MX BLUEPRINTS

CREATING AND EXECUTING
DIVERSE MEDIA SUPPLIER STRATEGIES

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For industry executives, from industry executives: A practical series of roadmaps for harnessing the power of modern technology to achieve business imperatives.

CREATING AND EXECUTING
DIVERSE MEDIA SUPPLIER STRATEGIES

A guide for empowering brands to create and achieve diverse media supplier program goals.

OBJECTIVES

- Create media vendor segmentations tailored to each agency clients' diverse media supplier strategy.
- Instantly analyze and report on how brands have historically spent across supplier diversity classifications—without manual work.
- Gain a real-time view into media spend to ensure agency teams can optimize strategies anytime—even mid-campaign.
- Help brands set their diverse media supplier goals and identify changes in their media investment strategies to achieve them.

IS THIS BLUEPRINT RELEVANT FOR YOUR AGENCY?

- Do you have an overly manual process for auditing how much money is spent by the media owner?
- Do you lack the ability to create scalable, client-specific diverse supplier programs that enable real-time visibility and optimization?
- Do your teams lack confidence in their abilities to help clients create and achieve meaningful diverse media supplier program targets?

KEY SUCCESS FACTORS

- Thorough understanding of your clients' diverse supplier program goals
- Open communication internally among teams—research, planning, and buying—and externally with clients
- Technology that empowers throughout the buying process to execute strategy at scale
- Providing management with centralized control and visibility without taxing buyers

STAKEHOLDERS

- Client Leads
- Head of DEI
- Head of Investment
- Media Heads
- Media Buyers

TECHNOLOGY REQUIREMENTS

- Configurable Master Data Management and a modern data structure
- Ability to easily ingest data from any source
- Custom workflows down to the client level, across, worksheets and more
- Customizable, real-time reporting across the entire workflow

FUTURE STATE

Brands regard your agency as the "go-to" experts for helping them create, implement, and optimize scalable and effective diverse media supplier strategies—without overburdening research, planning, and buying teams.

OVERVIEW

The general goal of understanding and optimizing spending with diverse ownership groups is fairly straightforward. The real challenge has been that agencies have historically lacked the underlying technologies that would enable them confidently to set, track, and deliver on client objectives at scale such as: easily ingesting and updating ownership data, expediently classifying vendors for every client throughout the entire workflow, and actioning real-time spend data mid-flight. The goal of this guide is to empower agencies to employ a more holistic approach to launching successful diversity supplier programs—while using technology, people, and process to be a partner to clients.

CLASSIFY MEDIA SUPPLIERS BY OWNERSHIP DEMOGRAPHICS.

The first step in any diverse media supplier program is determining how an agency and its clients want to classify suppliers. Agencies can leverage existing third-party lists, combine multiple lists and augment with their own data—and even create client-specific classifications.
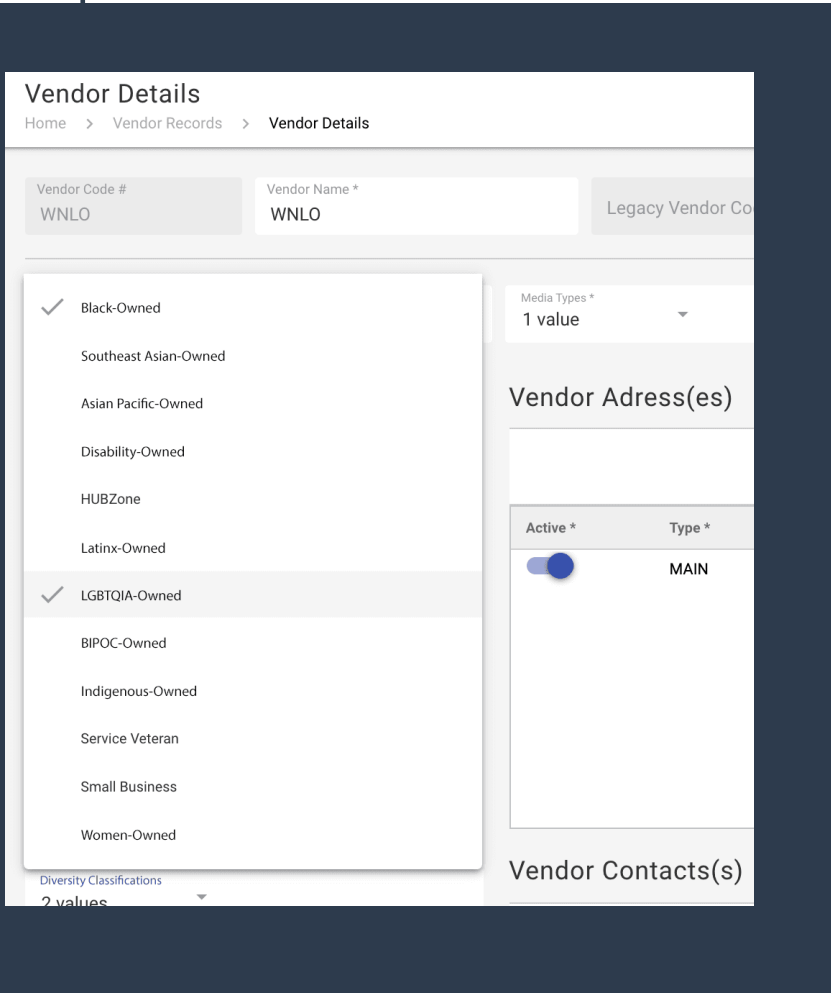
In the past few years, many organizations and partnerships have formed to promote more diversity, as well as more inclusive and equitable practices within the advertising industry. Several have created lists of women-owned, BIPOC-owned, veteran-owned, LGBTQ-owned, disability-owned, and small business media suppliers. These lists can provide a starting point and serve as critical reference tools for agencies looking to create or improve diverse media supplier programs for their clients.

With a customizable system like the MX Platform™, agencies have many options for setting vendor classifications. This means that teams can choose to create their own proprietary classifications, such as the ownership demographic classification illustrated in Fig. 1, apply new third-party lists or criteria, or "mix-and-match" internal and external data to adequately classify vendors.

RESOURCES

- *Maven Media Framework*

- *4A BIPOC-Owned Media List*

- *ANA Resource*
- *List of Certified Diverse Suppliers for Marketing and Advertising*

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DRIVE GOALS BY SURFACING THE RIGHT INFORMATION, AT THE RIGHT TIME, THROUGHOUT THE BUYING PROCESS.

Vendor Details

Home > Vendor Records > Vendor Details

Vendor Code #
WNLO

Vendor Name *
WNLO

Legacy Vendor Co

✓ Black-Owned

Southeast Asian-Owned

Asian Pacific-Owned

Disability-Owned

HUBZone

Latinx-Owned

✓ LGBTQIA-Owned

BIPOC-Owned

Indigenous-Owned

Service Veteran

Small Business

Women-Owned

Media Types *
1 value

Vendor Adress(es)

Active *   Type *
          MAIN

Diversity Classifications
2 values

Vendor Contacts(s)

When agencies rely on largely manual approaches like retroactive reporting and email outreach to large teams of buyers with the general mandate to "spend more" with certain suppliers, it can be challenging for agencies to confidently execute successful diversity supplier strategies. Instead, agencies can build a solid foundation for effective, scalable client strategy.

For buyers to successfully support their clients' diverse media supplier programs, they require the ability to see and activate essential information "inline"—live in the context of where, when, and how they do their jobs. Simply put, if buyers are expected to reliably and consistently spend more with specific vendors or groups of vendors, they need the ability to see how supplier-specific and supplier classification-specific spend is progressing as they buy—not after the fact.

ENGAGE CROSS-FUNCTIONAL AGENCY TEAMS TO HELP BRANDS FIND NEW OPPORTUNITIES, SET GOALS CROSS-MEDIUM, AND OPTIMIZE VENDOR BASE

With Hudson MX technology buyers, planning teams, and client leads can leverage newly created diverse supplier categories to analyze current investment distributions and provide "baseline" data to inform future spend.

Once an agency has categorized vendors in the system and understands the spend history, research, planning, and buying teams can start working together to understand which vendors aren't being purchased today and which could potentially be targeted for increased spend—with or without cost-efficiency changes. Making "baseline analysis" a first step in the process will ensure agency teams understand what is possible short-term before deeply engaging with clients on their goals. This will require cross-team, medium-specific conversations that pinpoint current barriers to employing a specific diversity supplier strategy, why they exist, what would need to happen to make a change, and who would need to sign off on this change.

KEY QUESTIONS TO ANSWER:

- *Historically why aren't target vendors purchased from or could be purchased from more?* This analysis should be done at the medium, market, and—potentially—at client-specific levels.
- *Are there certain buying parameters that are consistently impacting the ability to purchase from certain vendors?* For example, for mediums where lists of terms shape where inventory can and cannot run, a client discussion may be warranted to consider editing or elements such as blocklists, adjacency, and contextual terms.
- *Could technology help address common challenges related to working with smaller vendors?* It is important to determine whether there are barriers to working with smaller vendors that technology could help teams remedy.
- *Are there any out-of-the-box ways agencies could help clients work with more target vendors?* For example, could agencies provide more onboarding support to new vendors, or creating vendor specific campaigns, creative?

UNDERSTAND EACH CLIENT'S GOALS AND DEGREE OF FLEXIBILITY.

No two brands are the same and all goals will require custom strategies. The better an agency understands what change is feasible at scale and what changes to buying strategy are likely needed, the more aligned agencies can get with their client:

- What media spend strategies best align with a client's brand and mission, as well as their goals for growth and impact? On what timeline? Goals might be about more than percentages and there may be extra focus on working with new vendors or encouraging growth with smaller vendors.
- How, if at all, do the results plan to be shared externally?
- Is there any willingness to change buying strategies, including instances of purchasing less efficient media in order to achieve diverse spending goals?
- It is likely that, after completing the exercise above, buying teams will have questions specific to their medium and markets they will want to pose directly to clients. They may even have some vendors they can showcase and use as an example to ask questions in this format: "Are willing to accept X change so we can work with this Y vendor for the first time?"

Building a diversity supplier program will need to be an iterative process throughout to be successful. Asking questions and getting feedback from different teams internally and externally should happen at every stage of development and implementation. Before formally launching a program, it is also recommended to employ some form of pilot testing and analyze potential implications of changes to buying strategies on Y1-Y2 client goals. And after launch, client teams will likely need to do regular check-ins internally and externally so teams are continually optimizing strategy.

LEVERAGE ADVANCED TECHNOLOGY TO IMPROVE WORKFLOW AND REPORTING.

For the various media types, agencies can leverage the MX Platform™ and other new and emerging technologies to improve the workflow and reporting associated with implementation of a new diverse supplier program.

Note: *Below we outline workflows for a diverse supplier program that is integrated into a client's overall media investment strategy. (Some diverse supplier programs will be allocated under separate, dedicated budgets to make it easier to track goals and plan for CPMs.)*

SAMPLE WORKFLOWS BY MEDIA TYPE

FRAGMENTED MEDIUMS: LOCAL / DIGITAL DIRECT / PRINT / OOH / NATIONAL

- **Load new target vendors into the system** so it is easy for buyers to RFP.
- **Display diversity ownership demographics of vendors on all key buying screens,** RFP, media authorization forms, schedule. This will pull from the client-specific MDM vendor classifications.
- **Calculate %, total $ spend from worksheet** so buyers know how they are executing mid-buy and can send to clients for approval before ordering.
- **Provide centralized visibility and control** by providing management and client leads with dashboard and reporting across markets and media types. Afford real-time visibility into buyer activity, ability to identify market opportunities (target vs. planned), and ability to quickly action strategy shifts.

PROGRAMMATIC-SPECIFIC

- Speak to the client about allowing specific websites to be prioritized and utilize real-time metrics on an ongoing basis to dial strategy up or down or set aside x% of budget for these sites. Also ensure there are no criteria that unnecessarily or inadvertently limit purchasing of target vendors (block list, contextual strategies, etc.).

NATIONAL-SPECIFIC

- Before upfronts, ideally you can align with the client on a % of the total budget and, or impressions that you are aiming to be spent on target vendors regardless of cost efficiency.

LESS FRAGMENTED MEDIUMS: SEARCH AND SOCIAL

Where mediums are consolidated, there is less flexibility to reallocate media spend. In these instances, agencies and their clients will need to get creative around how they can motivate suppliers you will need to continue to spend with in order to increase diversity, inclusivity, and or equity. In any instance, having quality reporting that runs automatically will help hold current suppliers accountable and inform spend targets accordingly.

CONCLUSION

Many agencies and brands have ample motivation and goals to move the needle and increase investment in diverse-owned media suppliers—they just need the right combination of technology and process to realize these goals successfully. We recognize that shifts agencies and brands wish to see within our industry are not simple and cannot be solved overnight. However, by combining expert agency strategy with modern, flexible software, agencies can be empowered to help their clients make lasting change.

ABOUT HUDSON MX

Hudson MX helps forward-thinking agencies unlock business value through technology. Founded in 2016 by industry veterans who envisioned a fundamentally different, more strategic role for technology in the modern media agency, Hudson MX pioneered the first-ever enterprise media platform , the MX Platform™.

The MX Platform™ enables streamlined and effective omnichannel media activation at global scale, with the unparalleled ease, speed, flexibility, and connectivity afforded by a fully cloud-based, API-first SaaS solution. Initially proven in the local broadcast ecosystem, the solution now enables unified media buying and accounting workflows for all media types—across planning, buying, billing, paying, administration and reporting. A robust and rapidly expanding AgencyCloud™, a suite of flexible APIs and data exchange options, guarantees agencies can connect in meaningful ways with clients, sellers, and vendors and easily activate any data and tools necessary to drive their unique value initiatives.

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