

*BrainNet and Billetts join forces*

## **Efficiency boost for media budgets**

**Bonn, July 2, 2009 – Falling advertising budgets and the decreasing effectiveness of advertising measures are putting massive pressure on media services to be more efficient. Only a media management approach which considers processes in their entirety can help advertisers achieve an efficiency boost in all of the communication tools they use. Billetts, a leading international media auditor, and BrainNet Supply Management Group AG, the corporate consultancy specializing in purchasing optimization, are together offering advertisers a new approach aimed at making communications budgets as cost-effective as possible.**

The effectiveness of advertising has been declining sharply for a number of years now, as more and more advertising messages fight for the attention of target groups. At the same time, trends such as online and mobile advertising have made the planning, control and monitoring of advertising activities more and more complex. It is therefore becoming a strategic requirement for companies in the advertising sector to significantly boost the efficiency of their media planning and purchasing, particularly given the current economic climate. It is precisely this challenge that Billetts and BrainNet are tackling with their cooperation agreement.

Billetts has many years' experience in the planning and auditing of media strategies. The company has acquired benchmarks that are unique on the market, stemming from the support it provides to more than 30 clients, and has access to all the relevant media databases. BrainNet completes this expertise with one of Germany's largest benchmark databases for marketing procurement, which includes information from more than 200 marketing procurement projects.

“Social, economic and technological changes are causing a constant decline in the effectiveness of advertising measures and the efficiency of dedicated budgets,” says Oliver Grünh, Principal and Head of Marketing Procurement Practice at BrainNet. “We can only work against this trend if we take a look not just at the individual sub-sectors, but at the entire process chain in media management, from the negotiation of terms and conditions to the monitoring of the measures implemented. Our cooperation agreement with Billetts is intended to achieve results precisely here.”

Under the terms of the collaboration, Billetts will primarily focus on verifying the efficiency and effectiveness of media planning, monitoring broadcasting, benchmarking conditions and placements, auditing media and defining KPIs for media management. BrainNet will be responsible for defining the negotiation strategy and conducting negotiations with media companies and agencies, verifying contracts and initiating change processes in media management. Furthermore, the partners will minimize the project risk for their clients by defining clear target values and establishing a success-dependent fees model.

“Together, we can close a very important gap in the market,” says Dietmar Kruse, Managing Director at Billetts. “At the moment, there is barely anybody on the market that would be able to sustainably optimize media management from the point of view of marketing and procurement. BrainNet and Billetts, between us, have all the expertise required to achieve significant added value for our clients.”

## About Billetts

Billetts' services enable clients to measure their media performance and get more out of their budgets. Billetts works for many blue-chip advertising clients worldwide, with a strong local presence on the key advertising markets. Billetts' services have been developed especially to help clients capitalize on the opportunities of rapidly changing markets as effectively as possible. Billetts regards media convergence, target group fragmentation and changed customer behavior as opportunities for achieving competitive advantages. Billetts' "Marketing Investment Management" program helps clients through the entire media planning cycle.

Billetts Consulting GmbH, based in Hamburg, works for a large number of key advertisers in Germany, Austria and Switzerland. The company has all the latest market and media data and cutting-edge evaluation tools.

For further information about Billetts, please visit [www.billetts.com](http://www.billetts.com)

## About the BrainNet Supply Management Group AG

BrainNet is one of the leading international brands for supply chain management consultancy. Employing 220 members of staff, BrainNet turns over €30 million globally. BrainNet develops and realizes tailored solutions for more than 80 of the companies listed in the Global Fortune-500 and around 240 fast growing SMEs. For years, BrainNet has had offices in Bonn, Boston, Budapest, Chicago, London, Mumbai, Munich, Shanghai, St. Gallen, Stockholm, Tampa and Wrocław.

The current study, "Hidden Champions of the Consulting Market" by the Scientific Society for Management and Consulting (WGMB) puts BrainNet as the number 1 purchasing consultant in Germany. The company is – together with Roland Berger – also the only consultancy to be listed in the Hidden Champion top 5 ranking in all the supply chain management disciplines (purchasing, internal supply chain & processes and distribution logistics).

Through its close collaboration with the Supply Chain Management Institute (SMI) at the European Business School (EBS), BrainNet offers a totally unique value-creation chain ranging from research and training young talent at leading business schools to implementing consultancy projects and strategic qualification of top managers and supply chain managers.

For more information about BrainNet, please go to [www.brainnet.com](http://www.brainnet.com)

## BrainNet – people creating connected solutions

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