

ELEVATING PARTNER COLLABORATION: WORKING TOGETHER FOR SUCCESS

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THE NEW REALITY: MORE DATA, LESS CLARITY



*More data doesn't mean more clarity;
It means a greater need for cohesion.*

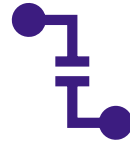
- **The situation:** explosion of data in CPG fueled by emerging technologies
- **The growing challenge:** insights fragmentation with less time to structure and synthesize it
- **The question:** How can we move faster to drive smarter decision-making to unlock growth?

THE OLD MODEL IS BROKEN



Siloed Work in Traditional Vendor-Client Relationships

The 'one vendor, one project' approach causes siloed efforts as agencies work in isolation without coordination



Fragmented Outputs Limit Strategic Clarity

Separate vendor outputs either remain disconnected or need to be stitched together resulting in insights that fail to provide a unified strategic view



Elongated Timelines and Slow Decision-making

Sequential ways of working lead to slower delivery which may be seen as reactive versus proactively driving decisions

"Because insight shouldn't be a deliverable; It should be a shared direction"
- Leabe Commisso, Ipsos

VISION FOR A NEW COLLABORATIVE PARTNERSHIP MODEL



From Transactional to Transformational Partnerships

Moving beyond traditional vendor-client roles to create deeper collaboration and stronger relationships with agencies that can bring more value for everyone.



Agencies as extensions of internal teams

Integrating agency partners as true collaborators within our internal structure, with shared goals and enhanced teamwork.



Working differently to co-create smarter insights

Partnering openly, leveraging each other strengths and perspectives to generate unified, actionable insights that elevates our impact and unlocks growth.

LAUNCHING A NEW KIND OF AGENCY PARTNERSHIP

- **Invitation** to our Top 15 agency partners to come on a journey with us to build something new
- **Set Tone** that fostered a unified working environment with the mantra that we are better together than individually
- **Solicited feedback** on what we could do better creating a culture of two-way communication, openness and trust

“I CAN DO
THINGS YOU CANNOT,
YOU CAN DO
THINGS I CANNOT;
TOGETHER
WE CAN DO
GREAT THINGS.”

-Mother Teresa

INSPIRATION FROM OTHER COLLABORATIONS



Mars unveils new agency ecosystem



Omnicom



"Collaboration in CPG generates consumer intrigue, expands reach, and creates something new & improved for shoppers... Partnerships across CPG companies clearly drive results... Similarly, leading research companies have learned this and embrace collaboration as well."

- Peter Tillman, VP Insights at Circana

WHEN COLLABORATION CLICKS

From initial skepticism



To embracing the idea

"By the end of the day, we were all buzzing with energy. The result was fewer silos, more clarity, and faster, smarter decisions."

- Aline Meloni, Mintel



WHEN COLLABORATION CLICKS: CASE STUDIES



**Qual + Quant agencies
co-developing a single,
integrated solution**



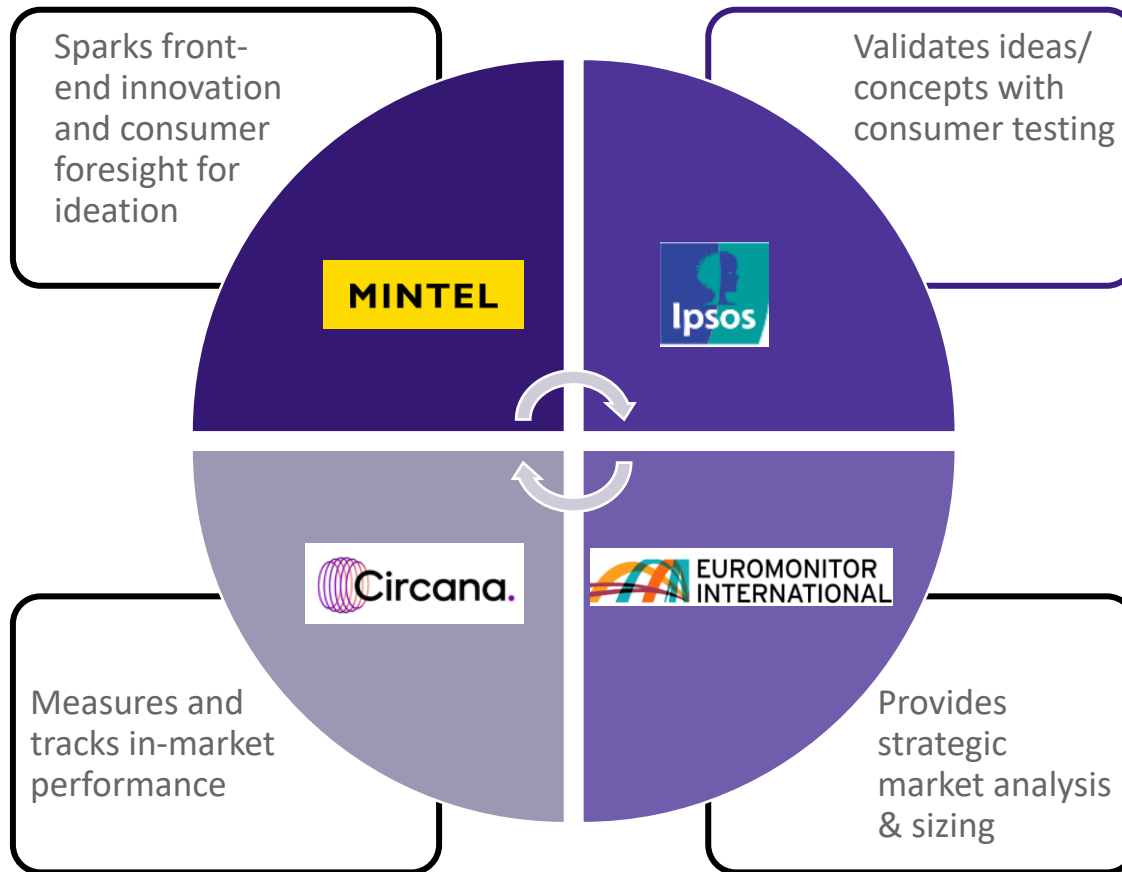
**Multi-agencies delivering an
end-to-end activation
playbook**



**A collaborative effort to
co-develop this
presentation for Quirks**

THE INSIGHTS ECOSYSTEM IN ACTION

An orchestrated, collaborative, and seamless process for working where each partner enhances the whole



“Stronger together isn’t just a tagline—it’s a mindset. When each agency brings their unique strength and trusts the process, we move from fragmented insights to focused impact. That’s where the real shift happens.”

— Heather Prekop, Euromonitor

OLD VS NEW MODEL: THE IMPACT OF COLLABORATION

OLD MODEL

NEW MODEL

One-off projects



Continuous strategic engagement

Fragmented outputs



Unified, actionable story

Redundant work



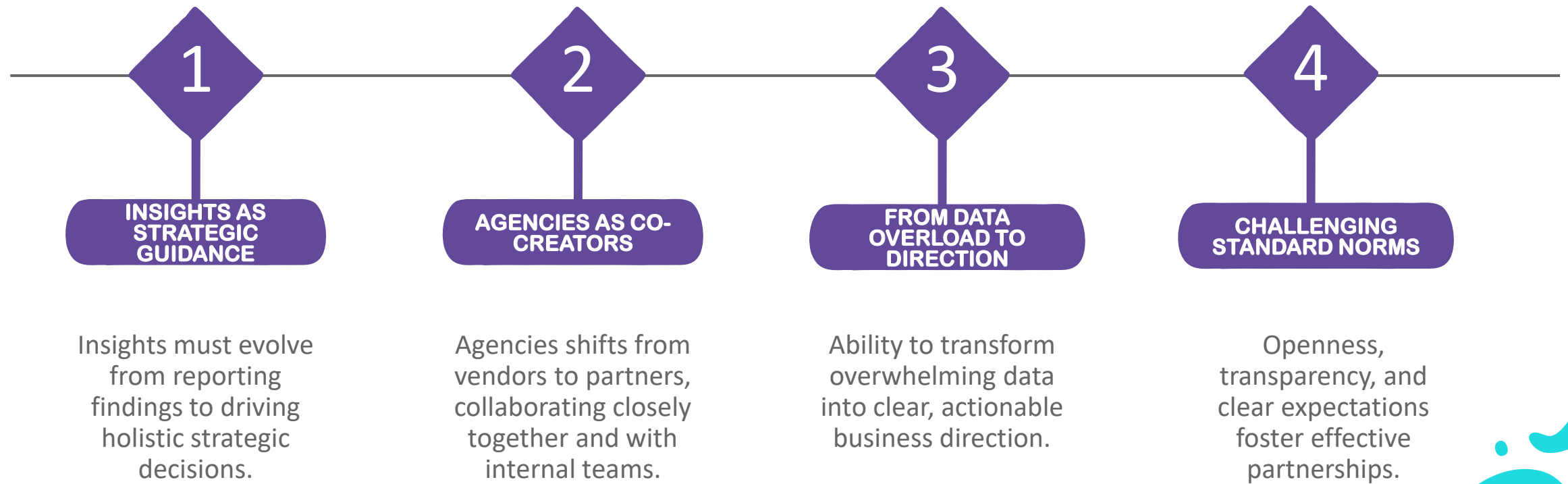
Streamlined collaboration

Slow, reactive



Fast, proactive

WHAT IT MEANS FOR INSIGHTS FUNCTIONS



A CALL TO ACTION

FOR CLIENTS



- Set expectations, define roles
- Lead with clarity—and agencies will follow

FOR AGENCIES



- Embrace collaboration
- Bring your superpower to the table and amplify others

A BETTER WAY FORWARD FOR BUSINESS, FOR INSIGHTS, FOR IMPACT

*“The client-agency partnerships
that break the silos will be the
ones who breakthrough”*



THANK YOU!

Mondelez
International