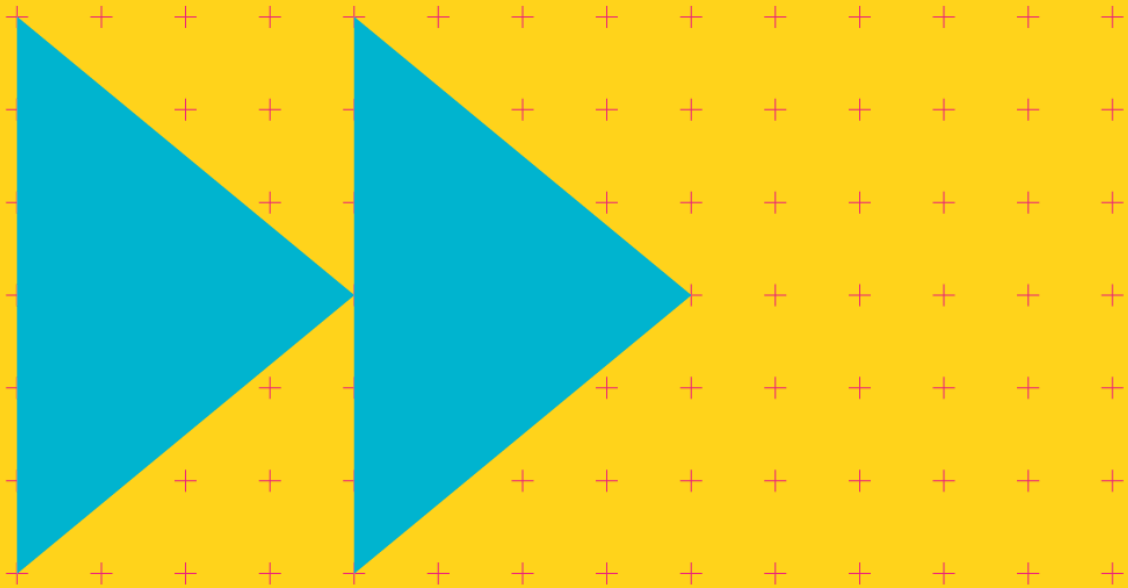




Media Investment and Trading Governance Checklist for Clients



Background & Context

Who is Pt78?

Pt78 is a management consultancy that works with business leaders to improve return on marketing investment. We build marketing power within organisations, combining systems, experience and expertise with data and insights to drive business impact.

We answer the questions 'Are we doing the right things?' and 'Are we doing them right?'

Our business operates across 3 pillars - Procurement, Strategy & Performance.

Within our Procurement pillar, we offer a range of services including Media Audit and Performance Review. We regularly conduct media audits for a range of clients in both public and private sectors.

What is the Media Investment and Trading Governance Checklist?

This checklist will help you to ask all the right questions when it comes to the management/oversight of your media investments. It contains a list of key risks that your organisation may or may not be exposed to, as a result of your media investments. It also includes risk mitigation for each potential risk so that you can quickly and easily assess your current risk status.

If you would like to discuss this document in more detail or discuss your own Media Investment & Trading Governance risk assessment with us, please don't hesitate to contact us.

CONTACT DETAILS

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Pt78 is an IAPI accredited Media Auditor.



www.iapi.ie/findingtherightagency



#	Area	Potential Risk	Description of potential risk	Risk Mitigation	Who	Status
1	Media Investment	Media costs	Expenditure is out of line with market norms for volume. Costs are not as agreed in agency contract.	Media agency tender process includes specialised media costs templates. Regular media audit / internal review of media costs versus market norms and/or contract commitment.		
2	Media Investment	Media KPIs (biddable media)	Biddable media (e.g. PPC, social, audio, programmatic display etc.) objectives and KPIs are not set or monitored and/ or are out of line with market norms for category.	Objectives and KPIs are recorded in media planning process. Regular media audit / internal review of delivered KPIs.		
3	Media Investment	Booking control	Media not booked in line with agreed media plan / invoiced amounts.	Regular media audit / internal review of media to include three point review of process and control.		
4	Media Investment	Delivery control	Media not delivered in line with agreed media plan / invoiced amounts.	Regular media audit / internal review of media to include three point review of process and control.		
5	Media Investment	Organisation Outcomes	Media investment does not deliver expected organisational outcomes, or results are unknown. (e.g. brand metrics, sales, leads, traffic etc.)	Contract includes performance framework. Regular review of performance framework.		
6	Media Investment	MarTech & Reporting	Inadequate reporting and/or control of media investment.	Tender process includes specialised media service templates/ SLA, including marketing effectiveness and reporting requirements. Regular review of performance framework.		
7	Media Agency	SLA	Media agency service does not meet expectations.	Media agency tender process includes specialised media service templates/ SLA. Contract includes performance framework. Regular review of performance framework.		



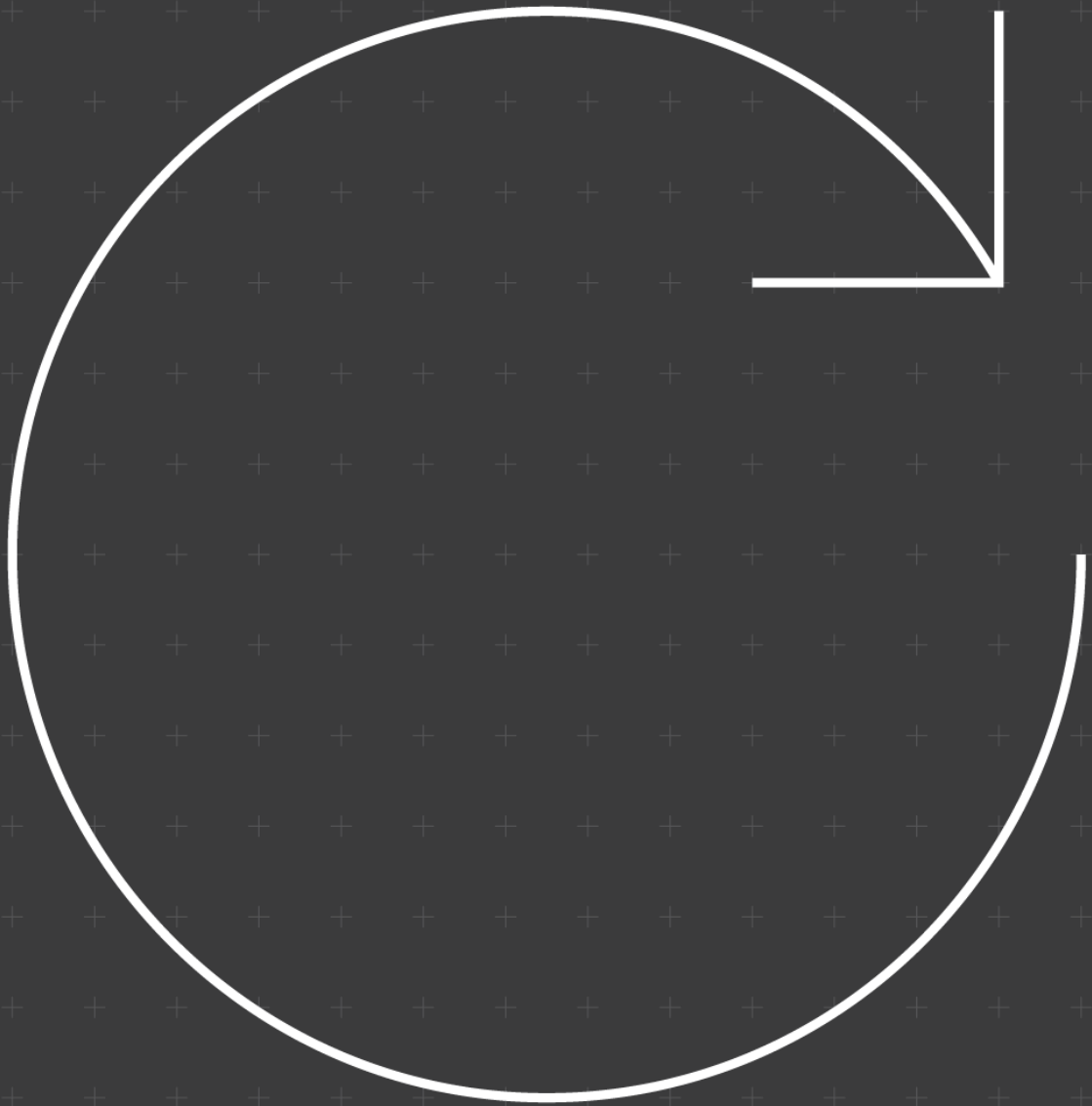
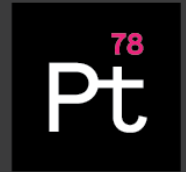
#	Area	Potential Risk	Description of potential risk	Risk Mitigation	Who	Status
8	Media Agency	Retainer/ Commission	Agency Fees higher than expected and/or out of line with market norms.	Media agency tender process includes specialised agency fee templates. Media audit/ regular review of agency fees versus contract commitment.		
9	Media Agency	Out of scope costs	Work out of scope of contract incurring additional costs.	Media agency tender process includes detailed scope of services and out-of-scope rates. Media audit/ regular review of agency fees versus contract commitment.		
10	Media Agency	AVB/ LTA / Rebates	Lack of transparency in agency income earned on media investment.	Media agency tender process includes specialised agency fee templates. Media audit/ regular review of agency fees versus contract commitment.		
11	Media Agency	Programmatic Margins	Lack of transparency in agency income earned on media investment.	Media agency tender process includes specialised agency fee templates. Media audit/ regular review of agency fees versus contract commitment.		
12	Media Agency	Other media margins or mark-up	Lack of transparency in agency income earned on media investment.	Media agency tender process includes specialised agency fee templates. Media audit/ regular review of agency fees versus contract commitment.		
13	Media Owner Relationships	Client deals / discounts	Lack of transparency in media owner cost / discount agreements.	Media agency tender process includes specialised media costs templates. Media audit/ regular review of agency fees versus market norms and/or contract commitment.		



#	Area	Potential Risk	Description of potential risk	Risk Mitigation	Who Status
14	Media Owner Relationships	Sponsorship / Partnership Arrangements	Lack of transparency in non-commodity arrangements e.g. sponsorships / partnerships.	Detailed written partnership agreements. All media arrangements recorded on media plans / central budget control. Regular media audit / internal review includes all media related expenditure.	
15	Media Owner Relationships	Advertiser funded content / programming.	Lack of transparency in non-commodity arrangements. Lack of compliance with broadcast guidelines for product placement.	Detailed written AFP agreements. All media arrangements recorded on media plans / central budget control. Regular media audit / internal review includes all media related expenditure.	
16	Media Owner Relationships	Barter Arrangements	Lack of transparency in barter / contract / non-cash media deals.	Barter income / expenditure recorded according to normal budget control / accounting procedure. All media arrangements recorded on media plans / central budget control. Regular media audit / internal review includes all media related expenditure.	
17	Media Owner Relationships	Corporate Entertainment	Gifts and corporate hospitality may create actual, or appearance of, conflict of interest.	Corporate gift and hospitality policy in place and communicated. Gifts or hospitality are declared and approved in advance and recorded.	
18	Media Owner Relationships	Direct deals	Deals agreed directly outside of existing agency relationships are not monitored or subject to same media governance policies.	All media arrangements and expenditure recorded on media plans / central budget control. Regular media audit / internal review includes all media related expenditure.	



Marketing Power.
Procurement, Strategy, Performance



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