

What do Clients want?



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- Event Management
- Sales Promotion
- Road Shows
- Corporate Days
- Promotional Merchandise
- Creative Services

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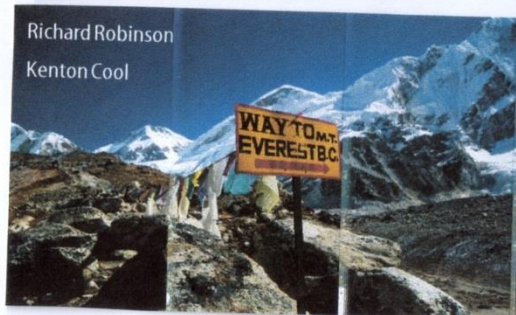


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VIVE LA DIFFERENCE

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SENIOR NEW PRODUCTS MANAGER
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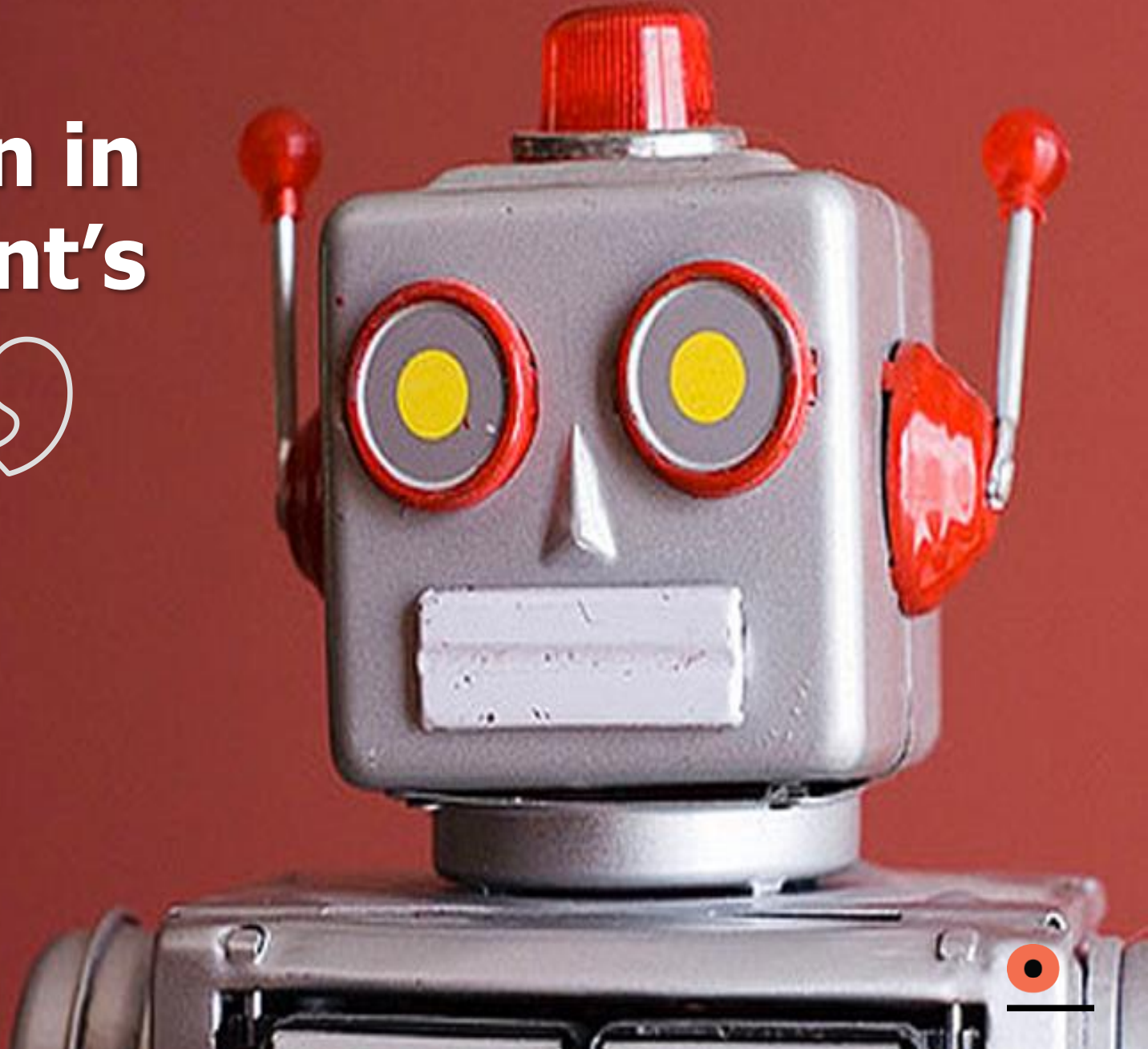
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Marketing

Richard Robinson
McDonald's Restaurants Ltd. - East Finchley

“
**What's
going on in
the Client's
head?**”
”





“Lots. Advertising is only one thing (and it’s very small)”





**Excitement that my
decisions can change
the fortunes
of the company**



**Fear that my
decisions can
change the
fortunes of
the company.**



Worry that that the CFO sees all

'What's it going to deliver?'





"The biggest challenge is how do you measure effectiveness and ROI so that you can develop business plans in the organisation that make coherent sense and enable you to get the funding"

"At Board level, they ask what is the finance behind marketing? What is the business case that drives the brand? What is effective with consumers and also contributes to the P&L?"

"I am constantly challenged and questioned on the numbers. This happens on a daily basis"

Realisation that this is when I
need to make a Creative
decision



**Knowing that this decision is
expected in a split second.**

11

59

And in public.





Is this going to increase my personal brand and reputation long term?



Performance = Potential - Interference



What do they want from you?





The Hygiene Factors:
Strategic leadership.
Creative excellence.
Operational discipline.





Passion

**To know you're as passionate about
their business as they are.**



Shared Ambition.

To know you care as much as they do.



Partnership:

Trust.
Respect.
Friendship.
Always.



Relentless Proactivity:

To be one step ahead.
Agile & on it.
Always on your A game.





**To be treated just like you want
to be treated:**

**With respect.
Good grace.
And good manners.**



**To know you're as
open-minded as they are.**



When life is looking hopeless,
one letter can change your life forever

one million



Lovely



Letters



JODI ANN BICKLEY

***Be my problem-solver,
not my problem-maker.***



Fix my business, not my marketing



***Talk to me about my Sales. Then I'll listen
to you about your Awards.***



*Embrace criticism
.....don't seek praise*



***Promise what
you can deliver***



Sainsbury's

*Spend every pound
as if it's your own*



SAVE 5p
per litre of fuel
with Sainsbury's Fuel Card
*Terms and conditions apply
at participating sites in-store





***Make every meeting feel like
double art on a Friday afternoon,
not double maths on a Monday
morning***



Be happy.

***Talk to your Client every day.
Meet them every week.
Buy them a drink every month.***



Thank you

Richard Robinson



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