

Supplier Diversity Sample Entry

Agency Name

Draftfcb

Program Name

Draftfcb Supplier Diversity Program

Executive Summary

Draftfcb is committed to providing partnership opportunities to small, disadvantaged, minority and woman-owned businesses; and to building relationships with and engaging suppliers who provide a high quality of service, unique business perspectives and results.

Through our internal sourcing programs, supplier diversity fairs, lunch & learns, creative matchmaking sessions and external outreach, the agency has introduced a wide variety of diverse firms that complement our services. In further support of our initiative, the supplier diversity team has mentored and introduced suppliers to educational training, benefits of certification and business development to better their offerings.

In 2012, the Draftfcb supplier diversity team continued to organize internal supplier diversity events focusing on core areas of need while helping teams reach client-mandated goals. A few client teams that participated handled campaigns for J&J, Novartis, Pfizer and PG&E. This program prepared Draftfcb teams to strategically source suppliers that provide an advantage and complement our services. Employees and agency leaders gained a greater understanding of the value of engaging diverse suppliers – for the agency and our clients. The sessions have been launched throughout our Draftfcb U.S. offices.

Situation Analysis

To achieve success in our industry we're always striving to offer the best creative work for our client marketing campaigns. This includes talent, strategies and third-party support. Draftfcb's creative lunch & learn was launched specifically for creative teams. With the ever-expanding, multicultural market

and creative competition, the agency sourced diverse suppliers that would help us take the next big step. Not only did the program allow the creative teams to be more hands-on, it allowed them to brainstorm in a face-to-face setting. Bringing diverse suppliers into our house instead of sending agency representatives to outside supplier diversity conferences benefits our network and suppliers. Suppliers are able to meet directly with our department decision-makers who can immediately assess their value and how to utilize them.

Our employees remain totally productive on-site while giving their full attention to the owners of small and diverse businesses without competing for attention through traditional conference clutter. We have been able to increase the number of diverse suppliers we are using and meet more who might fit a particular need in the future. In 2012, the agency used 490 diverse vendors, of which 105 were newly registered firms. In Draftfcb's continued efforts to use certified firms, the agency sourced 69 certified vendors via the NMSDC/WBENC organization, a key component in further supporting our client mandate in using certified diverse firms.

Program Objectives

The pursuit to find diverse partners that share our same beliefs is an integral part of the business success of Draftfcb, our clients and our shareholders. Supplier Diversity brings many beneficial factors to our agency in offering competitive pricing, building vital partnerships, growing our vendor pool and providing a competitive advantage in winning and retaining new business.

Strategy & Execution

The 2012 programs introduced a wide variety of suppliers while continuing to support the agencies and clients in reaching goals. The following are a few examples of how the agency introduced a new crop of diverse suppliers to our internal teams.

- First, our J&J client approved six videos focusing on its Stelara brand. With the client's aggressive diversity goals, our team recommended a certified diverse firm to handle all production capabilities. Not only was this a win for our client but the agency as well. The selected vendor had been a participant of Draftfcb's supplier diversity program.

- Second, our Nuvigil team needed to source a translation company to handle some challenging multicultural campaigns for our client. The client wanted to launch a print campaign across multiple markets with a key focus on dialects, as each audience was very specific. Not only did this diverse firm deliver, but it's now a preferred vendor with our account team for future projects.
- Finally, multicultural marketing continues to expand both in terms of national and global campaigns. Through our creative lunch & learn series our NY Healthcare team was introduced to CQ Fluency, an MWBE vendor whose core capabilities focus on global translation services. Eli Lilly, a key client for our NY office, was looking to expand its Amyvid brand globally through digital and internal training. With a face-to-face introduction, our teams had a head start when the campaign was in its early stages. The agency's focus has always been to source vendors that can complement our services, and these examples underscore that core belief.

Supplier Partners

- Cutter Productions
- CQ Fluency
- aLanguage Bank

Percentage of Total Spend on Multicultural Suppliers

Draftfcb spent 75% with qualified small diverse suppliers throughout the network in 2012.

Supporting Collateral

N/A in this sample entry

Accomplishments & Conclusions

There are many success stories highlighting the partnerships we've built within the supplier diversity community, which also explains why this is a business imperative for the agency and our industry. In addition to educating our employees through the lunch & learn series, we've also made efforts to

educate diverse suppliers in the steps necessary to get opportunities to work with Draftfcb and our peer agencies.

Nausil Kumandan, supplier diversity manager for Draftfcb, continues to partner with the AAF and its vendors after hosting a successful webinar focusing on how to do business with our industry. In addition, Nausil – along with leading Draftfcb senior executives – launched a marketing workshop with the WPEO, a local affiliate of WBENC, focusing on trends within the advertising industry. Leading experts in creative, production, research and digital discussed client marketing campaigns, the digital super-storm and what services are outsourced via third-party vendors.

Draftfcb continues to support NMSDC on its Center of Excellence program that focuses on capacity building for minority-owned firms. The goal is to help build strategies, direction and overall business acumen so minority firms can do business in this highly competitive industry.

We also continue to support and update our teams with our internal Diverse Supplier Database available on our Intranet. It captures supplier information, key contacts, services, capability decks, supplier evaluation forms and certification documents. This database is a resource for employees across the network (and affiliate agencies) and provides access to a wealth of qualified diverse suppliers and critical information to assist in the expansion of the program. The agency continues to update the list with only certified suppliers and continues to encourage non-diverse suppliers to get certified. In fact, we work directly with the certification departments of the WBENC, NMSDC and NGLCC while also steering small businesses to get CCR-registered for government opportunities.