

principles

TrinityP3 Operating Principles

General

1. The role of TrinityP3 is to provide independent information for the advertiser's consideration with all decisions made by the advertiser. TrinityP3 will not make decisions on behalf of an advertiser.
2. No fees or remuneration of any sort will ever be paid by providers of advertising services to TrinityP3 or any of our consultants. However, TrinityP3 is always available to providers of advertising for ad hoc advice.
3. TrinityP3 is not remunerated on savings. Instead a fixed fee is proposed and agreed with the advertiser and then the work undertaken in accordance with the agreed scope. This is for two reasons:
 - a. Quality is directly impacted by cost and so TrinityP3 has no incentive to reduce costs at the expense of quality and the reduction of real value
 - b. Ultimately realising any reduction is the decision of the advertiser and the advertiser alone.
4. The success of the TrinityP3 service is ultimately measured through the result achieved by the advertiser through their practical interactions with their providers, operationally and emotionally, both at the time of engagement and into the future.
5. All TrinityP3 consultants are subject matter experts with extensive hands on experience and a minimum of ten years practical application in their specific field of expertise.
6. All information provided to TrinityP3 is treated in the strictest confidence both in regards to the advertiser and their advertising providers.

Provider Selection

1. TrinityP3 will never advise a client on which provider or candidate to select. Ultimately it is the responsibility of the advertiser to select the correct providers for their needs.
2. TrinityP3 works to create a level playing field in the process of reviewing and selecting a provider of advertising services.
3. Where the participants are required to prepare documents and presentations, TrinityP3 will provide an expected or minimum requirement to avoid over investment on the part of the participants. The choice to invest additional costs in fulfilling these needs resides with the participants.
4. TrinityP3 will advise advertisers to pay participants in the review a fee where the requirements of process are onerous and / or where the advertiser insists on the participants assigning copyright in the materials developed to the advertiser.
5. All participants in a review or selection will receive a detailed debrief and constructive criticism on their performance and TrinityP3 will be available free of charge to provide feedback and insights into the agency's future marketing and new business strategies.

Provider Remuneration

1. TrinityP3 will never reveal the financial arrangements a provider may have with any of its clients to another client of that provider. Nor does TrinityP3 want or ever request individual salary details. These are commercially confidential and private matters between the provider and their client and the employer and employee.
2. Where remuneration is based on a cost plus model, TrinityP3 use a standard industry multiple of net salary costs (excluding on-costs and superannuation) as a benchmark for overhead. TrinityP3 does not believe one remuneration model suits all client / provider relationships and that the multiples applied as a function of the individual relationships.
3. TrinityP3 will provide access to the salary benchmarks to the participating agencies on request, even though the agencies cannot provide access to the AFA or MFA benchmarks they use.
4. TrinityP3 believe that successful models reward the provider for the value they add and shares the success the client may enjoy with the parties that help to create it, ensuring the adoption of a genuine PBR.
5. While TrinityP3 provides a cost and salary benchmark, the decision to base remuneration below, on or above the benchmark is the decision of the advertiser based on their desire to procure or reward the level of resources they require based on reputation, expertise, experience, talent and proven contribution.

Production Benchmarking

1. TrinityP3 maintains constant interaction with the production industry in Australia and New Zealand and with current world class practices through our joint venture partners overseas.
2. All TrinityP3 production benchmarks are generated from the rate cards provided by the providers to the advertising industry and from our confidential access to the pooled rates currently being applied across our extensive range of advertiser clients.
3. TrinityP3 does not provide an assessment of the creative merit or quality. This is a judgement that can only be made by the provider and the client. We will highlight creative elements and proposed production techniques that are adding additional production costs so that the client can assess the value of these proposed elements and techniques.
4. Where TrinityP3 collects benchmark data from our clients and their agencies, this data is pooled with no possibility of associating the data with a particular provider or client.
5. The purpose of TrinityP3 production benchmarking is to provide an independent assessment of the proposed production technique, process and associated costs so that the advertiser is in a position to make an informed decision in consultation with the provider.

Media Benchmarking

1. TrinityP3 maintains constant direct interaction with all major media outlets in Australia for the purpose of accessing industry benchmark rates, terms and conditions.
2. All TrinityP3's negotiating and buying benchmarks are generated from the rate cards, discounts, terms and conditions provided confidentially by the media proprietors or by access to publicly available data.
3. TrinityP3 does not provide an assessment of media strategic merit or efficacy. TrinityP3's role is to provide insight and comparison against best practice principles of the processes that drive and support strategic decision making by the provider on behalf of the client.
4. Where TrinityP3 collects benchmark data from our clients and their media agencies, this data is pooled with no possibility of associating the data with a particular provider or client.
5. The purpose of TrinityP3's media benchmarking is to provide an independent assessment of the media strategic, negotiating and buying process so that the advertiser is in a position to make an informed decision in consultation with the provider.