

## **Economy Sneezes, Ad Market Chokes**

**January 31, 2008**

Another winner? Online advertising. As ad budgets shrink, marketing departments will come under greater pressure to show a return on their investment. Internet advertising and direct-marketing campaigns, such as direct mail and direct-response television, yield results more easily trackable than traditional, mass-media ad purchases. "Online is just ascending like you wouldn't believe," said **Jane Bedford, head of The Bedford Group**, a marketing management consulting firm in Atlanta.

---



## **The High Cost of Free (4 A's Business Blog)**

**April 22, 2009**

Clients are demanding more and more "free" work from agencies as a hurdle to winning new business. Even when the client requests that there be no "spec work" at a particular stage, many agencies spend enormous amounts of time and money to do just what they've been given a "hall pass" to avoid. As a matter of course, the clients accept these gifts because, after all, the agencies are doing it for "free." With the cost of pitching business growing higher and higher with speculative work shouldn't we all act more responsibly? It's a recession for heaven's sake! – **Jane Bedford**

[http://www.aaaa.org/toptemplate/thought/Pages/042209\\_bedford.aspx](http://www.aaaa.org/toptemplate/thought/Pages/042209_bedford.aspx)

---



## **Agency New Business Gladiators (4 A's New Orleans)**

**May 14, 2008**

**Jane Bedford:** "Speak So That You Can Be Heard"

Like the thousands of commercial messages bombarding us all each day, the client "hears" only a limited amount of what you're saying. Understand how your prospect thinks and processes information and learn some exercises to overcome these hurdles.

---



## How to Make Account Software Cool

July 3, 2008

Thanks to StrawberryFrog, more than two million people have downloaded the free version of the accounting software. (The company won't disclose how many users have upgraded to the paid version, but it claims the number was substantial.) Meanwhile, the agency's campaign was short-listed for a prestigious Lion award in June at the 2008 Cannes International Advertising Festival. "StrawberryFrog hasn't been around that long," says **Jane Bedford, founder of The Bedford Group**, a consulting firm that helps large corporations select ad agencies. "But they are very well known for their creative work and their digital skills."

FORRESTER®

## Study: Trends in the Agency Search Process

July 19, 2010

**Jane Bedford, founder of The Bedford Group**, will participate in an upcoming Forrester study centered on trends in the agency search process. The goal of the study is to provide CMOs and Marketing Leadership professionals with a forward looking view of the agency search process; offering practical advice about how marketers should approach their branding and communications challenges.



## “Payment by Results” - Brilliant Biscuit Breakfast Panel

June 29, 2010

**Jane Bedford, founder of The Bedford Group**, and Beth Ramsey, Director of Agency Operations at The Coca-Cola Company, led a roundtable discussion entitled “Payment by Results” discussing the pros and cons of value-based compensation for agencies.



**Beth Ramsey, Director of Agency Operations, The Coca-Cola Company**

Beth joined the world's largest bottler, Coca-Cola Enterprises, in 1993 working her way through the organization and across brands, promotions and integrated marketing. Over the past few years, Beth has been focused on establishing and improving COOAs approach to Agency Management. This includes leading an agency optimization initiative to reduce the company's promotional agency partners from 600 to a roster of 100 approved agencies, as well as establishing new agency categorizations, processes, contracts and engagement of agencies. In 2007 Beth led the COCA implementation of the Value Based Compensation model with the advertising agencies. Beth manages day-to-day Agency Operations with the Advertising, Promotional & Design Agency Partners for America.



**Jane Bedford, President & Founder, The Bedford Group**

Jane Bedford created The Bedford Group in 1996 after leaving a successful career in advertising, to open a consultancy specializing in marketing management. From the start, Bedford imbued the company with a client-centric vision that focused on strategic marketing, assisting corporations in building revenues profitably through smarter relationships with their agency partners and improving marketing organizational schemes to optimize that result. Her client service experience is broad and includes some of the nation's top brands such as BP, Bank of America, Verizon, Westcott, Nevell Rubbermaid, Shaw Industries, USA, Cox Communications, Krispy Kreme Doughnut Company, Novartis, Givoli/Whitins, LandCrafters, America's Dairy Farmers, Rich Brothers and Fiske/Star Department Stores.



## **Jane F. Bedford Appears at Mirren**

**April 10, 2009**

**Jane F. Bedford, founder of The Bedford Group** in Atlanta, just returned from an appearance at the Mirren New Business Development Conference in New York, New York. The conference focus for 2009 was on best practices for developing new revenue in today's uncertain economy and featured notable U.S. and global experts. **Bedford** led a standing room only discussion at the "Breakfast Unplugged: Small Group Roundtable Discussions". Her discussion topic "Behind Closed Doors. The Most Surprising Things I Know About Clients in the Partner Search Process" was entertaining and informative. Following an initial introduction with general insights into the client mind-set, **Bedford** encouraged the agency attendees to share their experiences. An engaging discussion followed that was described as "the highlight of my day" by one participant.

Following the round-table discussion, **Bedford** was a featured speaker on the Search Consultant Panel featuring top trends in agency selection. **Bedford** shared insights about the CEO/CMO gap from their recent global study. She also addressed how to best define value for the client and offered some best practices when with Sourcing. In addition, she discussed how technology is changing client needs and shared suggestions so that agencies can help clients maximize return on their marketing spend.

---



## **Jane F. Bedford Speaks at The Advertising Club, New York**

**June 17, 2010**

**Jane F. Bedford, founder of The Bedford Group** in Atlanta, participated in the New York Advertising Club's "Agency Business Unplugged" event, moderated by AdAge reporter Rupal Parekh. **Bedford** was featured on a panel that discussed emerging new business demands from the client's perspective. Topics included marketer expectations, agency compensation and trends in digital/social media. An event coordinator thanked Bedford for her "insight, enthusiasm and expertise which led to a lively thought-provoking discussion."

---



## **Jane F. Bedford Participates in Marketing Tour April 22, 2009**

**Jane F. Bedford, founder of The Bedford Group** in Atlanta, participated in the AAF-Cleveland marketing management conference and tour. The tour included visits to 7 Cleveland-area agencies where **Bedford** offered insights into the search process and more specifically, the evolving business climate and actions agencies must take to adapt to the recession. After the discussion sessions, the agencies presented the materials and processes they employ to pursue perspective clients as **Bedford** offered her critiques and recommendations for improvement. The event spanned an action-packed 2 days and according to one of the tour's coordinators, "Left the agencies blown away by the amount of industry knowledge and insight they received from the visit."

---



## **Jane F. Bedford Appears at Kansas City Annual Luncheon May 14, 2010**

**Jane F. Bedford, founder of The Bedford Group** in Atlanta, participated in the AAF-Kansas City Search Consultants Tour. The tour included meetings with 9 Kansas City-area agencies followed by a panel discussion where **Bedford** shared her insights on national advertising trends and advertisers' mindset regarding recessionary matters. Agencies were enthusiastic about the 2-day event and were appreciative for Bedford's honest feedback coined as "an industry rarity."

---



## **Jane F. Bedford Speaks at Pittsburgh Ad Federation February 1, 2010**

**Jane F. Bedford, founder of The Bedford Group** in Atlanta, participated in a Pittsburgh Ad Federation event focused on measuring and managing ROI for social media. **Bedford** provided tangible recommendations and client anecdotes that offered both clients and agencies tools to optimize their social media investments.

---

# AdvertisingAge®

## **TV Series from Y&R Shows Creative Agencies Creating More Consumer Media April 9, 2010**

WPP's Y&R has partnered with Fox Sports Net to create an original 12-episode TV series sponsored by one of its clients, Cellular South. Although the series joins an existing trend of creative agencies branching out beyond traditional advertising, the scale and scope this time is unique. And while media agencies have occasionally been intricately involved in original programming, it's unusual for a creative shop to play such a hands-on role in partnering with a media outlet on such an extensive piece of content. **The Bedford Group** in Atlanta managed Cellular South's search initiative which paired the innovative telco client with Y&R.

---

## **Hmm, It's 2010 – About Time for Chipotle to Switch Up Ad Agencies January 18, 2010**

"I have a huge disagreement with people changing their agencies like they change their underwear," said Jane Bedford, partner at **The Bedford Group**, a consultancy based in Atlanta. "Our clients tell us it takes them about three to six months for them to get fully engaged with their agencies. It's very difficult for an agency to get up and running, and totally please the client, within the first year."

Too many reviews could also mean that, over time, the very best shops will think twice before going after those accounts. "Agencies do a risk assessment when deciding whether to pitch an account, and there's definitely a toxicity factor they look at. If [a client] does a lot of reviews, the client gets blacklisted," **Ms. Bedford** said.

---

## **Newell Rubbermaid Home & Family Group Explores Options January 5, 2010**

Newell Rubbermaid's Home & Family Group has reportedly issued an RFI to consolidate their global agency portfolio. Brands within the group include Goody, Calphalon, Rubbermaid, Levolor and Graco, among others. The Bedford Group, a marketing management consulting firm in Atlanta, is rumored to be heading-up the initiative.

---

## **Beauty Brand Goody Returns to Marketing Arena December 21, 2009**

The brand, owned by Newell Rubbermaid, recently invited ad shops to take part in a review, and in the end it tapped Interpublic Group of Cos.' Gotham, New York as its new creative agency of record. In the final round of the pitch, which was managed by **The Bedford Group** in Atlanta, Gotham faced Interpublic sibling Carmichael Lynch and WPP's Grey, New York.

---

# Advertising Age®

## **New Creative Order Emerges in Minneapolis**

**June 29, 2009**

"It's a fabulous model because it adds a lot of efficiency," said search consultant **Jane Bedford** of Atlanta-based **The Bedford Group**. "It really appeals to certain clients." Apparently: Revenue grew 40% last year, to \$46 million, surpassing Fallon's and bringing Periscope within \$1 million of Carmichael Lynch.

---

## **Deutsch Picks Up \$100 Million PNC Bank Account**

**June 3, 2009**

The Pittsburgh-based marketer began a review early this year, shortly after it acquired National City bank in a \$5.6 billion deal. PNC issued a request for proposals, tapping Atlanta-based consultancy **The Bedford Group** to manage the process.

---

## **Novartis Releases Global Study on Marketing Excellence**

**September 19, 2008**

After a 6-month global study conducted by marketing management consultancy **The Bedford Group**, Novartis has released an internal report defining marketing excellence within the pharma giant. Sources say program recommendations will begin implementation in Q1 2009 with Best Practice initiatives across Human Resources, Training, Marketing and Advertising, and Product Development.

---



## **Kaplan Thaler, Spark Win Napa Auto Parts**

**December 18, 2009**

The Publicis Groupe team of The Kaplan Thaler Group and Spark Communications has landed creative and media duties, respectively, on Napa Auto Parts after a review, Kaplan Thaler said today. Sources identified the other finalists as independent Cramer-Krasselt in Chicago and Interpublic Group's Carmichael Lynch in Minneapolis. The incumbent was independent Fahlgren in Columbus, Ohio. **The Bedford Group** in Atlanta managed the review for the client, a unit of Genuine Parts, also in Atlanta.

---

## **PNC Bank Narrows Field in \$100 Mil. Review**

**March 17, 2009**

PNC Bank has narrowed the field to about a half-dozen agencies in its estimated \$100 million creative and media review, sources said. The contenders, which emerged from a larger pack of shops that replied to PNC's request for information, will next meet with client executives at PNC's headquarters in Pittsburgh. Those meetings are scheduled for the week of April 6. Based on those visits, PNC is expected to select four finalists to pitch the business. Final presentations are slated for late May. **The Bedford Group** in Atlanta is managing the process.

---

## **Direct General Picks C-K**

**March 11, 2009**

Auto insurance firm Direct General has consolidated its advertising, media, interactive and public relations chores with independent Cramer-Krasselt following a review. **The Bedford Group**, an Atlanta-based consultancy, led the review process.

---

## **Inside the PNC Bank RFI**

**March 9, 2009**

An agency's ability to integrate marketing efforts across multiple disciplines -- and reach different target audiences -- appears paramount to PNC Bank, based on the request for information in its \$100 million review. **The Bedford Group** in Atlanta is managing PNC's search.

---

## **Updated: PNC Reviews Creative, Media**

**February 26, 2006**

PNC Bank has confirmed launching a review of creative and media duties on its ad account, saying that the move stems partly from PNC's recent acquisition of National City bank. **The Bedford Group** in Atlanta is said to be managing the search.

---



## **SunTrust Selects Mullen**

**October 3, 2008**

SunTrust today said it has selected Interpublic Group's Mullen for advertising and integrated brand communications following a review. **Jane Bedford of The Bedford Group**, an Atlanta-based consultancy, led the review process on behalf of SunTrust.

---

## **Updated: SunTrust in Play**

**July 21, 2008**

SunTrust is conducting an advertising review following its split with lead creative agency Young & Rubicam, the client said today. Atlanta-based consultancy **The Bedford Group** will manage the process, according to the rep. **The Bedford Group** handled SunTrust's last big review, in 2005, which resulted in the hiring of Y&R in New York.

---

## **Y&R, Maxus Win Rubbermaid**

**December 20, 2007**

WPP Group units Young & Rubicam and Maxus have landed creative and media duties, respectively, on the Rubbermaid brand of food and household storage containers after a review, Y&R confirmed. **The Bedford Group**, an Atlanta-based consultancy, managed the review.

---

## **Richards Wins Orkin**

**September 14, 2007**

The Richards Group has added pest-control company Orkin following a review, the shop confirmed. The client split with WPP Group's JWT in Atlanta in May, ending a 30-year relationship. **The Bedford Group** consultancy in Atlanta guided the contest.

---

## **Orkin Looks at Final 3**

**July 24, 2007**

Three agencies will make final presentations in Orkin's review of its estimated \$25 million advertising account, according to the consultancy running the process. **The Bedford Group** in Atlanta is guiding the contest and confirmed the list of finalists.

---

## **Orkin Splits with JWT, Starts Review**

**May 10, 2007**

WPP Group's JWT in Atlanta has split with 30-year client Orkin, which said it has retained **The Bedford Group** consultancy to conduct a review of the account.

---



### **Orkin Reviews Interactive**

**November 6, 2006**

Pest control specialist Orkin is expected to name finalists this week as it searches for a new interactive agency, sources said. **The Bedford Group** of Atlanta is managing the search.

---

### **JWT Wins Scana**

**June 28, 2006**

Scana Corp. has assigned creative duties on its advertising account to WPP Group's JWT here after a review, the company said. Consultancy **The Bedford Group** in Atlanta led the search.

---

### **SunTrust Chooses Y&R**

**December 2, 2005**

SunTrust Banks today named Y&R its lead agency after a review, the client said. Estimated billings are \$40 million. **Jane Bedford of The Bedford Group**, an Atlanta-based strategic marketing and management consulting firm, led the review process on behalf of SunTrust.

---

### **SunTrust Prequalifies Review Contenders**

**August 4, 2005**

SunTrust plans to send RFIs to an undisclosed number of agencies in the Southeast and Midwest within the next two weeks, sources said. **Jane Bedford, President of The Bedford Group** in Atlanta, which is handling the review, described the questionnaires as a "prequalifier" and "profile update."

---

**The Bedford Group**

3343 Peachtree Road NE, Suite 333

Atlanta, GA 30326

(p) 404.237.4565 (f) 404.846.2172

[www.bedfordgroupconsulting.com](http://www.bedfordgroupconsulting.com)