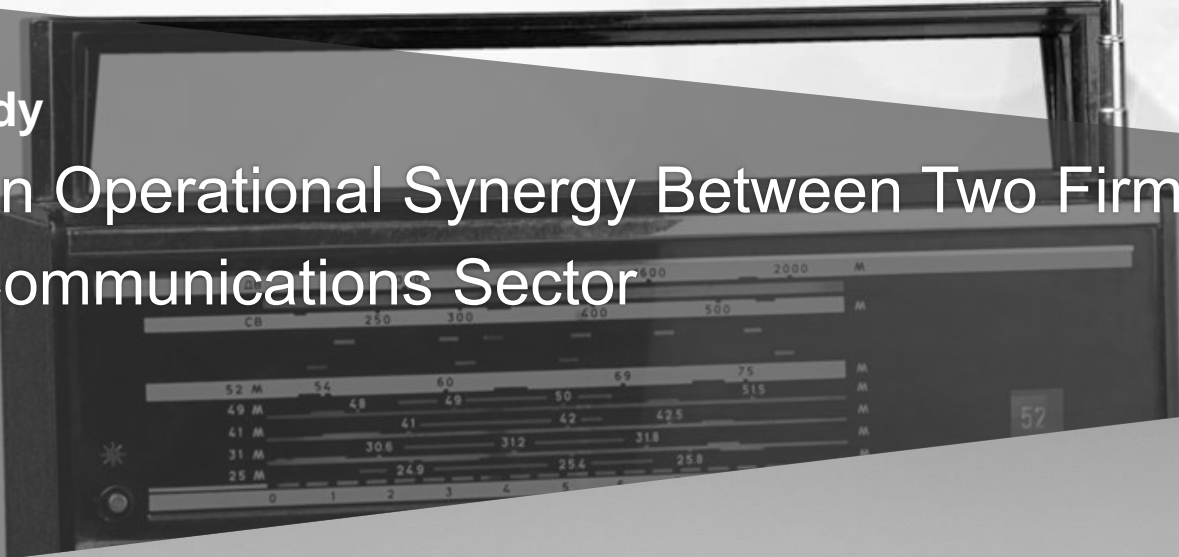


Case Study
Study on Operational Synergy Between Two Firms
in the Communications Sector



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Study on Operational Synergy Between Two Firms in the Communications Sector



About the Client



- An established advertising production network based in London

Client Objectives / Goals



- The client was providing production services to a few subsidiaries of a global communications group. It now wanted to initiate business with the overarching group, offering to become a global partner for all their production needs

Approach and Methodology



- The team provided an overview of the groups' operations, which included existing geographic and operational synergies between our client and the group
- Provided a financial overview of the group, giving an insight into the group's more profitable areas
- Focused on understanding the group's strategic orientation, which helped in assessing the kind of production services the group would require in the future
- Also assessed the group's own production capabilities and the type of impact it could have on the collusion prospect with the client

Sample Output



Client's Presence	xx Worldwide's Agencies Locations	xx Media's Agencies Locations	Key subsidiaries/agencies of	Worldwide operating in the Country
Europe	206	137		
of which,				
UK	40	9	Euro RSCG; BETC; Arnold; EHS 40; Conran Design; Pulse Brands; 35 Communications; The Maitland Consultancy; The Hours - London; Creative Lytx	
France	37	25	Euro RSCG; BETC; W & CIE; H; Rosa Park; The Hours; Providence	
Italy	6	5	Euro RSCG; D'Antona & Partners; Arnold Milan	
Netherlands	6	4	Euro RSCG; Arnold	
Poland	7	4	Euro RSCG; Dream Studios	
Russia	4	3	Euro RSCG	
Ukraine	3	2	Euro RSCG	
Americas	109	91		
US	60	21	Arnold Worldwide; Euro RSCG; Cake; CAMP + KING; Victors & Spoils; Data Communiqué; Abernathy MacGregor Group; PALM Havas; Totality; Socialistic Field Research Corporation	
Asia Pacific	65	51		
Philippines	2	6	Euro RSCG	
Africa & Middle East	27	41		
South Africa	2	2	Euro RSCG	
xx Total	407	320		

Results / Value-add



RocSearch's study on the collusion prospects and service mapping helped the client win additional business in new geographic territories and creative areas from the global communications group