

## **An offer of a free support advice line to WFA members from The Observatory International**

### **Objective:**

- Support the marketing industry through Coronavirus disruption by enabling global marketing teams to make agile, well-informed, sustainable decisions about short and long-term marketing capabilities, agency resourcing strategies, compensation, performance measurement and ways of working in these challenging times.

### **Context:**

Global marketing organisations are having to adapt and adjust their strategies, budgets and resourcing on a daily basis to answer the demands of governments, business and consumers during the Coronavirus crisis.

Marketing teams themselves are disrupted in the short to medium term because of resourcing issues – illness, working from home, parental leave, home-schooling, lock-down and yet need to operate with even more speed and sure-footedness. Some brands and businesses are experiencing major down-turns in demand, others almost unmanageable upturns. Both scenarios require agile changes, short and long term in how to resource to answer marketing and communications needs.

### **Our offer:**

As one of the WFA's strategic partners, The Observatory International would like to offer its extensive international consulting resource to support marketers and their teams by acting as a third party free advice line to answer questions and act as a neutral sounding board to offer advice to help marketing teams make fast but robust decisions and remain focused, productive and effective in these trying times.

### **How it works:**

Simply email: [info@observatoryinternational.com](mailto:info@observatoryinternational.com) with "WFA enquiry" in the subject line and a quick summary of the challenge you're facing or the question you have - and a deadline of when you need an answer. Our team will respond to you via email or a call as needed for quick questions. More "chewy" subjects may require a scrum on your behalf to develop a recommendation. Examples of questions might be:

- How can I cancel a project I've already committed to in a contractual scope?
- How do I reward an agency that's working above and beyond for me in this crisis when I don't have a budget right now?
- We're still in my initial period with an agency I no longer need – how do I stand them down?
- I need a crisis PR agency fast. No time for a pitch. How can I quickly appoint someone?
- How do I conduct a pitch process when we can't meet anyone face to face?

*We hope this offer will help our industry through this time of crisis.*

*With best wishes from all at The Observatory International* [www.observatoryinternational.com](http://www.observatoryinternational.com)