

# Avoiding costly RFPs

Connect, a creative agency working with the world's biggest brands for 20 years.

## The Challenge

- A regular occurrence in the creative and agency world is a continual round of RFPs and re-pitching for work.
- Connect wanted to ensure that key stakeholders recognised the value that Connect delivered and that RFPs and continual market place testing would only lead to a friction in the service and a reduction in quality.

“Client Share helps us demonstrate all the added value we bring to our clients; this enables us to avoid RFPs as we have everyone from the client on the same page”

David Cameron  
CEO, Connect

## The Solution

- Client Share is used for account management for key contracts across Connect.
- MI, Thought Leadership, Proposals all shared via Client Share by the Account Manager.
- Client Share used to ask for feedback on a regular basis.

CONNECT

## The Results

- Key contracts with global clients retained without the need for RFPs. Client Share was a cornerstone in providing Connect and their client(s) one place to bring to life all the value add they were delivering for the client.
- Connect Clients have requested that Client Share be used for ongoing account management.