



## NEWS RELEASE

### **“Measure or die,” new Beringer report warns marketing services agencies**

**TORONTO March 2, 2009:** New business and competitive realities mean marketing services agencies must provide clients with metrics that prove the performance of their work and offer business-building insights, says a new report from Toronto merchant bankers Beringer Capital.

The report, *“MEASURE OR DIE - Metrics that Drive Insights are the New Client Imperative,”* offers strategies and advice for ways agencies can meet the increasing marketer demands for results measurement and to capitalize on the opportunities they offer.

Included in the report are results of an exclusive qualitative survey by Beringer of leading senior level marketing executives in Canada and the U.S. Among the findings: 96% of respondents confirmed that they will expect detailed results and analysis from their agencies in the future.

The 20-page report also features research-related case studies and strategic business, personnel and financial management advice for agencies.

“The recession is putting unprecedented pressures on marketers worldwide to reduce costs and improve the return on their entire marketing spend,” said Beringer chairman Perry Miele. “On top of this, a new generation of marketing managers who have grown up in the digital age and expect instant feedback and analysis is coming to power. This, combined with the increasing importance of results-oriented purchasing managers, means there is no escaping the measurement imperative.”

The report, the third in a series of thought-leadership White Papers from Beringer, will be officially released tomorrow during a reception for 100 marketing and marketing services leaders at the Toronto executive offices of RBC. RBC sponsored the report.

“Changing client expectations and slimming budgets will likely result in a challenging year for many marketing firms,” says Barry Mutis, senior manager, Business & Professional Services Clients, RBC. “That’s why we’re delighted to work with Beringer to help marketing and advertising businesses remain competitive, and even thrive, during these tough times.”

To obtain a copy of the report, please call Andrea Nickel, Beringer Capital at (416) 928-2166 ext. 5202.

### **About Beringer Capital**

Beringer Capital is an independent merchant bank located in Toronto that focuses on the North American marketing services, advertising and specialty media industry. Beringer provides advisory services to lead acquisition initiatives, develop growth strategies and set the strategic direction, obtain equity or debt financing and sell companies to strategic or financial buyers. The company also makes direct investments in entrepreneurial companies to fund acquisitions, growth plans, recapitalizations and buy-outs of partners.

### **About RBC**

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