

# CASE STUDY:

## Sourcing and Negotiation of PR Agency

### Situation:

Emerging biopharma client with limited commercial and procurement resources needed to replace the existing PR agency within aggressive timelines for its first brand launch.

### Objectives:

- Identify and evaluate PR agencies able to meet client criteria and aggressive launch timeline for client to select final partner
- Onboard new agency within 12 weeks
- Negotiate agency pricing to meet established launch budget and lock in pricing for 2 years

### Results:

- Within 4 weeks, identified and evaluated 8 agencies, helping client narrow the field to 4 for live pitch
- **Completed RFP process in 10 weeks**, from initial criteria setting to contracting new partner, **saving 58.25 client hours\***
- Negotiated **10% decrease in hourly rates, net savings of \$30K** vs. original proposal
- 2-year lock on pricing **preserved savings in year two, mitigated risk** of year over year price increase and re-negotiation, and **saved client time/effort on re-negotiation**

## Why Matchbook? Feedback and Outcomes

*"We could not have accomplished so much so quickly without Matchbook's help!"*

### Outcomes of Matchbook support

- Allowed the team to focus on brand priorities vs. agency sourcing
- Allowed the organization to realize hard dollar savings and mitigate risk in contract
- Ensured compliant, trackable vendor selection process
- Established clear SOW deliverables and staffing price transparency
- Negotiated savings more than covered cost for Matchbook services