

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 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