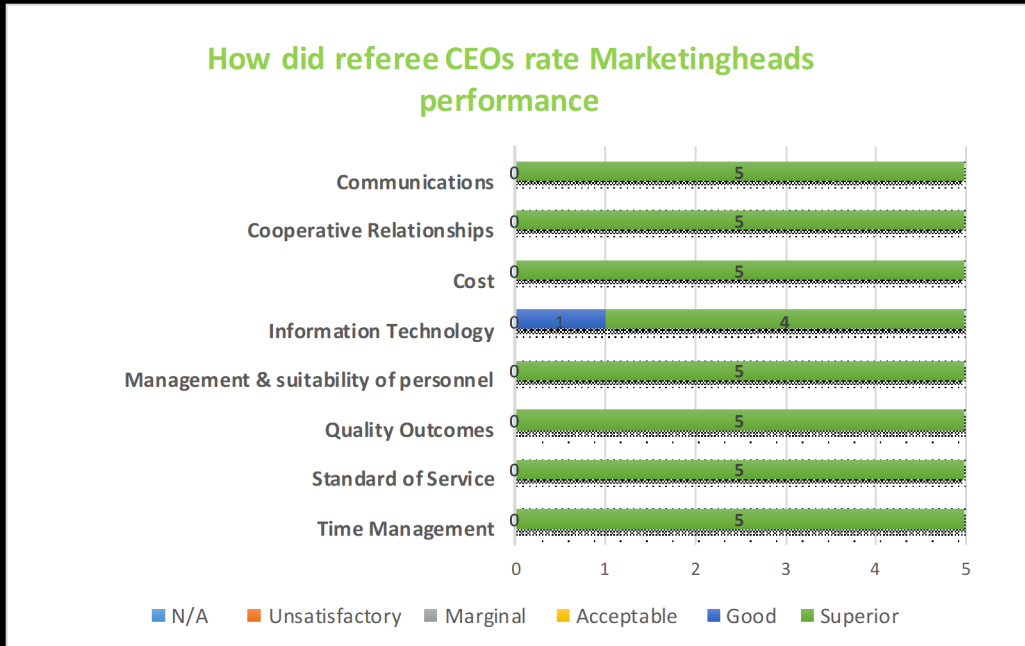


CEOs rate Marketingheads performance

Q. As a referee who paid for this service, how well did Marketingheads meet your expectations across the following criteria?



The business reviews evaluated our business, recommended and articulated strategic advice regarding our performance and identified the key issues and strategies for performance improvement.

Marketingheads provided very powerful insights (being evidence based) as they are customer or market driven. This creates high levels of confidence for the strategies we employed.

Marketingheads are a trusted supplier and have a track record with me of delivering projects on budget and within agreed timelines whilst delivering value for money.

They are skilled, capable, experienced marketers and business people that conduct market research to understand and review specific business metrics.

Marketingheads identified issues with our work flow and business systems

which was outside the scope of the work but they reported on as their methodology and engagement with our customers was in depth and identified issues re productivity (Workflow), quality and delivery on time performance.

This injected valuable insight into our continuous business improvement plan. **We reset and took action** to ensure our customer service met expectations if not exceeded expectations.

This was affecting our brand value and reputation.

Marketingheads unique perspective re net promoter scoring assessment presented the reasoning and how we could best use this information to understanding our customers better.

They provided a rationale and descriptors for what constitutes a promoter versus a detractor and a passive customer behaviour. They considered qualitatively satisfaction versus dissatisfaction metrics and how these affect future business prospects, reputation, brand, price expectations, quality and value. They considered this in the context of the brand, what narratives and communication exploits the 'sizzle' and delivers differentiated value for customers compared to competition.

It was a leap of faith as we had never done this before. I would do this again.

Performance Criteria:

Time Management: Meeting milestones, resourcing, planning, reporting.

Standard of Service: Meeting brief, budget, value for money, no re-work, supervision, no over or under servicing.

Quality Outcomes: Accuracy, usability and effectiveness of results.

Management & suitability of personnel: Skills, experience, sufficient number, appropriate seniority used.

Information Technology: IT used where appropriate to increase efficiency and reduce costs.

Cost: Actual cost did not exceed cost estimate without prior agreement.

Cooperative Relationships: Cooperative approach, commitment, resolving issues.

Communications: Clear communication/appropriate level of reporting.

Engagement of Marketingheads in the initial development of the project was timely, thoughtful and kept us on track.

They responded promptly, asked questions and were very professional and personable in their approach.

They "Delivered far more than what I expected"

Marketingheads were thorough in providing a valuable review of our branding and positioning and made recommendation re our brand architecture and key narratives. They made us think about how our well known trusted corporate brand can transfer corporate brand values and thus endorse and add credibility to our products and service brands. **Their communication/Brand strategy & market development plan reviewed our brand architecture.**

This will now enable us to consider how we leverage our family or group brand customer endorsement across all company sub brands. This was supported by a well thought out communications plan full of narratives with identified "Sizzle".