

4A's Transformation Manifesto:

Align With Technology and Data Companies to Produce Innovation Solutions



The 4A's have identified the importance of agencies re-evaluating current practices and improving upon them by aligning with the companies best equipped to maximize productivity in each practice area.

"There is tremendous value in evaluating the component parts of the commercial production process; this evaluation ensures that Advertisers are taking advantage of the most efficient practices which consider not just cost savings, but also reduced timelines. Evaluations of this sort are of benefit to the overall well being of the entire marketing and communications supply chain."

- Harold Geller, SVP of Cross-Industry Workflow for the 4A's

In addition to the importance evaluation, the 4A's stress the significance of applicable synthesis of *relevant* data. The act of gathering data is not enough to effectuate useful transformation. Effective evaluation cannot be performed without the expertise to translate the information gathered into a useful and efficient set of best practices.

In order to successfully transform business practices and meet heightened brand expectations, agencies are looking to leverage technological expertise that can be provided by external partnerships.

PostAds Group is a vendor account management company with years of prior technology supplier experience in post-production and advertising distribution. PostAds Group has been instrumental in providing brands with digital technology solutions in the areas of asset management, network clearance, domestic and international digital content delivery.

PostAds Group effectively evaluates spending, process, and technology in order to produce a set of tangible workflow solutions. Agencies can now utilize PostAds Group's expertise to maximize internal workflow as well as bring new solutions to their brand clients.