



Handbook

# Guide for *Brands*

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# Why we *exist*

The marketing agency world is more *complexed and crowded* than ever. This has led to significant problems for those tasked with finding, comparing and engaging with potential partners:

- ⌚ Strains on time and resource.
- £ Scrutiny on budgets and suppliers.
- 📶 Limitations on market reach and reliable data.
- ★ Confidence in effective qualification and processes.

*Our mission* is simple: to be the trusted partner for in-house marketers, procurement teams and business leaders when it comes to agency evaluation, search and selection

We exist to ensure you find the right agency partner. Our service saves time, enhances reputation, mitigates risk and removes the uncertainty.

## Find the right agency & appoint with confidence, *not hesitation*

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# Search & Selection

The GO Network is the leading Brand-Agency intermediary service. Our *advantage* is built on the ability to offer in-house teams the power of the most comprehensive agency comparison platform in the market, supported by the greatest consultancy and expertise of our experienced Brand Partnerships team.

## What we offer:



### Market insight

Data on budget setting, processes timelines, benchmarking and effective agency evaluation.



### Agency showcasing

Looking to strengthen the confidence and business case for agency engagement? Let us show you the case studies and capabilities of relevant agencies



### Brief construction

Working collaboratively to develop an effective brief for sign off and go-to market.



### Agency qualification & shortlisting

Powered by our proprietary technology and unrivalled knowledge of the agency landscape.



### Pitch process management

Guidance on effective process stages and management of all administration throughout.



### Onboarding support

Ensuring we support all the way through to work commencing with your chosen partner.



We have built

8000+

successful brand-agency relationships

We have an appointment  
completion rate of

100%

on exclusive live briefs



Of Brands that have used  
Search & Selection for the first time

90%

have subsequently used our service  
for further requirements and briefs

The total value of briefs successfully awarded is

£90M+

via Search & Selection





“

A genuine partner.

Not just amazing tech, but  
*brilliant* people who guided  
us through every step.

”



Rhodri Evans, Content Director



# The *power* of our platform

Our proprietary platform is at the core of our Search & Selection capability. It has been developed with guidance and insight from in-house teams, to provide the most comprehensive, dynamic and effective agency aggregator in the market.

*Exclusively* available to brands via our Brand Partnerships Team, the platform represents unmatched search capability across the agency landscape.



## Agency Profiles

Giving visibility across all service disciplines and agencies capable of servicing clients across the UK and internationally. Core information on skills, heritage, leadership, headcount, office locations, sector specialisms and key clients.



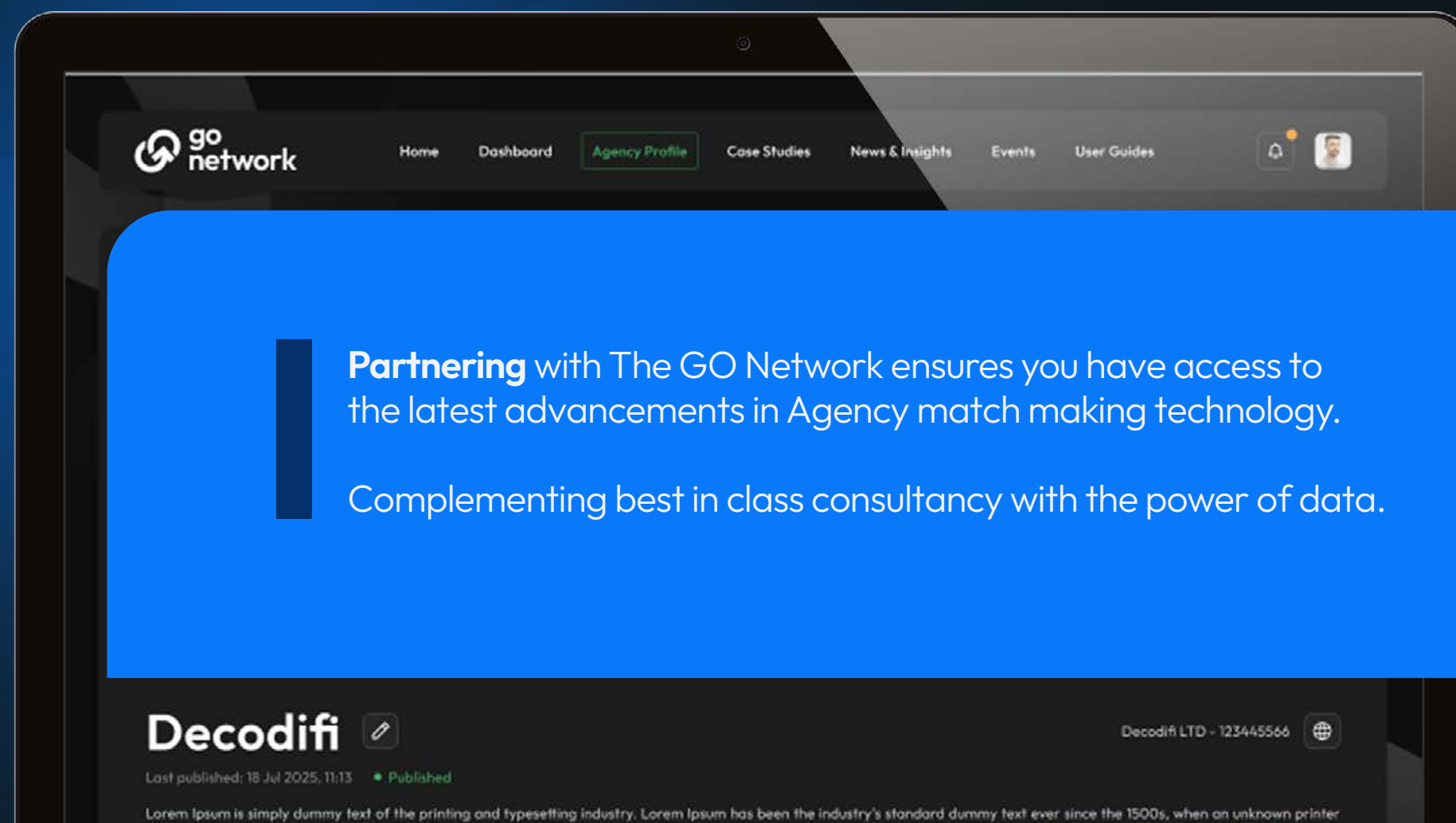
## Case Studies

The true power of the platform – through design of the most meaningful indexing tool in the market, together we are able to access results which give the most relevant insight into and agency's past work, deliverables, budget, their strategies, ways of working, client results and outcomes.



## Insights

Giving the rounded view of an agency's personality. Searches can be complemented by agency events, thought leadership, awards and content, allowing us to assess on culture and values upfront.



# Areas of *support*

The GO Network represents **total coverage** across all marketing channels and disciplines, enabling us to run searches across the full spectrum of agency services.

## Brand, Campaigns & Creative

- Animation
- Asset Production
- B2B
- Brand Strategy
- Branding/Re-Branding
- Content Production
- Design & Overflow Creative
- Packaging
- POS
- Print & DM
- Video
- AI Video
- Website Design

## Communications

- Copywriting
- Corporate Communications
- Digital PR
- Employee Engagement
- Events
- Experiential
- Internal Communications
- Partnerships
- PR
- Social Media
- Sponsorship

## Data & Research

- Customer Analysis
- Data Projects
- Insights
- Marketing Analysis
- Market Research

## Development

- .NET Development
- App Development
- AP/VR
- Portal Development
- Shopify Development
- Digital Transformation
- E-Commerce Development
- Magento Development
- Overflow Development
- PHP Development

## Digital Performance & Paid

- Influencer
- Affiliates
- Google Shopping
- Marketplace
- Paid Social
- PPC
- SEO
- UX/CRO
- GEO

## Lead

- Lead Advertising
- Lead B2B
- Lead Creative
- Lead Digital
- Lead Intergrated
- Lead Media

## Media

- Media Buying
- Media Planning
- Media Strategy



# How *brands* work with us

1

## Introduction/Briefing Call

- NDA in place to discuss your priorities, challenges, budgets, current roster and potential new agency requirements.
- Discussion on immediate need (Live Brief) and/or planning for potential longer-term requirements. (Agency Showcase)
- Demo of our platform where requested.
- Shared insight on potential agency profiles, budgets and relevant timescales for a search where relevant.

2

## GO Document The Need

- Live brief, we will draft a briefing document for your review and input. This is always signed off by you as the client before we are given the green light to go to market on your behalf.
- Briefing document will confirm all detailed background, requirements, criteria and process timeline.
- If the initial requirement is just to see relevant agency examples, we'll write this up for internal briefing as an Agency Showcase and share the matching agency profiles and case studies with you.

3

## GO Agency Search & Qualification

- We will run the search process to the criteria and timescales as per the agreed briefing document.
- The search will be managed by a combination of the platform and our experienced Network team, who have unrivalled knowledge and relationships in the agency landscape.
- The result will be a condensed shortlist of agencies endorsed, agencies who are excited about the brief and who are the strongest match on capabilities, experience and culture.

4

## GO Manage The Process

- The agreed process will always incorporate your internal requirements and standard processes from a procurement perspective.
- GO will input on the best practise evaluation and meeting formats/agendas.
- GO will be on hand to manage all process administration - diarising meetings, managing feedback, share of supporting documentation and regular communication and updates to all parties throughout.

5

## Result = Mutual Success

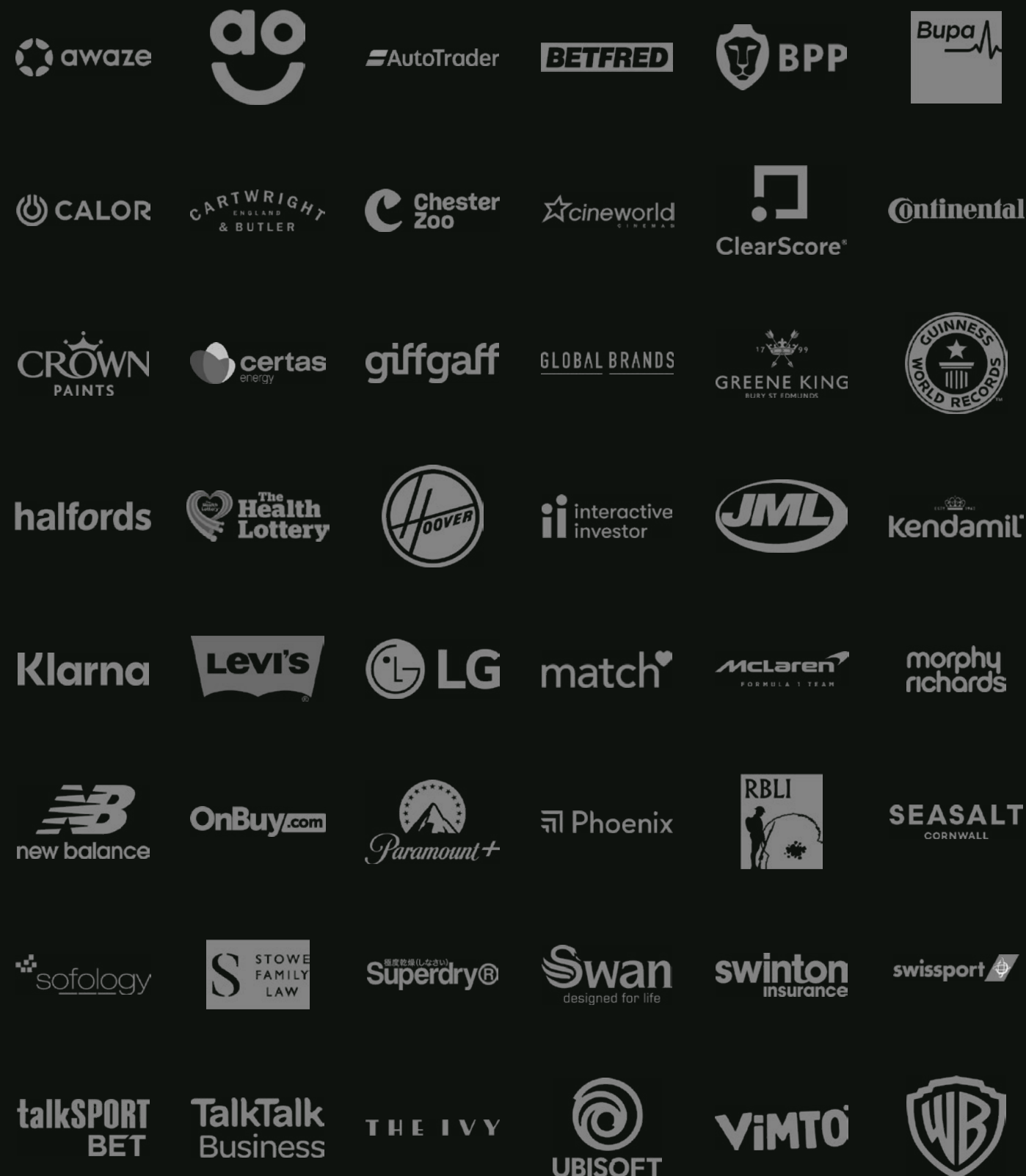
- You as the client always own the decision on who to appoint.
- Preferred agency selected, our support runs into ensuring that all onboarding processes, timescales and paperwork are communicated and understood in line with target work commence date.
- Diarised performance review calls over the first 12mths of the relationship with the new agency.

# Who we work with

Brands across **every** size and sector already trust The GO Network to help them find the right agency partners. From fast-growth challengers to established household names, we have supported organisations at every stage of their journey, from launching their first campaigns to reshaping entire rosters.

Our experience spans industries with distinct needs and nuances; from highly regulated sectors where compliance is critical, to fast-moving consumer categories where agility and creativity are everything. Because every industry is different, we take the time to understand the pressures brand teams face and apply a proven process that matches them with agencies able to deliver the right results.

The brands you see here already rely on us to manage their agency search and selection. When you run your search with us, **you will be in good company.**



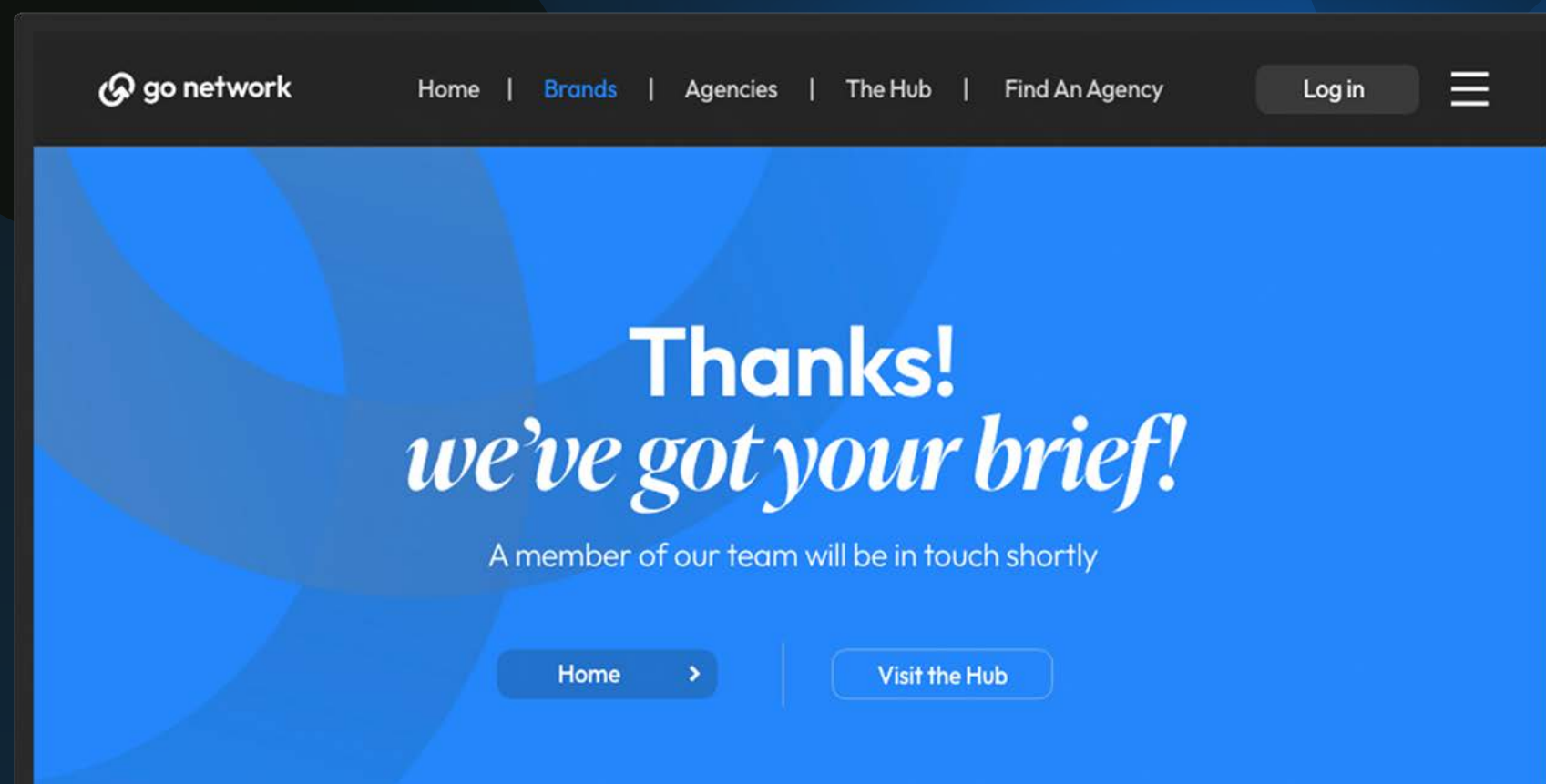
# Costing & fees

GO Network Search & Selection comes at

## zero cost

to the brands we work with.

We want your budget to be [maximised](#) with the appointed agency, achieving the results that are the motivation to appoint in the first place. We have operated this free of charge model to brands since we were founded in 2018.



## So how are GO Network rewarded?

We have a pre-agreed and consistent commission structure with the agencies we endorse. This commission structure is the same regardless of the agency you decide to appoint, and is only payable to us by the agency once they are appointed and work has commenced.

Because of this [flat and transparent](#) commercial model, it maintains that we have no commercial bias or favouritism in who we look to endorse, ensuring that we treat each brief on equal merit and agency shortlists are a specific fit to the requirements and criteria.

As a result of our Search & Selection service being [free of charge](#), we are simple to engage. The only documentation we insist upon is a mutual NDA at the start of conversations, and agreement to our Guiding Principles at the start of a live brief process. These ensure confidential and sensitive information is managed accordingly and sets out the [shared](#) commitment to the process and related communication required by us as your partner.

“

They just get us.

Every time we need to find an agency, The GO Network is our *secret weapon*



Arafa Heneghan, Director of Brand



”





# Next steps...

- Keen to book a demo of The GO Network Platform?
- Interested in reviewing a relevant Agency Showcase?
- Have a live brief ready to go to market?

Get in touch with the team:

**Website:** [www.thegonetwork/getintouch](http://www.thegonetwork/getintouch)

**Email:** [hello@thegonetwork.com](mailto:hello@thegonetwork.com)

**Phone:** 0161 806 1562



Home | [Brands](#) | Agencies | The Hub | Find An Agency

Log in



Find the right agency & appoint with  
confidence. *not hesitation*



# FAQ's

## Q. What's the difference between a Live Brief and an Agency Showcase?

**A.** A Live brief is where there is an immediate requirement with budget and sign off in place. This will be managed by our Search & Selection process as outlined.

An Agency Showcase is where you have communicated potential needs or priorities for agency support but are not yet ready to run a full search. Agency Showcasing provides fast-track introduction to relevant agencies for conversation to help define the brief, budget or business case directly.

## Q. I need an Agency quickly can you help

**A.** Absolutely. Our extensive network allows us to move fast without compromising quality. We've completed searches in as little as two weeks from the initial briefing to agency appointment.

The sooner we start the better!

## Q. I've already spoken to some agencies, is it too late to involve you now

**A.** Not at all. If you've already explored or worked with certain agencies, just let us know who you've contacted or want to include or exclude in the search.

This won't be an issue.

# FAQ's

## Q. What agency budget do we need to be able to use GO?

**A.** As our model is zero charge to you the budget holder, there is no minimum budget we work to. All briefs for all sizes of business and budgets are managed through the same process on merit.

## Q. Our RFP's are managed by internal procurement. Does this work with your model?

**A.** Our model supports Marketing Procurement teams. Procurement teams find our model adds valuable expertise and security, ensuring appointments are justified and approved.

## Q. I need an agency for international territories; can you support this search?

**A.** Absolutely - our model has global reach. The team has vast experience in running searches in overseas countries or broader international territories, for agencies either based in that location or servicing from global head offices.

# FAQ's

## **Q. Can GO benchmark my existing roster or incumbent agency?**

**A.** Yes. For a Live Brief where you are looking to involve the current incumbent, they would simply be introduced to our process and provided the same service, communication and documentation as all other agencies.

## **Q. Can GO support on review of budgets and agency fee models?**

**A.** Consultancy on fee structures, contract terms and overall agency performance is available via our experienced Brand Partnerships team.

## **Q. Can I get a log-in to the GO Platform?**

**A.** The platform can only be used alongside the GO team for your Search & Selection needs. We tailor the system to your business and demonstrate its effectiveness in real-time. This personalised approach ensures accurate and relevant results. The best way to experience the Platform is through a video call or in person with your Partnerships Manager, providing expert guidance and support for successful agency matches.

# FAQ's

## **Q. How do you ensure the details on agencies are accurate?**

**A.** Agencies endorsed via The Platform presenter mode have always been qualified and engaged by the GO team before being endorsed. We run consistent diligence checks on agency credentials, client performance and reputation, and can seek 3rd party references on your behalf if applicable.

## **Q. How many agencies will you endorse?**

**A.** On Live Briefs this will depend on the process timelines, requirements and criteria. Our aim is always to confirm an endorsed shortlist which are the best match to the full brief to maximise the balance between effective choice and efficiency.

When Agency Showcasing, we will typically cap this at no more than 3 agency profiles to provide the evidence and information to potentially broker direct conversations.

## **Q. How are contracts and invoices managed with the appointed agency?**

**A.** All terms, contracts and invoicing schedules are managed directly between you the client and the agency. We are on hand to support this where required and will set up regular review meetings between us over the course of the project or retained agency service delivery.



**Let's talk:**

[hello@thegonetwork.com](mailto:hello@thegonetwork.com)



[thegonetwork.com](https://thegonetwork.com)