



CREDENTIALS

www.thenetworkone.com

NOTE TO THE READER

These credentials, which include copyright material, are provided for your reference as a member of thenetworkone. If your agency is a member, you may use them or, the elements therein, internally or externally, to promote your membership of thenetworkone and the international capabilities now available to your agency that your membership facilitates.

Please feel free to adapt the content to your house-style.

If you have any specific questions or requirements, please don't hesitate to contact us directly.



AN INTRODUCTION FOR NEW MEMBERS

www.thenetworkone.com

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THENETWORKONE: WHAT WE DO FOR AGENCIES

thenetworkone helps independent agencies of all marketing and communications disciplines, to pitch and win assignments from international clients – and manage them successfully.

KEY FACTS

01

The world's largest independent agencies network

02

Founded 2003

03

Headquarters in London, UK

04

1,600 independent agencies in 120 countries worldwide

05

Each agency personally visited, evaluated and accredited

06

Creative, media, PR and all forms of digital communications

THENETWORKONE: THE PEOPLE



Julian Boulding
President



Helen Anderson
Managing director



Alfie Buisson
Associate Director



Anna Poloczek
Database Coordinator



Stephanie Fox
International Consultant
(Maternity Leave)

WHERE WE WORK:

Afghanistan
Albania
Algeria
Angola
Argentina
Australia
Austria
Azerbaijan
Bahrain
Bangladesh
Belarus
Belgium
Benin
Bolivia
Botswana
Bosnia
Brazil
Bulgaria
Cambodia
Canada
Cameroon
Chile
China
Colombia

Costa Rica
Croatia
Cyprus
Czech Republic
Denmark
Dem. Rep. Congo
Dominican Republic
Ethiopia
Estonia
Ecuador
Egypt
Finland
France
Georgia
Germany
Ghana
Greece
Guinea-Bissau
Guinea-Conakry
Hungary
Iceland
India
Indonesia
Iran

Iraq
Ireland
Israel
Italy
Jamaica
Japan
Jordan
Kazakhstan
Kenya
Kosovo
Kuwait
Laos
Latvia
Lebanon
Liberia
Lithuania
Macedonia
Malaysia
Malta
Mauritius
Mexico
Morocco
Myanmar
Namibia

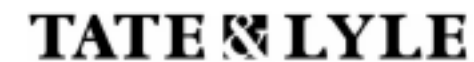
Nepal
Netherlands
New Zealand
Nigeria
Norway
Oman
Pakistan
Panama
Paraguay
Peru
Philippines
Poland
Portugal
Qatar
Romania
Rwanda
Saudi Arabia
Serbia
Singapore
Slovakia
Slovenia
South Africa
South Korea
Spain

Sri Lanka
Sudan
Sweden
Switzerland
Taiwan
Tanzania
Thailand
Trinidad and Tobago
Tunisia
Turkey
Uganda
Ukraine
United Arab Emirates
United Kingdom
USA
Uruguay
Venezuela
Vietnam
Yemen
Zambia
Zimbabwe



A SELECTION OF OUR CLIENTS

Many of our assignments are confidential, but here are some examples of companies we have worked for – either directly, or for their lead agencies – B2C and B2B:



FINDING AND ACCREDITING AGENCIES



What do we need and where



Desk research by market



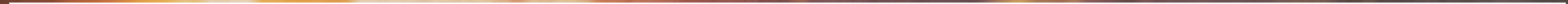
Meet in person or by Zoom



Agree basic terms of business



Add to our extensive database



FINDING THE RIGHT PARTNERS FOR YOU



Location



Capabilities



Experience



Role



Availability



Fit

HELPING AGENCIES WORK TOGETHER



Help with contracts



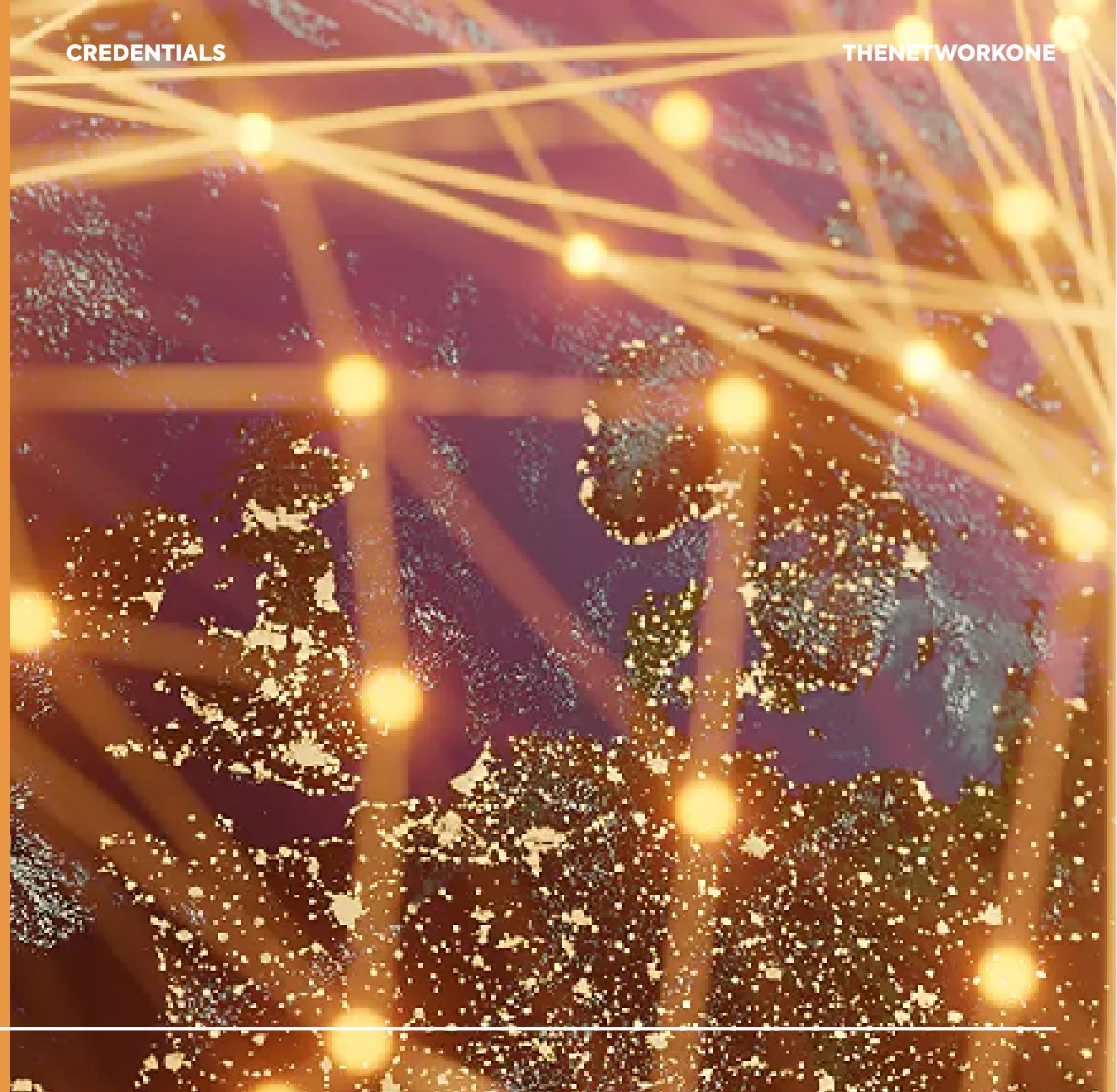
International
account directors



Ongoing support

HOW DO WE GET PAID?

- Transparency is important to us and to you
- We receive a membership fees from agencies who wish to join
- We will receive a referral fee when we successfully introduce new business to your agency
- Our fee is 7% of the net fee or commission income which you receive from the new client, for one year from the date of your first invoice to them
- We host free webinars for independent agencies, but also personalised workshops and events for which we charge, including our annual 'indie Summit' conference
- We undertake bespoke consultancy projects on request



KNOWLEDGE SHARING, DEVELOPMENT & COMMUNITY

WEBINAR WEDNESDAYS



SPECIAL INTEREST GROUPS

- B-Corporations
- Women Owned Agencies
- Chief Marketing/ Strategy Officers
- Creative Chiefs
- Healthcare



LEARNING & DEVELOPMENT



THE /INDIE/ SUMMIT

THE INDEPENDENT AGENCIES GLOBAL LEADERSHIP SUMMIT



INDIE AWARDS / 2023



THE /INDIE/ FORUM



INTER-AGENCY STAFF EXCHANGE PROGRAM



THOUGHT LEADERSHIP

THE WORLD'S LEADING INDEPENDENT AGENCIES



TREND REPORTS



THE CANNES REVIEW



SPECIAL INTEREST GROUPS:

- B Corps / Sustainable Development
- Women Owned Agencies
- Healthcare Agencies
- CMO's and New Business Directors...and more!



PLANS & DATES THROUGHOUT 2025

- Ongoing, each month: Webinar Wednesdays
- 16th January: Live presentation 2025 Social Media Marketing Trends Report
- 22nd January: Indie Awards Presentation Event, London and online
- 20th - 22nd March: Meet-up at Adfest, Thailand
- TBC: Indie Summit conference
- 7th & 8th May: Mirren Live, New York
- 17th June: Indie Forum and drinks, Cannes
- 21st August: Amplify Marketing Festival, Edinburgh
- 18th September: Nedbank IMC Conference, Johannesburg
- TBC October: PProvoke Global Summit, Washington DC
- 12th & 13th November: ICCO Global Summit, Mumbai



NEW MEMBER CHECK LIST...

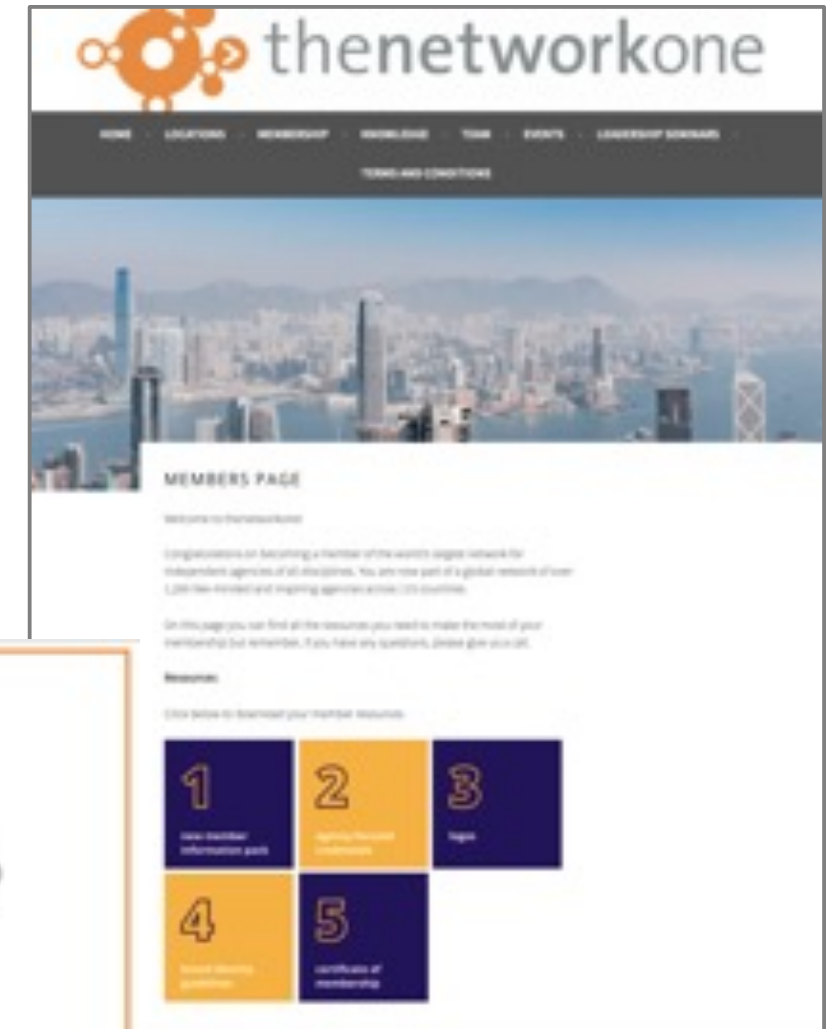
- Check out the 'new member resources page'

<https://thenetworkkone.com/new-members-page/>

- Complete our database form and send us your credentials / work
- Send out a press release about your membership
- Tell your clients and prospects about your network.

Add us to your website and email footers

- Make sure your team know about their network
- Keep us informed about your work and agency life
- Join our free webinars and attend our events
- If in doubt, just ask us – we are here to help





CASE STUDIES



CASE HISTORY: KOLLE REBBE & LUFTHANSA

OPPORTUNITY

Kolle Rebbe had the opportunity to pitch for Lufthansa's global advertising business.

SOLUTION

Worked with Kolle Rebbe to build a network of 'hub' agency partners in China, Japan, UAE and USA to co-create and localise work.

OUTCOME

Kolle Rebbe won the pitch in 2011 and have held and grown the account since. They have adapted the model for other international accounts.



Kolle Rebbe  **Lufthansa**

CASE HISTORY: BRINGING A PITCH TO LIFE. MADE IN ITALY.

OPPORTUNITY

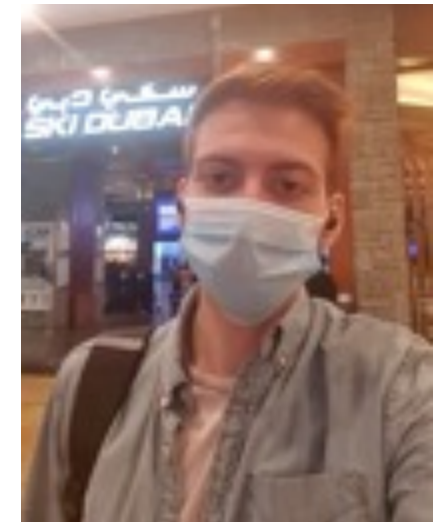
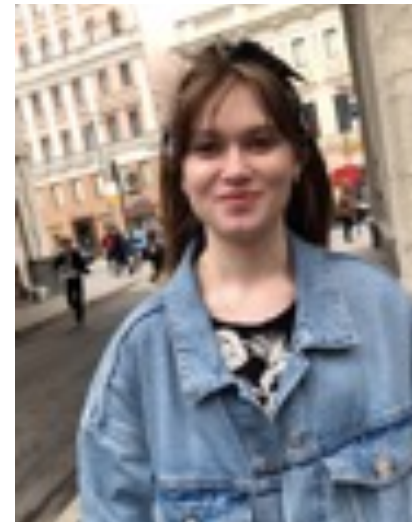
Milan based agency Changee, had the opportunity to pitch for the 're-launch' of Italy to tourists post pandemic. Needed to show they understood what the global community thought of Italy.

SOLUTION

Arrange for agencies in 24 countries around the world to record vox-pops in agency, on-street or at home (depending on local lock-downs) to gather people's perceptions of Italy. Then create a 'mood film'.

OUTCOME

Won the account – then Italy went back into lock-down!



CASE HISTORY: US HEALTHCARE IN THE MIDDLE EAST.

OPPORTUNITY

The world famous Cedars Sinai hospital asked Californian based agency, RPA to help them identify and then attract high-net worth patients from Qatar to be treated in the US.

SOLUTION

Many sensitivities to be taken into account – personal and social. thenetworkone introduce RPA to Doha based agency Brand Empire who are well connected and understand local issues and the healthcare landscape in Qatar.

OUTCOME

Currently co-creating a locally sensitive campaign for the client.



CASE HISTORY: STERLING-RICE GROUP & DAMM & BIERBAUM

OPPORTUNITY

Sterling-Rice Group in the US needed a partner to create the Californian Almond Board's first ad campaign in Germany.

SOLUTION

Recommended Damm & Bierbaum: a creative agency with digital skills and sector experience.

OUTCOME

Damm & Bierbaum launched a campaign on TV, social media and print to establish almonds as a modern and light snack.



CASE HISTORY: CHINA PARTNER FOR METSÄ

OPPORTUNITY

Finnish agency hasan&partners works with Metsä, an international forest industry group and producer of wood and paper products. Metsä needed to support their channel in China.

SOLUTION

Identify specialist B2B partner agencies in Shanghai able to trans-create channel materials supplied from hasan&partners.

OUTCOME

hasan&partners introduced to Brandigo – a B2B agency that helps brands enter China.



CASE HISTORY: TOURISM & EVENTS QUEENSLAND

OPPORTUNITY

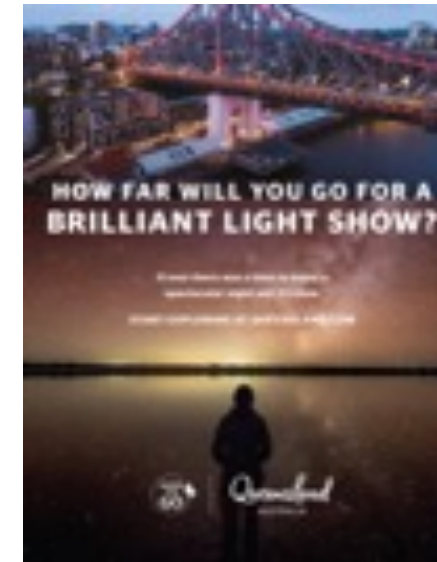
Australia based agency Rumble needed work with local agencies in Spain, LatAm, USA, China, Korea and Japan to win, adapt and create work to promote Queensland during the pandemic.

SOLUTION

Select agencies with suitable experience, build network and connect all parties.

OUTCOME

Local partners appointed and working together to adapt centralised campaigns and generate local ones.



CASE HISTORY: INTERNATIONAL B2B AGENCY PARTNERSHIPS

OPPORTUNITY

Colorado based agency 90octane needed partners in the UK to service several existing clients.

SOLUTION

Conduct a review of the UK agency landscape to identify suitable partners that had the right skill and experience and shared 90octane's values.

OUTCOME

Several partners identified and now working together on client projects. Project scope now extended to include more countries.



90octane

CASE HISTORY: SMARTS AGENCY & ZALANDO

OPPORTUNITY

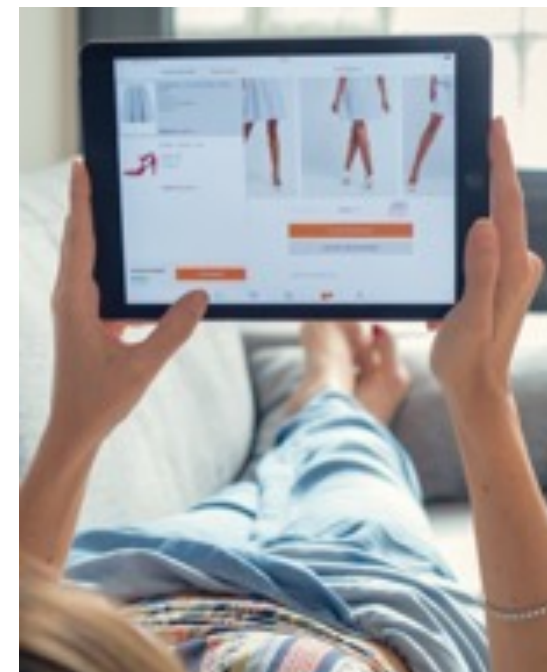
The Smarts Agency was asked by their online retail client zalando, to provide local PR to support for market launches in the Balkan and Baltic regions.

SOLUTION

As both regions contains multiple but small markets, thenetworkone suggested appointing one hub agency in Estonia and one in Croatia that could provide on the ground support as required.

OUTCOME

As both regions contains multiple but small markets, thenetworkone suggested appointing one hub agency in Estonia and one in Croatia that could provide on the ground support as required.



CASE HISTORY: ACHTUNG! & LUFTHANSA – GLOBAL PR NETWORK

OPPORTUNITY

German based independent agency, Achtung!, wants to pitch for The Lufthansa Group's global PR account.

SOLUTION

Identify suitable agency partners in 41 markets. Create a bespoke global network pre-pitch.

OUTCOME

Achtung! is chosen to lead the global PR activities for the Lufthansa Group.



achtung[!]



Lufthansa

CASE HISTORY: PARMIGIANO REGGIANO

OPPORTUNITY

Italian agency, Different Global, were asked to pitch for one of the most important Italian food brands - Parmigiano Reggiano cheese.

SOLUTION

Create a pan-European network with partner agencies in Germany, Switzerland, Spain, France & UK.

OUTCOME

Different Global, along with their partners, won the pitch for Parmigiano Reggiano.



THANK YOU, ANY QUESTIONS?

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