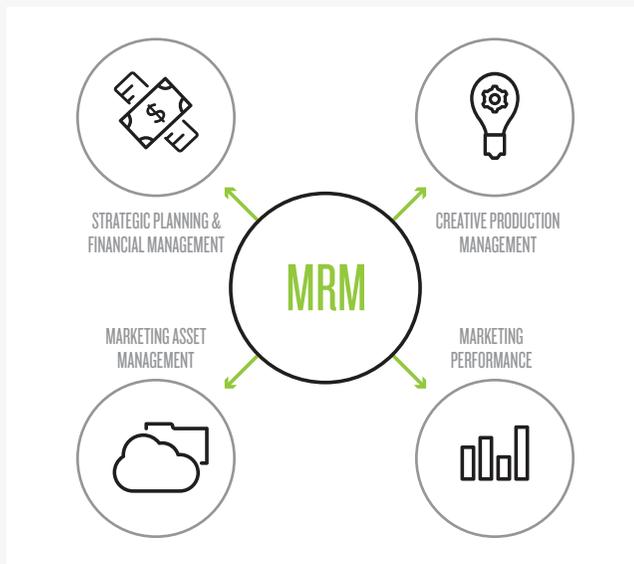


# Optimize your global marketing

## Deloitte's MRM Accelerator for the Entertainment Industry

Media and entertainment executives need to invest marketing spend across new film, book or other agency-led product launch efforts in today's social, digital and fastpaced climate. Deloitte's Marketing Resource Management (MRM) solution is designed to manage media release planning, budgeting, and tracking to facilitate investment and improved campaign and launch results.



Deloitte's MRM Accelerator is designed to be completely scalable, and leverages cloud-based technology to replace antiquated, fractured, and cumbersome legacy software platforms. It helps studios analyze ROI for each new title or product release with improved efficiency, reporting, and communication in near-real time. This accelerator helps media and entertainment executives address marketing questions such as:

- For a new film, book or other product release, how should I allocate my multi-channel marketing spend (TV, print, digital and in-store) in Germany vs. India vs. Latvia?
- How can I report on a film title's ongoing performance across multiple markets, in real-time?
- How can I begin to predict trends over time for how a film genre (e.g., romantic comedy, business book or global PR campaign) is going to perform in specific markets to manage marketing ROI against box office receipts?
- How do I quickly report on variances between approved spend and actual invoiced dollars, to identify potential problems and overages?

### Manage your marketing resources more effectively

Deloitte's MRM Accelerator is designed to provide studios with capabilities that include:

- **Strategic Planning & Financial Management:** Plan and budget for marketing activities and programs worldwide by region, country, and title release
- **Marketing Asset Management:** Collect and manage content and knowledge for marketing distribution in each market
- **Creative Production Management:** Create and develop marketing programs and content, specific to each country and market, for each product release
- **Marketing Performance:** Measure and analyze marketing performance across each market by title, genre, etc.

When a leading Hollywood film studio needed to streamline its business processes for film release planning to drive greater marketing operational efficiency, better marketing management visibility, and improved film box office receipts, they turned to Deloitte and Salesforce.com to create a cutting edge MRM platform for nearly 100 countries and ten languages around the world.

Previously, these studio executives had limited visibility into real-time data for international theatrical release costs, estimates, and box office revenues. Our challenge was to put essential film release marketing information at their fingertips, empowering them to make important, real-time business decisions about film release marketing spend in each country and market around the world.

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