

Category	Sub Category	Question	Answer – Please double check the answers are not brand specific before using.	Last updated
Company Overview		Who are Jellyfish?	We're a flexible, modular, agile industry leader delivering projects at scale. Our unique global structure combines deep platform understanding with tech, media, data expertise and, of course, creativity. Plus, our innovative product portfolio promises engagement across all capabilities. Meaning we can make amazing things happen at the pace the platforms demand.	Feb 2021
Company Overview		What we do	We're a flexible, modular, agile industry leader delivering projects at scale. Our unique global structure combines deep platform understanding with tech, media, data expertise and, of course, creativity. Plus, our innovative product portfolio promises engagement across all capabilities. Meaning we can make amazing things happen at the pace the platforms demand.	
Company Overview		Why Jellyfish?	At Jellyfish, we seamlessly blend creative, production and technology resources to deliver best-in-class outputs. Our success in building partnerships is evidenced by our direct, long-term relationships with some of the world's best-known companies and brands – as well as their creative and media agency partners – to originate, adapt and deliver effective creative communications across all channels and borders. From the outset of our engagement, we will take the time to immerse ourselves in your existing ways of working, analyze the challenges you face, and work to find the best, most effective solutions that drive time and cost efficiencies, whilst improving quality and transparency. This insight, coupled with our intrinsic industry experience, allows us to think creatively about how our solutions will impact your business, ensuring we future proof and continuously improve ways of working. Five pillars underpin our proposition to provide a flawless service to our clients: Experience. We have deep experience of working with global brands to drive efficiencies whilst maintaining brand consistency, accuracy and quality. This wealth of knowledge and expertise enable agile, flexible capabilities. Creative Integrity. We will work collaboratively with you, your agency partners and suppliers to ensure care and craft is always applied to the production of the creative idea, right through to delivery. Particularly important when	
Company Overview		Jellyfish ethos	Brand Ambition – To shape the digital future of the world's best brands. Brand Belief – We believe platforms are the key interface between brands and their audiences – their primary route to growth. Brand Promise – One Jellyfish, built to help brands thrive in this evolving digital world. Brand Values – As a true partner, we are: positive, accountable, passionate, the solution.	
Company Overview		What do you consider your agency's core competency to be, what are your top 3 areas of expertise based on revenue, clients, reputation etc? Who do you identify as your top competitors in your areas of strength?	Our core competencies focus around media, data and creative, all born within the digital era and therefore focused on experiences made for the platform world. We help the world's most ambitious brands create growth today and build for the future, harnessing the power of both brand and performance in unison. Our revenue streams are quite evenly balanced between our media, creative and data & analytics capabilities reflecting our One Jellyfish structure. We don't have divisions or house separate brands within Jellyfish, operating a single global P&L. This allows us to focus on delivery of the right solutions no matter where the talent is, flexing teams based on exact needs of each brand. We have many competitors across our various capabilities but perhaps the closest in terms of multi disciplines would be Media Monks. Although they likely index higher in terms of creative ideation than us, we have far more scaled media capabilities and technology solutions across media and creative scaling.	June 2022, Yahoo, RFI
Company Overview		Help us understand what makes you unique to other agencies we are working with? What are your unique offerings and services?	Over the last 16 years, we have built a wealth of knowledge and experience of working with global brands in situations just like yours. While there is no 'quick fix' to these challenges, we will work collaboratively with you from the outset of our engagement to implement solutions designed to have a genuinely positive impact. We appreciate that the task of streamlining and rationalizing current ways of working can seem insurmountable at times which is why we have our on-boarding specialists whose specific role is to design client service teams and roles & responsibilities. Our first task will be to conduct a discovery exercise during the implementation and onboarding process to fully understand your scope of work and processes, and make recommendations around the most effective global model and processes to suit you. We will then apply the knowledge that we gather to select and assign an experienced and dedicated account team tailored to your requirements and based in the right global locations (see next answer for some of the potential leaders). In addition, we will tailor our team of in-market language specialists based on their experience and qualifications and assign them to the Meta account. Our technology solutions underpin our global offering. VIVID is the technology platform that we use internally and your dedicated Team Meta will be using VIVID as the workflow and approval tool to drive projects from day one. We note that you don't currently have a platform in place and we would welcome the opportunity to provide access to this for the Meta team – facilitating visibility and transparency across the status of your projects and campaigns, full audit trail, reporting and delivery. The NEON Consulting arm of our business can provide you with technology-agnostic consultancy services – auditing the technology you currently use; and provide recommendations around the best solutions and effective implementation mechanisms.	
Company Overview		Tell us all about your agency personality – what would your current clients say about you? What would your employees say about you?	A fundamental belief at Jellyfish is that we can change the world of marketing. And, in the last 18 years, we have continually transformed our business, broadening to wider marketing communication capabilities, from our base of performance marketing to holistic marketing performance. We've developed a unique identity, outside of the norm; outside of the networks; outside of traditional agency culture. A model that reflects Jellyfish success from our clients' growth. We've introduced a flat business model where unconscious bias has been removed, promoting greatness and diversity of thought across the team. Where decisions are based on performance data, not just the superstars who are naturally in the limelight. We've created a structure that encourages freedom to innovate, unified by a consistent yet agile process and culture. We've nurtured our talent and culture through our academies, training practices and an extended network of flexibly accessed experts. We've evolved with platforms and partnered with them to get it right, for our customers. Jellyfish combines the art and science, it's at the centre of our digital ecosystem. Philip Jacobson, Nike, Senior Brand Comms Director. We've built innovative technology to overcome challenges that humans or existing technology couldn't solve.	
Company Overview		Describe your philosophy and process for working across agency office locations and P&Ls.	Jellyfish is unique in having a single global P&L which allows us to manage all our work in the client's best interest. This means in practical terms that we will use any appropriate resource from across our network to complete projects.	

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Relationships		Does your company normally coordinate with creative agencies in the production management process? What is the best practice for ensuring the hand-off is seamless?	<p>Collaboration is in our DNA at Jellyfish. We work with hundreds of creative, media, design and other agencies on a daily basis. In our experience, the best way to manage these relationships is for the client to be very clear about who does what and what the handover points are. Often we work closely with client marketing and procurement personnel to determine these from the outset of our engagement. Our contacts range from in-house Client Brand Managers to direct relationships with agency teams and suppliers on behalf of our clients – often working to ensure the seamless delivery of a global campaign. Some client quotes from a recent client survey undertaken by a third party at our request serve to underline this.</p> <p>"...they had seamlessly managed to integrate working in quite a difficult situation between client and creative agency and keep both sets of people happy, deliver the work and not upset the agency or the relationship that the client has with the agency." "...it would be very easy for a normal production agency to tread on people's toes too much, but they have managed it very well indeed".</p> <p>Our VIVID workflow and approval platform underpins this ability to work collaboratively with multiple entities.</p>	Oct 2021
Relationships		Please confirm local/global agency (creative/media) partners you work with frequently. Cite examples where you executed against their creative ideas and vision globally	We work with hundreds of creative agencies. For W+K we support global roll-outs for a number of their clients such as Nike, Facebook and Instagram. W+K provide master assets and our responsibility is to deliver localised versions in the target markets that remain consistent in tone and creative execution. With Norwegian Airlines we support Nordic agency Try, where our responsibility is the delivery of assets in line with their creative vision. Other agencies we work with in a similar role include JWT, Mediacom, Code & Theory, 72&Sunny, M&C Saatchi, FCBInferno, aml, Carat, Vizeum, Forward3D and many others.	Oct 2021
Relationships		How do you work best when you are collaborating with other external partners? Any lessons you've learned from challenges you overcame?	In our experience, the best way to manage these relationships is for the client to be very clear about who does what and what the handover points are. Often we work closely with client marketing and procurement personnel to determine these. Having done this, we are often tasked with executing the creative agency's ideas and within this dynamic we need to be respectful of their role and include them in approval processes as appropriate.	Oct 2021
Diversity and inclusion		How does your company's leadership structure and company vision ensure diversity, inclusion and equity across your business?	<p>Jellyfish's vision for diversity and inclusion is to create an environment that allows all Jellies to bring their true self to work, by promoting and investing in training and educational opportunities, raising awareness and providing strategies and tools to create a sustainable culture of inclusion, belonging, and equity that permeates through our employee and client experiences. We aspire to be One Jellyfish.</p> <p>We are committed to:</p> <ul style="list-style-type: none"> - Promoting positive change through research, surveys and data analysis - Identifying and promoting educational materials and opportunities - Raising awareness through communication and openness - Ensuring Jellyfish is a safe place for all employees to be their true self <p>Our leadership structure is as follows:</p> <ul style="list-style-type: none"> - VP of Global Diversity, Equity & Inclusion who is responsible for developing the vision and leading the strategic implementation, education, internal and external community influence - Diversity & Inclusion Steering Committee that champions D&I directives, data analysis and cultural insight across capabilities and locale. - Employee Resource Groups that employee experience strategies by providing employees a sense of community and belonging, resources for exchanging ideas, networking, recruiting talent and seeking opportunities to strengthen relationships within the communities where we do business. <p>-----</p>	
Creative		How do we maintain the highest level of creative excellence, brand consistency and continue to deliver distinctive assets across the different brands?	<p>In Jellyfish's experience, the key to maintaining creative excellence, brand consistency and efficient delivery of distinctive assets across a diverse portfolio relies on four key elements of Organization, People, Process and Technology:</p> <p>Organization: The overall marketing organization, and in particular who is responsible for relationships between internal teams, third party agencies and the associated hand-offs, approval processes and overall governance framework need to be clear. This establishes the framework within which great work can be created efficiently.</p> <p>People: You need to ensure you have the right people in place both within the agencies you are working with and respectfully within your own organization. By the 'right people' we mean those who are collaborative, open to learning, have strong team ethic and creatively driven. Everyone needs to understand their role and responsibilities and how they personally add value in order to effectively deliver creative excellence consistently. The setting of KPIs helps drive the right behaviors. A spirit of transparency needs to be encouraged between agencies to ensure successful collaboration.</p> <p>Process: It's vital to have a process that is clear and understood by all parties. At the start of the engagement, an induction and onboarding process is required. In addition as on large and complex pieces of business, staff turnover is inevitable, so it's crucial to ensure there is an ongoing induction process in place for any new people that subsequently join the team. This should be for both client and agency representatives. Another aspect Jellyfish likes to see embedded in any process is the use of regular 'wash-up' sessions. It also pays dividends to have a process to widely disseminate learnings and to ensure best practice is being constantly shared. This can be managed simply,</p>	

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Creative		How can you support the optimization of digital campaigns inflight? (optimization of banners, social etc)	<p>In Jellyfish's experience, delivery of in-flight campaign optimisation requires good collaboration between all parties involved and optimum planning. It's a very specific requirement that needs to be structured into the operational approach. As your partner, Jellyfish anticipates working with your selected media agency and your digital marketing teams to ensure campaign goals and KPIs are structured for success. Our philosophy is to build a customer journey, not isolated creative formats. This means we optimise inherently by making the most of common media formats and mapping types of creative by objective. We can use dynamic creative to streamline your current workflow, add production efficiencies and optimise on the fly. We therefore recommend structuring smart creative capability in the following areas:</p> <p>Organisation: Setting the organisation up to be able to optimise is the best chance of success. We would review with you how you currently setup and implement digital campaigns, including the pain points. The typical campaign setup process involves: media strategy, creative brief, creative production, feed customisation (if dynamic creative is required), data platform integrations, creative decisioning logic, extensive QA, and reporting/analysis. Outcomes from this planning would be the identification of clear roles and responsibilities, clarity around data access and a workflow plan.</p> <p>People: Based on the scope of work, and a roles and responsibilities definition output from the organization review, we would deploy the right mix of talent covering management, planning, ad operations oversight, creative production and analytics to ensure quality of messaging architecture and creative templates are in place for each campaign. As we have described previously, sensitivity to creative output is a major part of our culture at Jellyfish. We have deep experience of managing fast turn campaign development and optimisation, working with media partners and ad-serving technologies to make it happen.</p> <p>For each campaign, we would be briefed on the primary objective and the specific goals required, and build a systemic approach to optimisation built in to the deployment. We'd need to understand what 'good performance' means to you – is it to generate a specific action, what would that look like and how would we quantify or qualify that action? We would then build a campaign mapping approach by objective audience and channel, a messaging architecture decision tree and creative templates. We will define the campaign optimisation decision tree, working with the media partner to identify the signals necessary to trigger the right messaging – for example scheduled</p>	
Creative		What is the structure of your production studio and how are you staffed?	We have several VP's who lead and oversee 160 production staff globally, who specialise in Pre & Post & Digital Production. We've created a truly global collaborative workforce connected by best in class technology solutions to deliver work at speed and scale across the globe. In addition, we have studio spaces around the world, most notably an 11,000 sq ft production studio based in Portland, Oregon, where we create, capture and deliver assets for some of the world's largest brands.	
Creative		Provide an example of a project you've executed that streamlined the creative process under tight timelines while maintaining collaboration and alignment with multiple partners.	For Google's Year in Search yearly trends round up (viewed up to 250m times) we have to deliver localised content into over 55 markets while still hitting a global 'day and date' launch. This required liaison with Google, the creative agency, the local Google teams, the talent/news highlighted in the film as well as a number of other stakeholders (e.g. YouTube). As the highest profile activity of the year, the project is signed off at the highest level within Google – adding to the pressure! In order to hit the required deadlines we have refined a bespoke process to enable both late 'launch' and significant local amendments. This is achieved by close working relationship with the Google team responsible (we are described as an 'extension' of their team), early engagement with other relevant teams, clear roles and responsibilities and agreeing pre-agreed template for the content that can be fully localised. This year across 58 markets we produced 260 key assets; 27 localised scenes; 66 subtitle tracks and one digital magazine! Since Jellyfish has supported the Year in Search global deployment, viewership and engagement rates have increased significantly.	
Creative		Provide an example of a project you've executed that streamlined the creative process under tight timelines while maintaining collaboration and alignment with multiple partners.	For Google's Year in Search yearly trends round up (viewed up to 250m times) we have to deliver localised content into over 55 markets while still hitting a global 'day and date' launch. This required liaison with Google, the creative agency, the local Google teams, the talent/news highlighted in the film as well as a number of other stakeholders (e.g. YouTube). As the highest profile activity of the year, the project is signed off at the highest level within Google – adding to the pressure! In order to hit the required deadlines we have refined a bespoke process to enable both late 'launch' and significant local amendments. This is achieved by close working relationship with the Google team responsible (we are described as an 'extension' of their team), early engagement with other relevant teams, clear roles and responsibilities and agreeing pre-agreed template for the content that can be fully localised. This year across 58 markets we produced 260 key assets; 27 localised scenes; 66 subtitle tracks and one digital magazine! Since Jellyfish has supported the Year in Search global deployment, viewership and engagement rates have increased significantly.	

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Data & Analytics		How do you use data to optimize content performance?	<p>Jellyfish uses data from a range of sources to optimize campaign performance. As your partner our objective would be to establish an operating system for advertising execution where data delivers competitive advantage and supports efficiency. Performance optimization per se is really one part of the bigger picture, and we would anticipate having good working relationships with your selected media agencies to enable the flow of data into a central planning capability. Jellyfish can support you in designing this function or we can share responsibilities with media. We recommend defining a strategy along the following lines.</p> <p>1. Using data to develop creative As part of the briefing, our insight team can support smarter objective setting by audiences using a variety of planning tools. Depending on budget appetite for data and the scope of work, we can use detailed audience profiling (Experian et al) to Establish segments. We'd like to understand overlaps with the data you have and the data you could have on your audience. We'd expect to work with your media agency to define these segments and understand their behaviours at key points in the funnel, based on actions. As a start point, who shops, visited a lifestyle or recipe site, these targeting possibilities in certain social media can be highly specific and related to brand characteristics and behaviour. In social channels we can develop audiences against characteristics and previous behaviours, using custom and lookalike audience</p> <p>2. Using data to make campaigns more effective This area is where we need to connect effectively with the client's own data strategy media partner and consequent ad serving technology stack. As your partner, we can offer guidance on an approach to dynamic campaigns and programmatic (where campaigns can be automated). Examples of this include dynamic maps to add geo location for promotions; audience matching in Facebook; adding dynamic content to digital display and social content; creating dynamic rotation in digital out of home; creating dynamic content based on segmentation and location triggers; location based messaging. Outcomes of these campaign actions can driving footfall to a sampling location; improve engagement rates; in every instance connecting data and creative to bring commercial benefit. Data we would use to deliver a high level of optimisation, in simplest terms, – would be – who we are targeting: audience segmentations (personae) – where they are: platform eg iOS, Android, [CLIENT], Social platform, other digital network; – when they should be served content: date, time, weather, geo triggers, other platform behaviours/ retargeting pattern – what content they are served (see ad planning decision tree model above in previous answer).</p>	
Data & Analytics		In the ever evolving landscape of consumer privacy, how do you help clients navigate perspectives on consumer and brand protection?	<p>We have created category specific privacy playbooks that are regularly updated and cover these guiding principles</p> <p>Vision – What levers do we want to use in marketing, and in order to do so what do we only need to collect to make the right decisions and create experiences for consumers with a reasonable value exchange. Process – How do we adopt the correct consent management processes, implement appropriate tracking and focus on non pii focused methods for analysis and planning. Execution – How to use the right solutions in tech to aid the modelling to fill in the data gaps so that we can be confident in the decisions we take.</p> <p>There has never been such a thing as perfect data and never will be, however, we would run regular workshops with you to ensure you are up to date with the possibilities that technology allows you to act in the appropriate way. We don't provide legal counsel but are adept at highlighting how to capture what you need or where you can use trend data instead. We have a talented team of CRM and Analytics experts working side by side with media teams to give you an unrivaled view of how this is impacting our industry.</p> <p>We have also developed a range of social media listening and media transparency tools to ensure your brand stays safe and current. This transparency helps us navigate where a brand should be playing and areas of media which can or should be avoided.</p>	
Data & Analytics		How will your agency contribute to CLIENTs central data management strategy in order to manage the information needs of the global and local markets in an effective manner? This should address the development of architecture, taxonomy, policies, practices, procedures, tools, and analytics tech stack in order to feed into CLIENT's first-party data, ingest data, extract actionable insights and gain predictive intelligence to drive CLIENT's strategies.	<p>We believe the distributed sharing of knowledge is essential rather than being locked away in a specific department or region. Athletes see their performance logs just as you should be presented with data in a way to aid incremental gains. With this starting point we ensure that with our wide range of data engineers and analysts you access and also are presented all the data possible, transformed in a way that fits with your centralised strategy.</p> <p>It's important to highlight that we consider first party data to mean more than audiences. It is your product, location, pricing, promotions, media/creative data and our understanding of how to use these datasets can contribute to a differentiated and scalable central strategy. It is this transformation and blending of data from multiple sources that provides the fuel for any predictive intelligence to work. We will challenge you to focus on alternative variables within the classic marketing formula which unearths actionable insights not considered before performance media.</p> <p>Finally, data quality is paramount to this success. This can be achieved through people, processes and technology. Our methodological thinking in advance forms the creation of the correct data and then we use our processes and quality checking technologies we have developed specifically to ensure policies are adhered to. Whilst tags or conversion points might be a means to an end for a media buy, we recognise that this can be a weak point for many brands and if the core isn't strong, the muscles cannot perform.</p>	

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Media & SEO		We expect full transparency in how media is purchased. Please detail your agency's approach to transparency, including financial accountability, rebates, optimization and reporting, ad verification, data and tools. What are your policies and processes around AVBs?	<p>The Jellyfish business has built itself a unique identity, outside of the norm; outside of the networks; outside of traditional media agency culture. A model that reflects Jellyfish success from our clients growth, not as a by-product of media trading.</p> <p>Any media rebate we negotiate is from our clients media budget and therefore theirs is the benefit. Our marketplace leads curate publishers and supply based on brand and campaign KPIs and values, not from a set of remnant inventory. Our role is to provide effective and efficient supply, the right media mix with diversity, at the right cost. Where additional value can be negotiated it is passed directly to the brand in monetary, inventory or training value depending on the vendor.</p> <p>Judgement of Jellyfish is predicated on fair, transparent, measured assessments, open technology and fully transparent pricing. For the majority of our partners, we have helped license direct technology, establishing future proofed ecosystems, data structures and partnerships with vendors. Our role is to understand the need, help select the right partners, ensure best in market rates, the correct setup, implementation and training, not to mark up contracts for our own commercial gain.</p> <p>With optimisation and reporting, our stance is the same. Client owned, future proofed ecosystems with consistent taxonomy and training provided. Open access to platforms and optimisation logs are available to all our clients.</p>	
Media & SEO		<p>*Please list professional organizations/companies to which your company is aligned, or partnered with, and please describe the nature of your relationship. Do you receive "first look opportunities", or other benefits from your partnership? How does this translate into a benefit to your clients, if relevant.</p> <p>*</p>	<p>As a Reseller of Google's SA360, DV360 and CM platforms (as well as all other products within the Google Marketing Platform), Jellyfish is not only provided with first look opportunities for new product features and activation formats, but are in unison with Google's platform product team to provide feature requests, details and feature prioritization input directly to their product team. Jellyfish is also provided additional new feature adoption and implementation support by our partners to ensure that we not only are the first adopters in our category, but also that we adopt seamlessly and maximize the benefits of first mover advantage. A recent example of this is our migration to Value Based Bidding for Walden University (bidding to revenue). We worked with Google's Value Based Bidding product specialist to build a process and roadmap for implementation and recently launched the feature on Walden to become one of the first (if not the first) major EDU advertiser transitioned on to Value Based Bidding with Auction Time Bidding on SA360. We also collaborate closely with Microsoft Advertising's product team, and Jai Amin (our VP Paid Search) has recently joined the newly formed Microsoft Advertising Advisory Board (of which there currently only 7 members within the US).</p> <p>Our Social platform partnerships extend across Facebook, LinkedIn, Snap, Pinterest, and TikTok, with all of these being at a global level. These partnerships give us access to alpha and beta opportunities, externally published case studies, and most importantly, day-to-day on-demand support so that we can address any and every situation as it arises to make sure our performance never takes a hit. These tightly knit partnerships benefit our clients by allowing them to do the new and innovative, particularly in areas that aren't already saturated which helps bring costs down. In addition to our Social platform partnerships, we also have a global partnership with our Social tech platform – Media Ocean. Through the use of Media Ocean, we're able to unlock features that don't exist natively in platforms, which yields better results and time savings. We also have a seat at the table when it comes to product features, helping them create new features that allow for innovation that results in performance improvements, as well as processes to streamline workflows. Shamsul Chowdhury (VP, Paid Social) sits on Media Ocean's Advisory Council.</p>	
Media & SEO		Our brands continue to evolve and rebrand , how would you incorporate our changing brand strategies into your media strategy?	As your brand strategies evolve overtime it is critical that we understand the core DNA which forms the foundations. Understanding what the fundamental essence of your brands are, versus the elements which adapt to meet changing consumer needs informs all communications planning. Our strategies for media leverage these building blocks to determine where how, where and when your brands show-up in the world.	
Media & SEO		How do you approach testing by media channel? For example, how do you approach testing if a client should adjust their media mix to include new channels like CTV?	For channel introductions and media mix, we typically rely on match-market based incremental testing. We'll identify test and control DMAs or geographic regions, establish baseline figures for the appropriate test KPI, determine the appropriate flight length for the test, and end with analysis of the statistical validity of the findings. For some channels and tests, we'll repeat to ensure the findings will scale to the broader media spend.	
Media & SEO		How do you evaluate what creative effectiveness will be in market, how often creative should be refreshed and/or rotated to prevent potential Customer fatigue? How often/at what frequency do you recommend testing?	When testing creative we apply our two-speed approach. For short-term effectiveness we adopt a 14-30-day cycle to determine if the asset is fit for purpose in platform and is meeting the required metrics of the placement. For long-term effectiveness we leverage third-party partners such as System 1 to track metrics such as distinctiveness and memory over-time. We collaborate with you and your creative development partners to ensure that all assets leverage the distinct strategy of each brand.	
Media & SEO		What is your approach to testing creative to maximize client creative budgets with their creative agencies?	Our creative and media teams work together hand-in-hand to unlock the full potential of each and every creative asset that the client has invested in. As part of this holistic approach we will audit and evaluate existing creative assets to uncover opportunities for optimization, reformatting and testing. Suitable assets are then recommended for specific optimizations based on channel and format best practices and then introduced into a strategic testing framework designed to uncover brand-specific takeaways. This process is then repeated frequently, on short, iterative cycles to ensure that the A/B testing learnings are being applied in a meaningful manner, that all creative possibilities are being explored and that the full potential of each and every asset is maximized when it comes to performance, reach, and ROI. Following this approach allows our clients to get the most out of their creative budgets and overall investment in creative assets.	
Media & SEO		If relevant, what is your approach to testing TV and Radio creative? What frequency to you recommend testing?	Our approach to TV and Radio testing is similar to our overall approach to creative testing. We apply our two-speed approach. For short-term effectiveness we adopt a 14-30-day cycle to determine if the asset is fit for purpose in platform and is meeting the required metrics of the placement. For long-term effectiveness we leverage third-party partners such as System 1 to track metrics such as distinctiveness and memory over-time. We collaborate with you and your creative development partners to ensure that all assets leverage the distinct strategy of each brand. For TV and Radio, we can also look to test these assets in more agile digital channels – e.g. CTV or programmatic audio, prior to going live in linear or terrestrial placements	
Media & SEO		How have you measured success of a client's paid media for upper funnel channels (to awareness, and consideration placements, for instance)?	Some awareness or brand growth oriented media should be measured with brand tracking solutions, like YouGov or Kantar. Awareness media often comes with platform provided brand awareness measures, such as Brand Lift via Millward Brown on Facebook or YouTube's flexible and on-demand brand lift studies available directly in DV360. This should be supplemented with multi-touch attribution and tracking solutions, that map the relative value of awareness and upper funnel touchpoints eventually towards conversion. We also consider other data points like growth in search demand and share of voice over time, as well as looking at specific data cuts within our Hybrid Media Mix Modelling product aimed at measuring the impact of awareness messaging on overall business outcomes.	

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Media & SEO	SEO	Is SEO an area your agency focuses on and supports for multiple clients? What level of support do you offer for SEO?	<ul style="list-style-type: none"> • SEO has been a key product of Jellyfish's digital partner solutions for over a decade. • 6% of total revenue is driven by Organic Search services • We work with clients in various capacities, but our SEO services are typically provided using a retainer model. • Additional activities and special projects that arise during a partnership and sit outside of the agreed retainer scope can be incrementally scoped and added on a project basis. • Our multifaceted SEO team has been compiled to meet the complex needs of our partners. • There are 65+ practitioners across the Earned Media team - in 11 countries. • Technical & data analysis specialists • Content strategists & copy teams • Digital press office & outreach • SEO creative & development SEO specific capabilities include: <ul style="list-style-type: none"> • Technical SEO • Content Strategy, Optimization, Production & Copywriting • Authority Building / Link Earning • Mobile SEO • App Store Optimization • SEO Integrated Web Builds • SEO Compliant Web Migrations • Training (Standard, Advanced and Private) 	
Media & SEO	SEO	How do you view the synergies between paid and organic? How do you work with clients and potentially 3rd parties to fully leverage synergies between these two areas?	<p>How do you view the synergies between SEM and SEO?</p> <p>Modern brands are tasked with responding to the complexities of an increasingly dynamic search landscape, and such diversity cannot be tackled through siloed channels alone. Only by unifying their approach to search can brands truly maximize dominance.</p> <p>This requires a shift in mindset...from "either/or" to "best of both". (e.g. not "stopping SEM when SEO is above the fold, thus reducing spend" but instead "Synchronizing SEM+SEO to continually serve consumer requests with highly relevant experiences".</p> <p>There are a number of reasons for this:</p> <ul style="list-style-type: none"> • SEM is no longer keyword-based, but audience based • Google's result pages have greater UX w/enriched formats • SEM has always had better conversion rate • SEO supports SEM where it can <p>As such, an integrated approach to holistic search is imperative to maximizing performance potential and benefit. Simply put, a fully-integrated search strategy affords brands the opportunity to own a greater share of the <u>consumer search experience, and to be more relevant across their journey</u>.</p> <p>All client work is fully-facilitated exclusively by Jellyfish employees, however, we have established key partnerships with enterprise platform providers, such as BrightEdge, SearchMetrics and DeepCrawl, which allows us to ensure access to new features and betas, as part of our technology offering.</p>	
Media & SEO	SEO	Do you work closely with any specific SEO partners/3rd parties that you recommend to fully maximize both paid and organic?	<p>All client work is fully-facilitated exclusively by Jellyfish employees, however, we have established key partnerships with enterprise platform providers, such as BrightEdge, SearchMetrics and DeepCrawl, which allows us to ensure access to new features and betas, as part of our technology offering.</p>	
Prop Technology		VIVID overview	<p>VIVID is the easy-to-use workflow and approval platform that improves speed to market and provides visibility for global and local teams. It eliminates confusing email threads with lots of participants, dispersed assets, massive email attachments and bottlenecks in workflows.</p> <p>This reduces costs and time to activate campaigns, facilitates greater control and increased brand consistency. This means that the [CLIENT] and One Jellyfish teams can rely on central, one-version information.</p> <ul style="list-style-type: none"> • Highly configurable online tools • Flexible systems to meet changing needs as your business grows • Budget tracking • Briefing tools • Approval and workflows • Asset management • Asset delivery • Reporting • Integration with best-in-breed programs • Automation for delivery of templated deliverables • Security and access rights set according to user 	

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Prop Technology		Do you have any owned or preferred distribution networks? What metrics do you use to understand how digital content has delivered on goals?	<p>Within our VIVID system is a high speed dedicated delivery network technology called Jellyfish Pipeline.</p> <p>Delivery to media owners is currently via: Broadcast/moving image – Ad-Stream / IMD / Honeycomb Print – Qmuli/Ad-Fast Digital – Wave2 via DoubleClick</p> <p>All of which provide a full audit trail and proof of receipt/delivery. We would love to add tracking codes to all of our digital work produced (for later analytics on campaign effectiveness). However, due to the current complexities of digital delivery adding 'tracking codes' would be possible but only with client permission for access to the media company's reports rather than attempting to add Jellyfish tracking codes.</p> <p>Otherwise the tracking codes will be rejected by the:</p> <ul style="list-style-type: none"> - Ad network - Media company / creative agency - Publications <p>For reasons of:</p> <ul style="list-style-type: none"> - Legal and data privacy - Technical complexity - Their commercial considerations – business model <p>Normally the tracking code is owned by the ad network, and they will disseminate the data to the media company and the publications. Clients normally get the performance data via their media buyer or creative agency.</p>	
Prop Technology		What workflow systems or digital asset management platforms does your company have experience of using? Is there one that is mandatory for your clients? If many, please detail your top 3-5 preferred. If your company has proprietary technology, please detail as well.	<p>Given the breadth of services Jellyfish offers, we work with a multitude of standard industry platforms based around consumer preferences, our clients' technology platforms and their media agencies' technology platforms. That list is too extensive to detail here and can be provided separately if needed.</p> <p>As early adopters in the MarTech industry, we have developed our own marketing technology platform, VIVID, through integrating best-in-breed third party software. VIVID is an easy-to-use, quick-to-implement and highly configurable online solution. It allows Jellyfish and our clients to centrally manage all campaigns, share assets, automate asset creation, collaborate in real time, approve assets online, distribute final assets to all media, archive all content and report on all activity. This eliminates confusing email threads with lots of participants, dispersed assets, massive email attachments and bottlenecks in workflows. Using VIVID leads to large reductions in time to market, workflow efficiencies, increased brand consistency and cost savings. This has been proven time and again by our clients with VIVID currently being used by 26 clients, across 10 industry sectors, in 45 countries. It is not mandatory for clients to use, however using VIVID will keep the approval process streamlined and make the process more efficient and cost effective. The system is tailored to individual client needs and workflows fit around client's specific requirements and preferences. VIVID implementation can be scaled accordingly, from simple approvals modules through to a fully integrated and tailored system.</p> <p>The core technologies that are integrated within the VIVID marketing management platform are detailed below:</p> <p>Encode: Highly flexible workflow and asset management platform Cantemo: Market-leading Media Asset Management platform used to manage moving content workflows and encoding Slack: Instant messaging and collaboration tool Wave2: Powerful automation engine used to automate print and digital display (HTML5) campaigns from templates Mosaico: Open source email template builder Time Manager: Internally developed time recording and resource planning tool</p>	
Prop Technology		How does your company manage clients' production budgets? Are any financial tools used, proprietary or licensed?	<p>Jellyfish has fully integrated the 'front office' project management system (VIVID) with our 'back office' finance management system, NetSuite (recently acquired by Oracle).</p> <p>NetSuite is a full ERP cloud based finance solution that allows Jellyfish synchronised reporting and automation. Instead of forcing Jellyfish employees to maintain separate databases and spreadsheets that have to be manually managed and merged to generate reports, VIVID/NetSuite allows staff to pull reports from the one system. VIVID/NetSuite share multiple databases, estimates, purchase orders, wip reports, etc.) that support multiple functions used by different client teams. In practice, this means that Jellyfish Project Managers in different client teams can rely on central, one version information.</p> <p>VIVID Overview</p> <ul style="list-style-type: none"> - VIVID allows us a top level view of the day to day details at a glance - User-friendly, graphic dashboards so we can slice and dice data as required - Linked to VIVID is our core finance system NetSuite; this allows us to peel back the layers and look at overall profitability across an entire network of offices, campaigns, projects and jobs. <p>VIVID provides us complete visibility for agency-wide accountability at a glance. It provides robust forecasts and tracks scope and cost at every step to ensure all projects are delivered on time and on budget.</p> <ul style="list-style-type: none"> - Utilisation and billable work: real time finance data, right down to the project or individual level - Fees: allows us to monitor actual hours versus fee hours for reconciliation and review - Time and expenses: time sheets and workflow approval - Financials: invoicing, billing and record keeping <p>When Jellyfish plans ahead, we're aware of just how many factors can affect timelines and budgets. Anything from last minute pitches, unexpected holidays and client feedback delays can alter our schedules and plans. VIVID helps us manage projects with a high level of detail and visibility while creating smart schedules that plan for every contingency.</p>	

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Prop Technology		Do you have a formal Data Security Policy and Cybersecurity Incident Response Plan (CIRT)?	Yes. Access to all Jellyfish internal systems is restricted to Jellyfish employees only. Employees desktops/laptops are centrally managed and maintained. All employees are required to sign and comply to the Jellyfish Information technology and computer use policy. This policy is reviewed and signed annually. All employees are required to sign and comply to the Jellyfish General Data Protection Policy. This policy is reviewed and signed annually. The Jellyfish Information Security Processes and Systems DR Plan is based on a risk analysis, the plan has been prepared in accordance with an overall management procedure. This plan is reviewed and tested annually.	
Prop Technology		Have you had any incidents in the last 3 years that required you to exercise the CIRT or any breach that has compromised data under your control.	No	
Prop Technology		Does your datacenter or application have security certifications? If so, which ones?	Encode have an Acceptable Encryption Policy to provide guidance that limits the use of encryption to those algorithms that have received substantial public review and have been proven to work effectively. Additionally, this policy provides direction to ensure that regulations are followed. Athena IT – Group host Encode provide a fully managed and monitored service, and 24/7 support. A PWC audit for Athena IT – Group IT General Controls is carried annually and issued to Jellyfish.	
Prop Technology		Application security	Jellyfish is fully committed to ensuring that personal data, including special categories of personal data and criminal offence data (where appropriate), is processed in line with General Data Protection Regulation (GDPR) and domestic laws, and all its employees conduct themselves in line with this and other related policies. Where third parties process data on behalf of the Company, the Company will ensure that the third party takes such measures to maintain the Company's commitment to protecting data. In line with GDPR, the Company understands that it will be accountable for the processing, management, regulation, storage and retention of all personal data held in the form of manual records and on computers. In line with this Jellyfish enforces an information technology and computer use policy that applies to all employees, including those working from home or remotely, self-employed contractors, agency workers and any other individuals using our systems. Jellyfish are ISO 9001 and 14001 Accredited. All data transfers from our technology via the web is TLS/SSL RSA 2408 bit encrypted. Our hosting providers are ISO 9001, 14001, 27018, 22301 and 17788 and we are also working continuously on improving the established control environment by drawing inspiration from ISO 27002 and conducting annual IT audits.	
Prop Technology		Reporting	Jellyfish are advocates for reporting that helps clients gain data and insight to ensure continuous improvement and we will structure a reporting dashboard that provides reporting as agreed at the outset of our engagement. Data sources for reporting are dependent on the scope and scale of the engagement – specifically delivering campaign performance would require access to the DMP, DSP, ad-serving platform and social analytics. Campaign analytics can of course be set up to be realtime – enabling us to make changes or optimise creatives in channel, during the campaign lifecycle. We would expect to build a good working relationship with your media partners to provide reporting that builds the full picture so that we can reallocate time and investment to areas that need more support, depending on performance. Typical analytics frameworks report on all industry standard cross-channel metrics (clicks, conversions, frequency, interaction, video, etc.) and content optimisation specific metrics. We can process data at intervals required by Rockport's campaign stakeholders (e.g. 24 hr, weekly etc.) using a fully configurable user interface, or by scheduled email delivery, API or log file data transfer.	
3rd Party Tech		Please list professional organizations/companies to which your company is aligned, or partnered with, and please describe the nature of your relationship. Do you receive "first look opportunities", or other benefits from your partnership? How does this translate into a benefit to your clients, if relevant.	As a Reseller of Google's SA360, DV360 and CM platforms (as well as all other products within the Google Marketing Platform), Jellyfish is not only provided with first look opportunities for new product features and activation formats, but are in unison with Google's platform product team to provide feature requests, details and feature prioritization input directly to their product team. Jellyfish is also provided additional new feature adoption and implementation support by our partners to ensure that we not only are the first adopters in our category, but also that we adopt seamlessly and maximize the benefits of first mover advantage. A recent example of this is our migration to Value Based Bidding for Walden University (bidding to revenue). We worked with Google's Value Based Bidding product specialist to build a process and roadmap for implementation and recently launched the feature on Walden to become one of the first (if not the first) major EDU advertiser transitioned on to Value Based Bidding with Auction Time Bidding on SA360. We also collaborate closely with Microsoft Advertising's product team, and Jai Amin (our VP Paid Search) has recently joined the newly formed Microsoft Advertising Advisory Board (of which there currently only 7 members within the US). Our Social platform partnerships extend across Facebook, LinkedIn, Snap, Pinterest, and TikTok, with all of these being at a global level. These partnerships give us access to alpha and beta opportunities, externally published case studies, and most importantly, day-to-day on-demand support so that we can address any and every situation as it arises to make sure our performance never takes a hit. These tightly knit partnerships benefit our clients by allowing them to do the new and innovative, particularly in areas that aren't already saturated which helps bring costs down. In addition to our Social platform partnerships, we also have a global partnership with our Social tech platform – Media Ocean. Through the use of Media Ocean, we're able to unlock features that don't exist natively in platforms, which yields better results and time savings. We also have a seat at the table when it comes to product features, helping them create new features that allow for innovation that results in performance improvements, as well as processes to streamline workflows. Shamsul Chowdhury (VP, Paid Social) sits on Media Ocean's Advisory Council.	
Language Services		Overview of language services proposition	Jellyfish works to ensure we are providing a flawless language services proposition to our clients including origination, translation, transcreation, market research, cultural consultancy, SEO, copy-editing and proofreading. Three pillars underpin our Language Services proposition: Talent Management: <ul style="list-style-type: none">• Rigid quality criteria for sourcing and managing talent work standards• Linguists sourced for every specialism and sector. We will always endeavour to utilise the same in-market talent for [CLIENT].• Up-to-date database of in-market contacts. Rigorous three step workflow: <ul style="list-style-type: none">• Minimum of three native linguists for every brief: Translator, Editor, Proof-reader• Multiple participants per focus group, market research Translation Asset Management <ul style="list-style-type: none">• Translation Memory for consistency• Glossaries and termbases for terminology management• Brand tone and style guidelines per market for cultural and stylistic relevance	Oct 2021

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Language Services		Language Services Network	We have an established network of 7,000+ translators, copywriters and subject matter experts in over 150 countries around the world, sourced and managed by our Talent Management Team. We believe local cultural sensitivity is vital to ensure effectiveness in the deployment of global assets, so our language teams are based in-market and immersed in their local culture.	Oct 2021
Language Services		Does your transcreation process include a multi-step review model which involves both copywriters and editors?	<p>Yes, all our language projects consist of a multi-step workflow and rigorous QC process.</p> <p>Creative Language Briefs (Transcreation):</p> <p>Step 1: Copywriter/transcreator produce adaptations with back-translation and rationale</p> <p>Step 2: Copywriter/editor review and/or provide alternative versions</p> <p>Step 3: Final QA to capture superficial errors and inconsistencies</p> <p>Technical, sector-specific longform copy (Translation):</p> <p>Step 1: Sector-specialised translator</p> <p>Step 2: Editor to refine style and accurate use of industry terminology</p> <p>Step 3: Final QA to capture superficial errors and inconsistencies</p> <p>We believe local cultural sensitivity is vital to ensure effectiveness in the deployment of global assets, so our language teams are based in-market and immersed in their local culture.</p> <p>With every brief we:</p> <ul style="list-style-type: none"> • Sense-check and/or research content from a market perspective • Tailor bespoke workflows to the unique characteristics of the brief • Identify and explore idioms, visual puns, cultural references and wordplay in use • Flag potential cultural or legal issues • Provide feedback on the expected reception of the campaigns in-market • Advise where we feel could make a campaign more relevant • Provide back-translations, and rationale for adaptations so that clients can make an informed choice • Work closely with local market reviewers during approval process to train and educate language teams on stylistic preferences • We import approved content to our translation memories for on-going brand consistency and efficiency 	Oct 2021
Language Services		How does your support model take into account the quick turn and rapid needs of creative campaign translations/transcreation?	Our global language services team works to ensure the scalability of global resources across our language services and with that our network of tested and vetted linguists. Upon the definition of a scope of work for this project, we will work with you to develop workload planning and scheduling for upcoming projects and appoint in-market language specialists to each job. Where possible, we will engage with talent previously used on your account. We also appreciate that the need for fast turnaround, or rapid delivery of assets is sometimes unavoidable. In such instances, we will work to identify in-market talent available to assist with your requirements and provide a fast turnaround solution, closely managed by your dedicated account team, with full visibility of project status available on our VIVID platform. SLAs and KPIs regarding such situations will be defined during the discovery and implementation phase to ensure teams from [CLIENT], Jellyfish and other relevant stakeholders are in agreement, aligned, and expectations managed from the outset.	Oct 2021
Language Services		During peak campaign periods what is your resource allocation for writers and editors?	We manage multiple translation projects and campaigns simultaneously and without compromise to high quality standards thanks to careful resource planning and workload scheduling. As discussed above, we appreciate some periods are busier than others and fast turnaround requirements sometimes arise. We will work closely with the team at [CLIENT] to identify peaks and troughs in activity and assign in-market talent accordingly. The more notice we can have from you about a big campaign or project, the easier it will be for us to ramp up resource as required. SLAs and KPIs regarding such situations will be defined during the onboarding and implementation process to ensure teams from [CLIENT], Jellyfish and other relevant stakeholders are aligned, and expectations managed.	Oct 2021
Language Services		Please describe the functionality of translation memory and glossary building that your company offers.	<p>Translated asset management allows us to manage the localisation of multiple projects consistently, cost-effectively, and fast.</p> <p>Translation memory: All final and approved translated content will be imported into a [CLIENT]-specific translation memory database. This is indexed according to language and subject, and then leveraged for on-going work. This enables preservation across brand consistency, style and tone, while driving cost and time-savings.</p> <p>Glossaries and termbases: Your approved terminology is organised according subject, context and product and is used in translation and transcreation workflows. Periodic reviews and glossary updates will ensure that termbases are kept up-to-date with brands' evolving communication and [CLIENT] terminology preferences across sectors.</p> <p>TMS platform: our TMS platform will give you a deeper level of access to the translation and review process if desired, as well [CLIENT]'s own language resources if required; using a bespoke portal, you can perform your own concordance search, browse previous translations, and approved terminology, with full visibility of your translated assets.</p>	Oct 2021
Language Services		What are your best practices and processes for scaling volumes?	<p>In a typical year we manage over c.30,000 projects for global clients, ranging from the simple to the highly complex. We can provide localisation to each of your markets as well as any other markets required, thanks to the scalability of our agile, scalable, nimble and efficient global solution. Your dedicated Jellyfish team and network of in-market talent across multiple markets will facilitate an "always on" content approach. We can therefore scale in a number of ways and will select the most effective pool to scale from depending on project requirement and timelines. We source additional resource from our:</p> <ol style="list-style-type: none"> 1) UK employees and talent 2) Global network of employees and talent (including our network of translators) 3) Known talent pool of tested and vetted freelancers 4) Agile recruitment process to find new talent (permanent or freelance) <p>We understand that clients require agile content creation and collaboration, high quality, cost-effective production and talent that can be accessed as required in response to partner demands.</p>	Oct 2021

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Language Services		What do you consider to be local voice over talent best practices for global adaptation?	<p>1. Carefully considered selection of VO talent: Talent is selected based on the required expertise around subject matter, personality, versatility, tone and other specifics of the brief which our project managers advise on. Once we have completed the internal casting process, we will provide [CLIENT] with a minimum of 2-3 casting options to choose from, based on the key requirements of the brief.</p> <p>2. Talent Involvement: Selected talent is involved and briefed on the overall campaign. Any specific brand pronunciation and intonation preferences or guidelines are highlighted. They are then given time to review final scripts and flag concerns or questions that can be addressed before the recording. This has proven to save time and costs by resolving queries ahead of recording sessions.</p> <p>3. Language Direction: When we book the recording with the chosen VO talent and studio session, we ensure the in-market language director will be in attendance. This guarantees that we achieve the linguistic accuracy, intonation and fluidity required.</p>	Oct 2021
Language Services		How is VO talent located and resourced?	VO talent is selected based on the required personality, versatility, tone and other specifics of the brief. We work with a network of freelance talent and have access to London-based as well as local-market resource.	Oct 2021
Language Services		What processes do you have in place to ensure adherence to toolkit documents and brand kits/guidelines for global campaign rollouts?	We use technology to drive consistency. For language work we use translation memory and TMS to prompt existing copy as well as briefing translation talent to ensure high-levels of consistency. For production work, we can develop templates and/or visual guidelines that ensure a high level of consistency against core assets. Your dedicated Jellyfish team and in-market linguists will also be immersed in your brand guidelines, ways of working and assets and will work to ensure that these tools are shared with additional talent working on your assets, such as artworkers and QC teams.	Oct 2021
Language Services		What do you consider to be your key client markets and how do you support those markets from strategic admin and production locations?	<p>Jellyfish utilises the following tools to support our global offering:</p> <ul style="list-style-type: none"> Our VIVID technology, an easy-to-use and flexible marketing technology platform. VIVID provides a single source of 'marketing truth' and enables teams to operate seamlessly, wherever they are in the world. The platform incorporates a resource and scheduling system, production calendar, agile project sharing and file transfers. VIVID delivers reduced costs and time to campaign activation, greater control, quality and increased brand consistency. Brands utilising our technology for delivery of their global assets include Google, Nike, Norwegian Air and adidas. Campaigns that have frequently revolving content utilise automation to produce readily available on-brand assets. Jellyfish often builds automated solutions to support our clients in the creation of these outputs. Agile, dedicated account teams and producers will work with your team and brand partners, becoming familiar with your processes and ways of working over time. 	Oct 2021
Language Services		Please describe your experience and approach to legal clearances.	Our in-house team has over 10 years' experience in global broadcast business affairs, covering usage rights for on-screen talent, VO, music and intellectual property, local market broadcast and cinema clearances and global distribution. Advertising and broadcast regulations differ from market to market. Upon receipt of master assets, our team will assess any potential legal issues across all markets and record their findings, so this detail is known before adaptation commences. We evaluate all clearance requirements and provide a timing plan for the adaptation including the pre and final clearance stages. As well as handling all aspects of clearance our team guides the client through the process to ensure all adaptations comply with local regulations whilst maintaining the integrity of the original master.	Oct 2021
Implementation & Onboarding	Production	Please give details of your implementation and onboarding methodology	<p>Jellyfish understands the complexities and challenges that come with implementing new processes and transitioning to a new agency partner. It's our job to ensure we match your needs with the right team located in the right places, processes, workflow and technology to deliver exceptional client services and creativity at speed, at scale, and cost-effectively.</p> <p>We have a wealth of experience of working collaboratively with new clients to craft bespoke implementation models. This means that we can work together to define timeframes based on your requirements – indeed the testing of the model that you highlighted in the RFP is very similar to the model that we employed for Google, where we oversaw a pilot phase before supporting a phased onboarding process across each of the Google business areas and eight of their brands. Careful discovery and planning during these initial phases means we build a strong relationship foundation based on a full and immersive understanding of your brand and your reasons for making the change to a new way of working.</p> <p>To implement our solution, we recommend our four-stage implementation and onboarding process, as outlined below, with further information overleaf. Jellyfish will work with [CLIENT] to define implementation and onboarding timelines, based around your requirements.</p> <p>DISCOVERY</p> <p>The initial discovery phase is designed to ensure that the solution we devise is appropriate to meet your needs. During this phase we will invest time in understanding your people, processes and existing technologies, so that our services both complement and enhance your current ways of working. We will gather data about your current volumes and media types, along with your desired approach for the year ahead, to build the right team to meet your needs. During this phase we will:</p> <p><u>Document current ways of working and key stakeholders</u></p>	
Implementation & Onboarding		Describe how you would structure a implementation and account team	<p>Jellyfish will work closely with the [CLIENT] team to ensure that we are assigning the talent that you require from the outset. Our hugely experienced Implementation Team will oversee the transition process, ensuring that you are fully supported throughout this phase. They have managed transitions for clients including Nike, Google, adidas, Norwegian Air and SONOS and their aim is to manage a seamless mobilisation process whilst working to ensure the transition has minimal impact on [CLIENT]'s BAU activity. Part of the transition plan includes introduction to your account management team – assigned to the account based on their individual relevant skills and abilities. Your team will not lose account managers but we will split out of account (BAU) into the world of Jellyfish.</p>	Oct 2021

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Implementation & Onboarding	Content	How can you support us in setting up the internal content studio?	<p>Within the framework of the agreed outline production strategy and scope of work/engagement, and working with your relevant internal teams, we can help set up efficient and effective content studios in a variety of areas.</p> <p>Organisation: Identify the appropriate structure for the studios – roles, responsibilities, skill-sets – and the appropriate governance framework.</p> <p>People: Assist in the recruitment process for the agreed roles/skillsets.</p> <p>Process: Identify and implement appropriate ways of working, workflow and approval processes to dovetail with with the agreed technologies.</p> <p>Technology: Identify and implement appropriate technologies from production technologies (hardware, software, servers) to marketing operations, content organisation and optimisation software so as to maximise efficiency and effectiveness.</p> <p>We are confident that we have the requisite skills and resources to help you set up best-in-breed content studios within the right global and local content framework. From our perspective it is about identifying the level of engagement you are looking for – from light touch consultative advice to full implementation, or somewhere in between.</p>	Oct 2021
Implementation & Onboarding		Provide 3 key learnings from previous implementation challenges that your company has learned/Please explain what you need from [CLIENT] to make this a successful relationship (skills, service, data, culture etc	<p>We understand that transitioning to a new way of working can be extremely challenging. We have a hugely experienced team and proven, robust implementation and on-boarding plan to ensure we lay the foundations upon which a solid and effective solution is built. It is vital that we work collaboratively from the outset of our engagement to fully understand your scope of work and requirements. Three core learnings to facilitate a smooth implementation are as follows:</p> <p>1. Full immersion into the world of [CLIENT]. We need to understand your processes, ways of working and requirements. This will help us to tailor our recommendations and provide an efficient and effective solution.</p> <p>2. Open communication channels. Appointing an 'Implementation Champion' from the client team is vital to driving engagement with the project internally. We can also provide you with advice and assistance around the development of a communications strategy to ensure the transition to Jellyfish is communicated to the wider company in an appropriate and timely manner.</p> <p>3. Training. We will work with [CLIENT] to identify core members of your team who will require training. We believe that training requirements are three-fold: <i>✓</i></p> <ul style="list-style-type: none"> - Immersion: This includes meeting the dedicated Jellyfish team, understanding the Jellyfish function, understanding agreed KPIs and SLAs, how the process will be defined and measured. <i>✓</i> - Technology: Introduction to any technology that Jellyfish is operating as part of our solution to [CLIENT] and ensuring the team is aligned on its function and capabilities. <i>✓</i> - Continuous improvement: Monthly feedback sessions are designed to drive efficiencies across the account. These factors can include streamlining, rationalization of process, evaluation, feedback and the identification of requirements for additional or wider training. 	Oct 2021
Implementation & Onboarding		Please describe how your Agency handles transition when acquiring a new account, and/or managing client mergers and acquisitions involving new business (e.g., best practices, processes, duration of the transition, deliverables).	<p>"We follow our Discovery > Design > Build > Run framework for account transitions. The Discovery phase is a deep dive in to your business, understanding of your objective and KPIs, your values and brand immersion. It also include technical, structural, automation and account audits that help us to understand your current state and informs our next phase, Design. This is where we take everything we learned from the Discovery phase and put into plans and account/infrastructure architectures that will align with your key business objectives, particularly with regards to the cross-brand management and strategy for both Chamberlain University and Walden University. This will include anything from ad tech platforms standup such as GMP, potential restructures of your Search account if necessary, and a full roadmap and timeline for everything we want to accomplish on the business. Our timeline for Discover and Design phase is around 4-6 weeks.</p> <p>Then we move on to the Build phase. When it comes to transferring one existing account to our MCC in Search or our Ad Manager in Social, we have an extensive process and list of tasks that we follow but we primarily require admin access and then the ability to complete the migration or at minimum receive access to work. As part of the Build phase, we may start to execute some of the higher priority tasks that we identified in the Design phase, this may include critical campaign structural adjustments, keyword expansions, asset / placement pauses, negative additions, URL and Ad Copy edits and more. We would implement updated tech and measurement structures during this phase, across the Google Marketing Platform and across Social platforms where applicable too. We'd build a robust strategy around managing overlap campaigns for Nursing and Social Work degrees between Chamberlain and Walden and begin to implement some of the more technical needs of this dual management approach, including a business data feed and setting updated ROAS targets per program."</p>	
Account Management		What are the key cost saving drivers?	<p>We see our clients benefit from a spectrum of cost savings from 25% up to 58% dependent on the extent of the uptake of technology. Simple decoupling and the implementation of an online system delivers a 25% to 30% saving but to achieve 50%+ savings requires high adoption of full automation of assets. Across this spectrum, the key cost saving drivers come from:</p> <p>1 Process Efficiency: The right process delivers a more efficient way of working that reduces both agency and client time and consequently delivers cost savings.</p> <p>2 Agile Working: An extension of process efficiency is to have an agile way of working where assets are delivered faster and consequently for a lower cost.</p> <p>3 Impact of Scale Consolidation of production at scale drives savings: The impact of this tends to have more benefit for global and regional brands in multiple markets, over local ones who by definition are in single markets.</p> <p>4 Wastage Avoidance: By having increased transparency and visibility of asset management you can avoid the cost of having unused or duplicated assets.</p>	

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Account Management		Provide an example of when your system or process broke. Why did it break? And what did you learn from it?	The implementation phase during a new partnership can become problematic when there is a lack of engagement with the internal client, so maintaining open lines of communication and regular catch up sessions is key to ensuring we adhere to timelines and deadlines. We are highly experienced in on-boarding global clients – indeed we have implemented Jellyfish solutions for clients including Google, Nike, Innocent, PVH, Under Armour, DowDuPont and Sonos. From the outset of our engagement, Jellyfish will work collaboratively with your team to fully understand your scope of work and requirements, providing the foundation upon which to build our partnership. Appointing an 'Implementation Champion' from the [CLIENT] team will be key to driving engagement with the project internally. [Further information can be found on the implementation and onboarding tab.]	Oct 2021
Account Management		Can we participate in your customer advisory board and in focus groups? How can [CLIENT] help influence this company's roadmap and priorities?	You would be more than welcome to participate in customer advisory and focus group conversations held by Jellyfish. We host regular events and webinars – providing forums and discussions with brand owners, clients and media agencies around current themes, developments and innovations within the industry. We regularly attend events as panelists or judges and provide thought pieces and articles to industry publications. We believe that hosting and attending such events, as well as sharing knowledge and experiences is key to driving our proposition and innovative capabilities for our clients.	Oct 2021
Media & SEO		What Media Buying models do you support: CPM, CPC, CPA etc?	Google's DSP supports the following programmatic media buying models: Open Auction, Private Auction, Preferred Deals, Programmatic Guaranteed, and traditional tag-based direct deals with non-DFP publishers. Each buying model provides unique, transparent access to publisher inventory with industry-leading granularity for control over viewability and brand safety. Advertisers are able to leverage a number of performance goals/metrics for each buying model (e.g. CPM, CPC, CPA, CTR, Viewability %, CPIA/C, CPV, and CPE) based on their specific optimization strategy.	Nov 2021
Account Management		Does your company provide client satisfaction surveys? How are these surveys conducted?	Once a quarter, Jellyfish sends out surveys to our clients via an email campaign to collect feedback on our performance and the clients' satisfaction. In these surveys, we invite our clients to share comments on our service and any other feedback they would like to share.	Oct 2021
Technology		What are the key cost saving drivers?	We see our clients benefit from a spectrum of cost savings from 25% up to 58% dependent on the extent of the uptake of technology. Simple decoupling and the implementation of an online system delivers a 25% to 30% saving but to achieve 50%+ savings requires high adoption of full automation of assets. Across this spectrum, the key cost saving drivers come from: 1 Process Efficiency: The right process delivers a more efficient way of working that reduces both agency and client time and consequently delivers cost savings. 2 Agile Working: An extension of process efficiency is to have an agile way of working where assets are delivered faster and consequently for a lower cost. 3 Impact of Scale Consolidation of production at scale drives savings: The impact of this tends to have more benefit for global and regional brands in multiple markets, over local ones who by definition are in single markets. 4 In-house Delivery: We know client is looking at establishing some in-house resource for digital content, which should result in cost savings versus using outsourced resource. 5 Avoid Wastage: By having increased transparency and visibility of asset management you can avoid the cost of having unused or duplicated assets.	Oct 2021
Account Management		SLA	Service Level Agreements (SLAs) are an extremely important element of the day to day running of all our accounts. We will work collaboratively with [CLIENT] to ensure we fully understand your requirements, the full scope of work and your ways of working. We will then recommend SLAs based on the Discovery phase of the implementation and ensure we reach a mutual agreement around all SLAs.	Oct 2021
Account Management		How do you ensure consistency of your teams?	The dynamic, innovative culture of Jellyfish is something that we pride ourselves on, and it's why we love what we do. This sentiment is evidenced by the longevity of our staff service – some of whom have been with us ever since we set up the company back in 2004. This is echoed through the longstanding nature of relationships with our clients, some accounts are now entering their 15th year with Splash. We fully appreciate the need for continuity within our teams. Continuity benefits our business and therefore the needs of our clients. Some of the measures that we employ internally to drive employee retention and continuity for our clients include regular one-to-one sessions with line managers, monthly company-wide updates, performance recognition, celebration of outstanding work and team building activities.	Oct 2021
Account Management		Describe your ability / approach to growing your account team as the client grows, e.g. in the event of acquisitions	From the outset of our relationship, we will scope the full opportunity and understand your requirements and ways of working. Scoping and planning during these initial phases ensures we build a strong, collaborative, transparent relationship foundation, built on a full and immersive understanding of your brand and reasons for making the change to a new way of working. A key element of this scoping exercise is to identify peaks and troughs in activity, ensuring careful resource planning and workload scheduling. The more notice we can have from you about a big campaign or project, the easier it will be for us to ramp up resource as required. SLAs and KPIs regarding such situations will be defined during the discovery and implementation phases to ensure teams from [CLIENT], Splash and other relevant stakeholders are aligned, and expectations managed. In the event of acquisitions, Splash would welcome the opportunity to liaise with the [CLIENT] team to assess the scope of work required and will flex and scale the team to meet your requirements. Your dedicated Jellyfish team will work to continuously improve our offering to you, ensuring we are offering the smartest, most efficient solutions to meet your requirements. This could include refining teams depending on the expertise required, utilising automation, technology and discussing potential offshore solutions where appropriate.	Oct 2021
Account Management		How much of the campaign management is automated versus handled by a campaign manager?	Our programmatic practice infuses integrated technology, transparency, and technical prowess. It is our team's remit to best configure the technology and automated bidding tactics to extract maximum value from our platforms. Our media optimization approach maximizes algorithmic effectiveness and machine learning, while also pursuing extensive analysis, creativity, and operational excellence to execute sophistication at scale. Our programmatic experts constantly leverage data and insight to improve campaign effectiveness as well as provide thorough advanced insights which drive the maturity of your marketing efforts. At Jellyfish, we utilize automation whenever possible (reporting, campaign launch, campaign updates, etc.), but there is still a human touch to all of these activities and when ad hoc requests arise. Even when utilizing automation, there are still QA checks completed on all tasks to make sure the outcome of a task is accurate (regardless if it was done manually or via automation).	Nov 2021

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Account Management		How frequently will campaign managers be in each campaign?	<p>Daily. We follow a rigorous optimization cadence which is tailored to the specific campaign outcomes necessary to Prudential's marketing objectives. While we emphasize accurate planning upstream, regular access is necessary to constantly refine insertion order (IO), audience, and line item budgets. Such activities allow us to make real-time shifts and achieve your goals with maximum efficiency. In addition to manual campaign management activity, we'll also layer in areas of automation and systematic analysis to calculate the optimal bid, frequency, and targeting parameters for each campaign's unique desired outcomes.</p> <p>All of the above activity is subject to approval and completely transparent. Our teams will align with you on a framework of daily, weekly, and monthly optimizations that will also power the reporting and insights cycles communicated on an ongoing basis.</p>	Nov 2021
Implementation & Onboarding		Describe your preferred onboarding process, based on the most successful engagements of this magnitude.	<p>The onboarding process with Jellyfish centers around our Discovery, Design, Build, and Run framework, with a focus on Discovery and Design.</p> <p>Discovery – the initial step in the onboarding process begins with a deep dive of a client's business by understanding their goals, challenges (both internal and external), and historic successes that should be repeated and scaled out. Key components of understanding a business include:</p> <ul style="list-style-type: none"> - data access and ownership - does the client have access to their 1st party data and how can that be leveraged across media executions? - tagging - what is currently tagged on all owned and operated properties? - measurement - how is success being defined? what limitations are currently being encountered that need to be addressed for growth? <p>Design – after the Discovery phase, we can then look to design a media plan that centers around the goals, builds from previous successes, and strategically navigates from the challenges so that the execution is designed to succeed. Some elements of Design include:</p> <ul style="list-style-type: none"> - identifying 1st party data segments available that can be deployed across various platforms - selecting platforms that make the most sense to find our key customers and developing our full-year activation strategy that accounts for seasonality and fluctuations in the market - setting up a measurement framework that accounts for the walled gardens and still have a source of truth that can keep us honest and move in the right direction, positively impacting business outcomes 	Nov 2021
Relationships		Do you have any service performance agreements currently in place with existing clients? If yes, please describe. Do you have performance penalty agreements in place with existing clients? If yes, please describe. Would you be willing to enter into a performance/penalty agreement with Vivint? Please attach a sample.	No, we do not have service performance agreements in place with any of our clients.	Oct 2021
Account Management		Escalation	<p>From the outset of our engagement with [CLIENT], we will work with you to identify and agree SLAs and KPIs around the key factors within our partnership. By regularly tracking, reporting and providing feedback on these metrics, we can measure where processes require refinement and where efficiencies can be realised. This continuous improvement is vital to the successful development of our relationship, to maintaining open, honest communication channels and to ensuring we are providing innovative solutions to you.</p> <p>The [CLIENT] account will be closely monitored by our Senior Management Team from the outset, to ensure that the service that we are delivering provides the best possible solution to you. As mentioned above, communication is key to the successful running of an account, and we will work to ensure that feedback, action points and any escalation points are addressed in a timely and effective manner</p> <p>From the outset of our engagement with [CLIENT] Splash will work to lay the foundations upon which a solid and effective solution can be built. It is vital that we work collaboratively to fully understand your scope of work and requirements. Through careful planning we aim to mitigate risks, thus futureproofing the project and reducing the potential need for escalation. In the event that an issue does arise, our escalation process is outlined below as follows:</p> <ul style="list-style-type: none"> - Issue is flagged by the Splash Team or raised by the [CLIENT] - Issue is examined by Splash Account Lead and referred internally to Senior Management Team as appropriate - Feedback and an ameliorative course of action is agreed upon between Jellyfish and [CLIENT] - Escalation to Splash CEO/Board if necessary <p>Timeframes around all actions will take place in adherence with the KPI and SLA frameworks agreed at the outset of our relationship.</p>	Oct 2021
Clientele		What is your current number of clients?	Jellyfish currently has 1000+ clients, which includes self-service clients through our technology reselling business for Google and other tech partners.	Oct 2021
Industry Experience		What was one of your agency's biggest mistakes? How did you resolve it?	<p>About 6 years ago, we spent \$100,000 on media for Walden University (part of Laureate Education) that went for naught, as our fulfillment system failed over a weekend, and no leads were captured. We made a change on a Friday at our client's request and we didn't have the systems in place as a failsafe.</p> <p>Resolution:</p> <p>We have a stringent process for approvals, whether it be for sites we build/host, ad copy created, etc. As for the Walden issue, we don't make any changes to a website on a Friday, unless mission-critical, so that we can limit the unforeseen issues.</p> <p>We developed SafetyNet, a platform that alerts when there are performance anomalies, such as leads/sales/subscriptions down dramatically versus the average. And, if a website is down, SafetyNet pauses the paid media activity.</p> <p>We have automated reports distributed to the Jellyfish Walden team daily, at multiple times during the day (but at the same time each day) so that we can spot anomalies.</p>	Oct 2021

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Industry Experience		What is an example of how you leverage your close relationships with the media community to ensure priority access to first mover and/or category exclusive media opportunities.	<p>We have built close relationships with the media community – media owners and platforms – and base those relationships on a foundation of great work. Partners trust Jellyfish's exceptional execution and implementation skills in digital media, as well as our responsiveness and core value of "being the solution."</p> <p>We are preferred partners for many media owners, including Google (Premier Partner) and Facebook (Premium Partner). As a Google Premier Partner, Jellyfish frequently tests first-to-market Alpha and Beta products. Our first-mover opportunities with Google have included Custom Algorithms in DBM, Brand Lift 2.0 measurement solutions for YouTube, In-Banner Live Streaming Ads, and Conversion Lift Tests in AdWords, among others.</p> <p>We have co-developed a number tools and extensions that enhance the capabilities of our media and technology partners, and ultimately provide unique advantages to our clients. In addition, we serve as consultants to our preferred partners to advise on emerging trends, market adoption, and feature development, influencing the prioritization of key initiatives.</p> <p>Jellyfish has partnered with Facebook as a participant in the beta test for Instagram Discovery ads. Additionally, through our close relationships with Google and other major programmatic partners, Jellyfish gets a first look at major industry updates such as Google's FLoC and TheTradeDesk's UID2 solutions.</p>	Oct 2021
Martech & Adtech		What are the steps/ processes taken for data validation and quality assurance ? Please highlight any automated processes	<p>Jellyfish utilizes Google Cloud Platform for data quality and validation. This will primarily be facilitating feeds into BigQuery via Data Flow or native integrations (e.g. GA360), applying validation logic, and setting a virtual machine to run this daily. This must be automated from data collection to validation and alerting. We find quality assurance issues occur most often wherever manual interventions are used, so Jellyfish keeps those processes completely automated. We have dedicated QA testers to ensure our workflow meets both the functional and non-functional requirements. From the data analytics side, we employ rigorous testing steps leveraging various testing methodologies that inspect data issues related to missing data, invalid data sets, illegal data formats, data partition issues, data mismatching, duplication, etc.</p> <p>We have developed extensive workflows to support QA of all platform implementation, tagging requirements, and media activations. Automated audit tools and technologies, building on top of the platform APIs, are used to ensure efficiency and effectiveness of the audit processes. We've developed platform extensions leveraging appscript and python to automate and drive scale in the workflows required to traffic and launch media campaigns. In addition, user management and access control for media and technology platforms are handled through a specialized technical team to ensure governance and authorization.</p>	Oct 2021
Martech & Adtech		Can automated alerts be set-up for any problems?	<p>Automated alerts can be implemented directly within many of our activation and analytics platforms, as well as through the use of our proprietary tools. Examples of metrics that can benefit from alert automation are pacing, performance KPIs, approvals/rejections, and site activities.</p> <p>Alerts can also be configured based on validation criteria defined within BigQuery. These alerts will be via email as standard but can be extended to other means (e.g. SMS). Block Lists and Negative Keyword lists can be adjusted in platforms based on email alerts for breaking news events.</p> <p>As also mentioned in Question 4b, Jellyfish developed SafetyNet. SafetyNet is an automated early warning system that continually checks your paid search activity for any performance anomalies and critical errors that could result in downtime or wasted spend.</p> <p>Link</p>	Oct 2021
Martech & Adtech		Does your agency actively Black-List sites and networks?	<p>Jellyfish prides itself on a multi-layered approach when it comes to vetting all supply sources and inventory partnerships. Blocklisting both sites and ad networks is a vital part of this process, and because of this, we are constantly updating these lists to fit client needs. Jellyfish maintains standardized blocklists, which are applied in addition to custom blocklists created in coordination with client brand suitability guidelines. Adjustments to a client blocklist are made for several reasons, including performance, fraudulent activity, or content not meeting client expectations and/or values. We also leverage 3rd party vendor verification tools to help provide insight and guidance into how we make decisions around blocklisting.</p>	Oct 2021
Martech & Adtech		How do you account for Bot Traffic and ad Fraud? Which Ad Fraud tool do you partner with?	<p>As part of our Jellyfish Supply Optimization approach, Invalid Traffic (IVT) and Brand Safety audits are regularly carried out to ensure all inventory being purchased by Jellyfish is legitimate and of appropriate quality. Using activation platform settings in combination with MRC accredited vendors, we can closely monitor and identify any publishers pushing inventory with high levels of bot traffic and ad fraud and add these sites to our blocklists. Daily checks, as well as monthly brand-specific deep dives, allow us to ensure that we maintain extremely insignificant levels of IVT.</p> <p>IAB's ads.txt protocol is also used as standard practice to further ensure the prevention of bot traffic and ad fraud, increasing transparency for our clients, and providing confidence in the authenticity of the inventory we purchase.</p> <p>Jellyfish has expertise across major ad fraud and viewability vendors depending on existing client relationships, with our preferred partner recommendation of Integral Ad Science (IAS).</p>	Oct 2021

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Martech & Adtech		Please indicate any other data validation or quality assurance capabilities?	<p>We approach data validation and quality assurance in three areas:</p> <p>Data validation: We have extensive processes developed from data collection to data validation and data processing. We developed automated audit tools and technologies, building on top of the platform APIs, to ensure the data quality as well the efficiency and effectiveness of the audit processes. We pay attention to the quality of the data, as well as the user management and access control, to ensure the data is handled in compliance with the rules and regulations.</p> <p>Data processing and testing: We follow best practices of data transformation to ensure data integrity and engineering efficiency. We have dedicated QA testers to ensure our workflow meets both the functional and non-functional requirements. From the data analytics side, we employ rigorous testing steps leveraging various testing methodologies that inspect data issues related to missing data, invalid data sets, illegal data formats, data partition issues, data mismatching, duplication, freshness/recency, data unification, data value distribution, etc.</p> <p>Data backup: Our data warehouse system services on-demand and automatic backup options for single and multiple regions to avoid any data loss.</p>	Oct 2021
Martech & Adtech		What are your agency data infrastructure capabilities?	Jellyfish has a strong data infrastructure specialty. We have 107 data engineers and data architects with strong capabilities in data migration, data lake, data warehouse, ETL, and automation processes, with professional certifications from GCP, AWS, and Azure.	Oct 2021
Martech & Adtech		What types of certification do you have within the Martech space (e.g. Google)	<p>Google: We are a Premier Global Partner for all Google technology. We sell, support, and service DV360, Campaign Manager, Search Ads 360, Creative, Optimize, Data Studio, Tag Manager, Surveys, GA360, and Google Cloud.</p> <p>Others: Salesforce Marketing Cloud, 4C, Segment</p>	Oct 2021
Martech & Adtech		What Martech/Adtech stacks are you familiar operating	<p>DMP: Google (Audience Center now a module in DV360), Adobe, Salesforce (formerly Krux), and Oracle/BlueKai</p> <p>DSP: Google DV360, Google Display Ads, The Trade Desk, Amazon, Roku/DataXu, Xander, MediaMath, VMG</p> <p>Social: Facebook, Instagram, Twitter, Snapchat, Pinterest, LinkedIn, Reddit, Quora, TikTok, 4C</p> <p>CDP: Segment, Tealium AudienceStream</p> <p>DCO's: Google Creative Studio, Campaign Manager, Flashtalking, 4C</p> <p>Attribution: Google Campaign Manager, Neustar, Visual IQ, Nielsen, C3 Metrics, Marketing Evolution</p>	Oct 2021
Media Reporting		Are reports real-time? Lag (i.e. refreshed every hour)?	<p>Reports are refreshed as frequently as daily (not hourly or real-time) in order to accommodate data validation and QA, as well as improve value stability.</p> <p>Including site lists Automated site lists can be refreshed as frequently/recently as is supported by ads platforms' APIs (real-time where available)</p> <p>Audience targeting Automated audience creation can be refreshed as frequently/recently as is supported by ads platforms' APIs (real-time where available)</p>	Oct 2021
Media Reporting		Can reports be customized for our business?	<p>Yes. As part of our onboarding process, we include a robust discovery and design process with our analytics and data planning teams to establish both reporting cadence and content.</p> <p>We start from a series of best-practice templates that have been produced for many different scenarios, and we will tailor them according to your measurement framework, nomenclature, and other requirements.</p>	Oct 2021
Media Reporting		How do you show us where ads are running, how much the real-time bidding is costing, and the optimizations that are being made?	<p>All inventory sources and placements can be included within our reporting, along with trackers that show ad status (live, paused, scheduled). Cost per Impressions can be incorporated into reporting for all RTB media.</p> <p>Optimizations are shared in several ways. Smaller spend optimizations can be tracked in shared, client-facing change logs illustrating our "business as usual" tweaks and adjustments in the service of standard campaign performance. Ongoing performance optimizations can be and are often shared as part of regular reporting updates. Larger recommendations and changes are done in consultations with client teams - rebalancing spend between channels or creative/messaging optimization.</p>	Oct 2021

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Media Reporting		To what extent are media costs and serving (impressions) included in reports?	<p>i. Actual media cost ii. Network Level iii. Site Level iv. Page Level</p> <p>Transparency and accessibility are thematic to the way we partner with our clients, spanning from strategic direction through to granular reporting of all platform and media metrics. Media economics and costs, as well as data on the Network/Site/Page level, are each fully disclosed and can be presented in reporting formats as necessary, or pushed to a cloud storage solution.</p> <p>Beyond access, the expertise of our media and data teams will uncover trends, insights, and optimization opportunities from the wealth of granular data. These findings and tactical recommendations are the focus of our communication and reporting cadence, while the raw data is made available for analysis or validation.</p>	Oct 2021
Pricing		Have you worked with clients in an incentive-based payment model? What elements of service were incentivized? What sort of reporting was required to power that model? What were the benefits and weaknesses of that approach?	<p>Yes, we have worked in an incentivize-based payment model. We found it better to incentivize the entire activity, from a tracking and performance perspective, than to break down certain elements.</p> <p>Whatever the KPIs to be paid off of, we would require the data underlying that.</p> <p>Benefits - Aligns our interests, whatever is your most important metric(s), we will be measured on the same and paid incentives for achieving / exceeding.</p> <p>Weaknesses - It is never simple. - Marketing is rarely 1 or 2 key metrics, it is typically a combination. Both trials AND paying customers are important metrics for HBO Max. If we are incentivized on just 1, it is possible to not deliver on the 2nd. - CPAs are typical targets, though the cleanliness and effectiveness of CPAs can often depend on the overall media mix, the mix of trials, and new customers.</p>	Oct 2021
Industry Experience		What is your agency's POV on the movement towards consumer privacy and "cookie-less" future?	<p>Our POV at Jellyfish is two-fold. First, we recognize and support the shift in consumer privacy trending towards greater individual control over personal data. Second, despite Google delaying its plans to phase out third-party cookies in the Chrome browser until 2023, we advocate that brands actively plan and test to be ready for this world and to be able to innovate and thrive relative to competitors.</p> <p>Regulatory and technical changes are directed this way as privacy laws are introduced globally and browsers/operating systems deprecate support for tracking and individual user identification. This means that media and technical strategies need to address several challenges.</p> <p>Data Collection Challenges With more fragmented ecosystems, it will be harder to get a complete overview of consumer's lifecycle Current global data collection frameworks will not meet local legal compliance requirements</p> <p>Measurement Challenges Conversion tracking will be limited and will not represent your business' reality</p>	Oct 2021
Account Management		Please outline the dedicated team we would have for our account. How do you decide what type of team we get? Is it based on spend or size of fee?	<p>Every Jellyfish client receives the same high quality level of service. Our staffing model is based on investment by channel. For this engagement, you can expect six paid media practitioners. More granular detail below: Dedicated Account Manager and Account Director, with Client Partner involvement Fully dedicated Paid Social Manager, with support from Paid Social Director and Paid Social Executive Sponsor Paid Search Team consisting of Paid Search Executive, Manager and Director Media Strategy Support at the Director level Project Manager at the Manager level</p>	Apr 2022
Creative		Please describe your expertise in building paid creative assets on Facebook, Google, Tiktok and Pinterest.	<p>Here's a link to the Jellyfish Creative Brochure to see our work. The Jellyfish Creative Team specializes in digital ad formats. We offer: HTML5 Ad Creative Dynamic Ad Creative Mobile Ad Creative Social Ad Creative Static Image Social Carousel Animated GIF Facebook Canvas Social Video AR experiences Video Ad Creative</p> <p>When it comes to advertising creative for social and display platforms, Jellyfish takes a strategic approach that seamlessly merges data, creativity, and technology to influence consumer behavior in context across the marketing funnel. We focus on four main pillars: Data – Execute based on existing data, then capture more to influence creative retargeting Best Practices – Tap into decision-making rooted in best practices for performance, based on data and platform specifics Personalization – Leverage data signals and dynamic creative technology to speak to each customer's individual needs Measurement – Build creative campaigns that add value by capturing new insights and guiding future creative iterations</p> <p>Here's a quick reel of Jellyfish Creative capabilities. Do you have expertise in other platforms outside of the partners listed above? Yes, we work with every major Social Platform</p>	Apr 2022

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Account Management		Please describe your expertise in campaign management in Facebook, Google, Tiktok and Pinterest.	<p>With each of the platforms listed, Jellyfish has a deep partnership.</p> <p>Facebook – Accredited as a Global Premium Partner with our partnership expanding beyond just Paid Media to include Creative, Analytics, and Training. Our Analytics proposition has been so compelling that we sit on their Global Measurement Council. Jellyfish is also leading the way for CAPI, creating training guides for the industry pertaining to best practice in Facebook Measurement.</p> <p>Google – Jellyfish provides access, management, training, implementation, and consulting services across Google's Digital Marketing Solutions. Our Google Partnership:</p> <p>Google Cloud Partner</p> <p>Google Cloud Platform Trainer</p> <p>Google Marketing Platform Sales Partner</p> <p>Google Marketing Platform Trainer</p> <p>Jellyfish and Google's partnership has evolved rapidly. In just a few years, Jellyfish has become a globally certified premier partner reselling, implementing, and supporting Google tech across EMEA, MENA, APAC and the US. But that's just the tip of the iceberg. We're also a best-in-class collaborator. Alongside our partners at Google, we build and test groundbreaking innovations that expand platform capabilities.</p> <p>Snapchat – Secured upfront partnership, which has unlocked creative opportunities for Deckers brands (i.e. AR lenses) providing partners over \$150K in added value. Partnership highlights through PR showcasing strategy through external buzz across e-commerce.</p> <p>Pinterest – The global agency partnership has opened up first to market opportunities for Jellyfish clients in EMEA and the US, including Pinterest commerce, creative support and new ad products, such as Pinterest Extension for UGG.</p> <p>TikTok – The Jellyfish and TikTok global agency partnership has allowed access to alphas and betas, which has opened up first to market opportunities for Jellyfish clients in EMEA and the US.</p> <p>Do you have expertise in other platforms outside of the partners listed above?</p> <p>Yes we've worked on all major platforms including Twitter, LinkedIn, Quora, Reddit and Scope. We've also helped steer Influencer campaigns and measurement.</p>	Apr 2022
Media & SEO	SEO	What platforms do we support?	SaSS: Salesforce Commerce Cloud, Magento Enterprise (Adobe), Hybris, Shopify/Plus, BigCommerce and BluBolt Open-Source? Magneto (community), WordPress/WooCommerce, Joomla, PrestaShop and OpenCart	
Media & SEO	SEO	What search engines do we support?	<p>Search Engines: Google, Bing, Yahoo, Baidu, Yandex, Naver</p> <p>Marketplaces: Amazon</p> <p>App Stores: Apple App Store, Google Play</p>	
Media		What is an example of how you leverage your close relationships with the media community to ensure priority access to first mover and/or category exclusive media opportunities.	<p>We have built close relationships with the media community – media owners and platforms – and base those relationships on a foundation of great work. Partners trust Jellyfish's exceptional execution and implementation skills in digital media, as well as our responsiveness and core value of "being the solution."</p> <p>We are preferred partners for many media owners, including Google (Premier Partner) and Facebook (Premier Partner). As a Google Premier Partner, Jellyfish frequently tests first-to-market Alpha and Beta products. Our first-mover opportunities with Google have included Custom Algorithms in DBM, Brand Lift 2.0 measurement solutions for YouTube, In-Banner Live Streaming Ads, and Conversion Lift Tests in AdWords, among others.</p> <p>We have co-developed a number tools and extensions that enhance the capabilities of our media and technology partners, and ultimately provide unique advantages to our clients. In addition, we serve as consultants to our preferred partners to advise on emerging trends, market adoption, and feature development, influencing the prioritization of key initiatives.</p> <p>Jellyfish has partnered with Facebook as a participant in the beta test for Instagram Discovery ads. Additionally, through our close relationships with Google and other major programmatic partners. Jellyfish gets a first look at major industry updates such as Google's FLoC and TheTradeDesk's UID2 solutions.</p>	

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Data & Analytics		PLEASE PROVIDE AN OVERVIEW AND EXAMPLES OF YOUR ANALYTICS PRACTICE – STRATEGY, TOOLS, STAFF – AND THE VALUE PROVIDED TO CLIENTS IN THE FORM OF:	<p>Our data and analytics team form a core part of Jellyfish and our media solution. Although we place great importance on data, and particularly 1st party data, at Jellyfish the most important factor in making data usable and valuable, is our people. They are involved at every stage from brief and planning, through optimization, measurement and analysis. They are our biggest asset and we augment their own potential with data and technology. As part of XXXXJellyfish team, you will have direct access to specialists in analytics, data science, market intelligence, CRM, Mar-tech and Ad-tech, BI analyst, UX consultants and creative technologists. We will operate a fixed team in the lead roles but in order to realize the full depth and breadth of our team (200+ data and analytics, 150 engineers globally), we will work in an agile manner to bring in team members as pursuant to the challenge.</p> <p>Our first port of call with a new client is ensuring data collection is carried out in a consistent manner on the most suitable platform, based on a unified measurement framework founded on an aligned hierarchy of business and marketing objectives which is future proofed for a cookieless environment. This measurement framework – not just identifying the metrics that matter, but identifying the platforms, methodologies and data we need to measure and activate/optimize both immediately and in the long term, within one channel and across all marketing, both at the level of one user's full journey and across cohorts more broadly. We recognize that there isn't a single best source of truth and use the variety of inputs and outputs along with understanding of duplications, gaps, weightings, and boundaries to guide the business directionally.</p> <p>The design of this measurement framework is done in conjunction with building or examining an ecosystem for the technology to collect, store and analyze data for XXXXX. Our ethos is to think privacy first and that has nevermore been important. With media performance we will measure media in a cross channel way to identify areas of inefficient spend, tactics to test with increased budget and ways to optimize spend with a re-distributed budget. We would use a DDA model within GA4 as a best practice in order to maximize data coverage and adherence to data privacy regulations and to best optimize media directly towards that model in real time. Our campaign plans align with your internal reporting and segmentation structures and those of other marketing activities in order to create a unified data model that allows us to easily report and analyze the media data and attribute performance.</p> <p>We also utilize platform conversion lift studies as well as proprietary geo –experiments to understand incrementality and get a holistic view of performance across walled gardens and make budgetary recommendations based on that.</p> <p>Our real-time automated dashboards, built upon a unified data foundation of agreed KPIs and tracked against targets and shared for dissemination of information to various stakeholder types ensure regular alignment around optimizations and tactic changes rather than reporting numbers. Regular analysis is provided as part of a recurring measurement pack shared with you looking at elements such as optimal frequency, cross over of tactics, role of channels and analysis into creative or formats. Insights are structured to drive understanding of "why or why not?" and then "so what?" to identify what worked, what didn't, and support actionability.</p> <p>In addition QBRs will outline a clear roadmap of improvements and testing to ensure we continuously evolve and increase your digital maturity.</p> <p>Alongside analysis and reporting from digital platforms such as Google Analytics and the GMP, Facebook, App tweak and a multitude of others, we will also overlay 3rd party research and our own proprietary tools to add context and recommendations to what we are seeing these include social listening tools like brand watch, competitor monitoring such as similar web and omnibus surveys such as You Gov and GWI as well as spend from Nielsen.</p> <p>We then use these learning to make future plans and ensure we are always iterating and incorporating learnings moving forward.</p>	May 2022

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Data & Analytics		Please provide an overview and examples of your analytics practice – strategy, tools, staff – and the value provided to clients	<p>Our data and analytics team form a core part of Jellyfish and our media solution. Although we place great importance on data, and particularly 1st party data, at Jellyfish the most important factor in making data usable and valuable, is our people. They are involved at every stage from brief and planning, through optimization, measurement and analysis. They are our biggest asset and we augment their own potential with data and technology. As part of Yahoo's Jellyfish team, you will have direct access to specialists in analytics, data science, market intelligence, CRM, Mar-tech and Ad-tech, BI analyst, UX consultants and creative technologists. We will operate a fixed team in the lead roles but in order to realize the full depth and breadth of our team (200+ data and analytics, 150 engineers globally), we will work in an agile manner to bring in team members as pursuant to the challenge.</p> <p>Our first port of call with a new client is ensuring data collection is carried out in a consistent manner on the most suitable platform, based on a unified measurement framework founded on an aligned hierarchy of business and marketing objectives which is future proofed for a cookieless environment. This measurement framework – not just identifying the metrics that matter, but identifying the platforms, methodologies and data we need to measure and activate/optimize both immediately and in the long term, within one channel and across all marketing, both at the level of one user's full journey and across cohorts more broadly. We recognize that there isn't a single best source of truth and use the variety of inputs and outputs along with understanding of duplications, gaps, weightings, and boundaries to guide the business directionally.</p> <p>The design of this measurement framework is done in conjunction with building or examining an ecosystem for the technology to collect, store and analyze data . Our ethos is to think privacy first and that has nevermore been important.</p> <p>With media performance we will measure media in a cross channel way to identify areas of inefficient spend, tactics to test with increased budget and ways to optimize spend with a re-distributed budget. We would use a DDA model within GA4 as a best practice in order to maximize data coverage and adherence to data privacy regulations and to best optimize media directly towards that model in real time. Our campaign plans align with your internal reporting and segmentation structures and those of other marketing activities in order to create a unified data model that allows us to easily report and analyze the media data and attribute performance.</p> <p>We also utilize platform conversion lift studies as well as proprietary geo -experiments to understand incrementality and get a holistic view of performance across walled gardens and make budgetary recommendations based on that.</p> <p>Our realtime automated dashboards, built upon a unified data foundation of agreed KPIs and tracked against targets and shared for dissemination of information to various stakeholder types ensure regular alignment around optimizations and tactic changes rather than reporting numbers. Regular analysis is provided as part of a recurring measurement pack shared with you looking at elements such as optimal frequency, cross over of tactics, role of channels and analysis into creative or formats. Insights are structured to drive understanding of "why or why not?" and then "so what?" to identify what worked, what didn't, and support actionability.</p> <p>In addition QBRs will outline a clear roadmap of improvements and testing to ensure we continuously evolve and increase your digital maturity.</p> <p>Alongside analysis and reporting from digital platforms such as Google Analytics and the GMP, Facebook, App tweak and a multitude of others, we will also overlay 3rd party research and our own proprietary tools to add context and recommendations to what we are seeing these include social listening tools like brand watch, competitor monitoring such as similar web and omnibus surveys such as YouGov and GWI as well as spend from Nielsen.</p> <p>We then use these learnings to make future plans and ensure we are always iterating and incorporating learnings moving forward.</p>	June 2022 Yahoo RFI

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Company Overview		Please provide a brief profile and history of your agency	<p>HISTORY</p> <p>A fundamental belief at Jellyfish is that we can change the world of marketing. And, in the last 18 years, we have continually transformed our business, broadening to wider marketing communication capabilities, from our base of performance marketing:</p> <p>We've developed a unique identity, outside of the norm; outside of the networks; outside of traditional media agency culture. A model that reflects Jellyfish success from our clients' growth, not as a by-product of media trading.</p> <p>We've introduced a flat business model where unconscious bias has been removed, promoting greatness and diversity of thought across the team. Where decisions are based on performance data, not just the superstars who are naturally in the limelight.</p> <p>We've created a structure that encourages freedom to innovate, unified by a consistent yet agile process and culture.</p> <p>We've nurtured our talent and culture through our academies, training practices and an extended network of flexibly accessed experts.</p> <p>We've evolved with platforms and partnered with them to get it right, for our customers.</p> <p>We've built innovative technology to overcome challenges that humans or existing technology couldn't solve.</p> <p>CORE SERVICES</p> <p>OFFERING THE FULL SPECTRUM OF DIGITAL CAPABILITIES, TECHNOLOGY & TRAINING</p> <p>Creative</p> <p>Brand Development</p> <p>UX/CX Strategy</p> <p>User Experience</p> <p>UX Design</p> <p>Banner Creative</p> <p>Email Design</p> <p>Campaign Creative</p> <p>Tone of Voice</p> <p>Copywriting</p> <p>Brand Guidelines</p> <p>Photography</p> <p>Video</p> <p>Brand strategy</p> <p>Market Research</p> <p>Assess Brand Perception</p> <p>Persona Development</p> <p>Brand Story</p> <p>Development</p> <p>Web Development</p> <p>Mobile Development</p> <p>Java</p> <p>.Net</p> <p>PHP</p> <p>CMS Development</p> <p>Wireframes</p>	June 2022 Yahoo RFI

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Creative		Please describe your approach to developing insights and strategy that lead to break-through ideas and strategic platforms for brands.	<p>Jellyfish was born out of digital and for the platform world. We have focused on capabilities that can create, activate, enable and analyze campaigns that deliver the right experience to the right audience, for the right cost, and wherever possible measured to the nth degree. Center to all of our work, is the consumer, and ensuring we deliver a consistent experience in a positive manner whether we are looking to inspire or create action. It's what unites our teams, translated into their own area of expertise, and their role in achieving consumer centric communications. Through our combination of strategy, planning and customer experience we teams use a very defined process to arrive at key decisions, fuelled by a combination of industry and proprietary tools.</p> <p>We acknowledge that from the moment we begin working with you, we can no longer consider our perspectives to be reflective of an independent agent – able to assume anything about how consumers think and feel about your brand. To counter this we have created a Market Intelligence capability at Jellyfish responsible for providing our internal teams with a market-oriented perspective of consumers and competitors to fuel insights and strategy. This team is an element of our Platform Planning Process, but remains separate from our Media and Brand Strategy capabilities to ensure that media perspectives and institutional brand knowledge do not cloud our judgment in planning effectively for your true consumers. The market intelligence capability uses a combination of tools and methodologies to understand where universal truths exist and may also be limited to individual/ local insight. From one-on-one interviews, surveys, syndicated data tools and evidence from media partnerships, the Market Intelligence team finds custom solutions to our strategic questions to elevate every strategy we create and and identify break-through ideas.</p> <p>With our own creative team in-house we are experienced at developing strategic platforms which are meaningful in the world of your consumers. Our approach to developing insights and strategy is to be collaborative, we work with various brands and their partner creative agencies to ensure that media guides creative and messaging guides moments. Ensuring that all teams are aligned on objectives for every campaign, we rally around guiding principles where media plans are balanced and focused on meeting business and brand objectives.</p> <p>Where building mental availability, not just awareness, is the basic role for advertising. Where everything is seen as contributing to brand-building and performance. Where advertising's 'emotional' role is primary but not separate from any 'rational' role. Where nudging brand memories is used as a way to trigger short-term impact.</p>	June 2022 Yahoo RFI
Implementation & Onboarding		Please demonstrate the strategies and tools your agency uses to optimize toward long term retention using in-app event postbacks.	<p>The first priority to enable optimisations towards longer-term and deeper funnel metrics, is to consolidate and merge data sets in a way which provides us with a granular, yet also holistic, view of marketing performance. At Jellyfish, we believe it is critical for mobile optimisation to be able to consolidate data from across the client's MMP, their in-app analytics partner (eg Firebase, Amplitude), partner side platforms (Facebook, Google, Apple), and any mCRM platforms (eg Braze). A visualization tool like Google Data Studios or Tableau, a data pipeline tool like Funnello, and cloud platform instance with a dedicated workspace for Jellyfish to perform analysis – are all vital elements for such reporting.</p> <p>Assuming this is in place, we will be able to connect marketing spend at the channel and campaign level, to the LTV or ROI represented at the in-app event level, and hence able to take the right decisions on media investment and budget allocation. For example, utilizing Apple Search Ads on its own will only allow us to track campaigns to the cost per install. Consolidating this with MMP data will allow us to understand CPAs, LTV and ROI at the keyword level, so we can make micro-bid adjustments at high levels of precision. Next, using Hybrid mix media modeling will allow us to understand the position that search campaigns play within our overall marketing plan, and will add insights into attribution journeys and the relative value of different channels, allowing us to understand for instance, that programmatic video spend on brand campaigns drive up awareness which is then harnessed by DR campaigns further down the funnel.</p> <p>The insight from reporting thus allows us to make the best decisions on current campaign optimisations at the in-app event level (e.g. cost per registration, cost per first trial, cost per first purchase). However it is the case that in-app event postbacks on iOS are becoming increasingly challenging to gain in sufficient volumes due to the privacy changes with iOS14. Consolidated reporting of historical performance data thus becomes even more important in providing us with a baseline from which we can model future campaigns.</p> <p>Specifically regarding retention metrics, we have a variety of strategies: For metrics such as day 7, day 14, day 30 usage volumes, we can analyse campaigns by cohort view, to understand which tactics are contributing to more highly retained users, and optimise accordingly.</p> <p>For retention understood as re-engaged users, we can create specific audience segments within either the MMP or platforms such as Google or social, and then run campaigns targeting these specific segments, measured on cost per action, based on MMP data.</p> <p>To join up mobile acquisition with wider marketing activity, utilising a partner like Braze will enable seamless messaging from marketing, to email, to push notifications, allowing us to enhance communication with our target users, and improve our retention of customers.</p>	June 2022 Yahoo RFI

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Diversity and inclusion		Please describe how you integrate the concepts of 'DEI' and 'Universal Inclusion' into how you hire, develop and retain agency talent, how you conduct research and develop insights, and how you develop media and channel plans.	<p>Our recruitment policies and business processes amplify the voice of people from underrepresented communities in the industry, by positioning our belief in equal employment opportunities and our value of the impact that diverse representation has on developing creative and innovative solutions. Jellyfish's recruitment and business processes are deployed in a manner that reinforces our global values and the following principles:</p> <p>The feeling of being part of a team The feeling of being valued and respected Safe space and a place to be heard</p> <p>Our recruitment strategies include intentional promotion of our interest in underrepresented communities and solicitation of partnerships with organizations and schools such as HBCU's. Jellyfish recruiting policies include diversity slating and panel interviewing to check for and remove bias within the hiring process. Jellyfish also ensures that job descriptions are gender neutral, accessible by people with disabilities and written using inclusive language.</p> <p>Jellyfish's business processes encourage collaboration across capabilities regardless of grade levels or job titles. Our commitment to improve efforts to Listen and Learn from underrepresented communities within our business has led to reformation of our organizational design that removes barriers, thereby improving accessibility to leaders and equity of voice. Diversity will be the byproduct of our focus on inclusion.</p> <p>From the creation of Jellyfish we wanted there to be a difference in the social contract we had with our employees. For us, getting it right in the value we offered to the team was the biggest factor in then determining the success of our clients and therefore our business. We wanted to set ourselves up for success through placing our people first, they are our most valuable asset and this mantra continues today.</p> <p>We have thrown out the traditional hierarchy, that agencies are supposed to be structured, interact and promote in a certain way. Jellyfish does things a little differently. We have a one Jellyfish structure, truly flat teams that recognize individuals who excel internally and/or externally. Unconscious bias is removed, decisions are based on outcomes and performance data, majority related to their role, sometimes not, promoting greatness across the team, not just in the superstars who naturally are in the limelight. More than 800 employees have been promoted since the grading structure was introduced, 51% of whom are women.</p> <p>Removing unconscious bias from the process has helped the firm to recognize a more diverse array of talents. We distribute the accountability, we don't delegate it. Whoever's best placed to carry out a piece of work does so, cutting out any hierarchical layers in between. All of which means that line managers, in a traditional sense, are surplus to requirements. We have culturally adapted it to regions where it may not fit, for example in India, utilizing a group to help an individual due to it being culturally frowned upon to boast about an idea, initiative or input from oneself.</p> <p>Our vision for diversity and inclusion is to create an environment that allows all Jellies to bring their true self to work, by promoting and investing in training and educational opportunities, raising awareness and providing strategies and tools to create a sustainable culture of inclusion, belonging, and equity that permeates through our employee and client experiences. We aspire to be One Jellyfish.</p> <p>We are committed to:</p> <ul style="list-style-type: none"> - Promoting positive change through research, surveys and data analysis - Identifying and promoting educational materials and opportunities - Raising awareness through communication and openness - Ensuring Jellyfish is a safe place for all employees to be their true self 	June 2022 Yahoo RFI

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Martech & Adtech		Please list the AdTech, MarTech and Data solutions that your agency utilizes for client work (i.e. workflow/planning tools, DSP, DMP, CDP, paid social, social management, listening, etc.).	<p>Jellyfish is mostly agnostic with the tools we utilize. Having 2250 digital experts around the globe we have experience of using virtually every major platform and tool available. That said, we have some strategic alliances with key tech vendors, and our expertise on these platforms is globally unparalleled. Jellyfish's embrace of platforms and adtech means we have experience of all common platforms, including Yahoo!'s DSP, and this dexterity means we can work with/integrate many components of your existing stack.</p> <p>The following is an example of our most utilized technologies.</p> <p>Paid Media: Salesforce Marketing Cloud Google Campaign Manager Google Display & Video 360 Google Search Ads 360 Google Ads The Trade Desk Roku Xandr Amazon Advertising Platform Mediaocean All social platforms</p> <p>Data & Tag Management: Campaign Manager 360 Segment Bloomreach Salesforce CDP Google Tag Manager Tealium Adobe Audience Manager LiveRamp products Ads Data hub / BigQuery</p> <p>Measurement & Analytics: Google Analytics 360 / GA4 Adobe Analytics Neustar</p>	June 2022 Yahoo RFI
Creative		How do you stay on top of innovation in media – trends, emerging technologies and cultural shifts – and how you bring those insights to your clients in the form of ideas to test and learn and to inform strategy.	<p>We pride ourselves on constantly striving to find new and innovative client service solutions. This involves staying informed in the evolving industry and working to cultivate innovation into our tools, techniques, and processes. We employ a multi-faceted approach, including maintaining awareness of our competitors' offerings, significant new hires, clients and technologies; networking; subscription to trade/industry publications and news; attendance at talks and industry events.</p> <p>We then collate this information and regularly discuss new trends, innovations and examples of best practice internally and with our clients, particularly during monthly or bi-annual feedback sessions. Introducing smarter and interesting, innovative ways of working helps to facilitate continuous improvement across client accounts.</p> <p>When it comes to innovation, we do not settle. We are constantly looking for smarter, better solutions for our clients. Automation, templating, asset reuse and optimization provide exciting, revolutionary opportunities to refine ways of working, reduce costs and increase speed to market.</p> <p>Jellyfish is designed to embody client innovation as a cultural standard and is a normal function of our partnership model. This structure throws traditional agency hierarchy out of the window. Agencies are typically structured to interact and promote in a certain way. We do this differently; unconscious bias is removed and decisions are based on outcomes and performance data promoting greatness across the teams, not just superstars who naturally are in the limelight.</p> <p>HOW DO WE BRING THOSE INSIGHTS TO OUR CLIENTS IN THE FORM OF IDEAS TO TEST, LEARN, AND INFORM?</p> <p>Our structural approach has provided a myriad of benefits but a major one was that it broke down the barriers of traditional hierarchical management tasks, freeing individuals time. This instead gets spent on contributions to client solutions and progress according to client goals and achievement. We have seen huge leaps in the solutions we are developing for clients and partners.</p> <p>Different types of thinkers and capabilities are all given their own platforms to perform and we do it as a team. So instead of layers of individuals, we connect networks of varied skills to form the optimum team to solve a challenge and succeed for our clients.</p>	June 2022 Yahoo RFI
Company Overview		One Jellyfish capabilities	Data, Platform Specialists, Consultancy, Media, Training & Development, Creative, Strategy and Technology.	Peloton June 2022
Company Overview		How do we push the possibilities of Digital?	We're more than the same logo over every door. We are One Jellyfish. Redefining 'full service' for brands in a platform world Our unique global structure combines deep platform understanding with tech, media, creativity, and data expertise. Meaning we can make amazing things happen at the pace the platforms demand.	Peloton June 2022
Account Management		Conflict	We are not aware of any competitive conflicts in our portfolio. As a specialist agency, we have many client conflicts due to the breadth of our solutions. However, we ensure that there is no overlap of teams or associates with any new or existing advertiser that markets or sells competing products or services and will take reasonable steps to ensure the confidentiality of Advertiser's information. This includes, restricting access to systems and erecting a 'virtual wall' so that none of the restricted staff working on an advertiser's business shares any information with people working on competing products or services. Any presentations done in physical work spaces will be in secluded rooms with frosted glass. We run separate training or innovation sessions with partners and clients to ensure no conflicting information is shared.	Peloton June 2022

Category	Sub Category	Question	Answer – Please double check the answers are not brand specific before using.	Last updated
Account Management		Hybrid models	<p>We specialise in evaluating our clients' current ways of working and processes and providing recommendations around how they can increase their efficiencies, brand consistency and workflow effectiveness. We will look to approach this exciting opportunity with Peloton in the same way, immersing ourselves in your current processes to ensure we recommend solutions that are designed to streamline your ways of working.</p> <p>Our belief is that the right resources need to be in the right locations and connected by the right technology to deliver both efficiency and effectiveness on behalf of clients. This can involve locating teams on site with clients; centrally or regionally located; off-shore talent; or a combination of these depending on the requirement. All should be connected by technology to ensure effective communication and the automation of routine activities and work. When we engage with clients, we work with them in a consultative fashion to deliver the optimal resource mix.</p>	Peloton June 2022
Account Management		Team Structures	<p>e specialise in evaluating our clients' current ways of working and processes and providing recommendations around how they can increase their efficiencies, brand consistency and workflow effectiveness. We will look to approach this exciting opportunity with Peloton in the same way, immersing ourselves in your current processes to ensure we recommend solutions that are designed to streamline your ways of working.</p> <p>Our belief is that the right resources need to be in the right locations and connected by the right technology to deliver both efficiency and effectiveness on behalf of clients. This can involve locating teams on site with clients; centrally or regionally located; off-shore talent; or a combination of these depending on the requirement. All should be connected by technology to ensure effective communication and the automation of routine activities and work. When we engage with clients, we work with them in a consultative fashion to deliver the optimal resource mix.</p>	Peloton June 2022
Technology		Martech Platforms	<p>We work with every major marketing technology platform in the business, but we remain tech agnostic to ensure unbiased, expert service, whichever one you choose.</p> <p>Our specialists are able to provide end to end technical system implementation, platform migration and deep integrations to ensure a smooth transition. Mailchimp, Acoustic, Braze, Oracle responsys, Hubspot, Expona, Salesforce Marketing Cloud.</p>	Peloton June 2022
Technology		Supporting Technology	<p>We work with every major marketing technology platform in the business, but we remain tech agnostic to ensure unbiased, expert service, whichever one you choose.</p> <p>Our specialists are able to provide end to end technical system implementation, platform migration and deep integrations to ensure a smooth transition. Google, Facebook, Segment, Adobe, Litmus, Strypo, Movable Ink,</p>	Peloton June 2022
Company Overview		What makes you the best interactive agency?	<p>At Jellyfish, we consistently push beyond "good enough."</p> <p>We relentlessly improve performance, optimize every dollar spent, and innovate new approaches to old problems. And we pride ourselves on being flexible in how we do it.</p> <p>If you want to bring something in-house, we'll help you upskill your team. If you want to switch platforms, we'll work with you to manage the transition. If we run into a wall where current features don't allow for any further optimization, we'll build a custom machine learning solution.</p> <p>We work with you, always, because you know your business better than we do. If one of your decisions conflict with our understanding of best practices, we'll push back with evidence and data.</p> <p>At Jellyfish, we take a transformational approach to our business of digital marketing. Being independently owned, we've remained agile in a complex digital environment, bridging the gap between traditional media agencies and specialist consultancies, with unified service on a global scale.</p> <p>Achieving these goals starts with the right foundation. We deliver best-fit technologies to improve experience and conversions. We improve customer loyalty with secure, high-performance, and high-availability infrastructures. We uphold high development and quality assurance standards, and we are hyper-focused on automating repetitive tasks and deployments to minimize downtime.</p> <p>Another reason we are the best Interactive agency is because of our relationship with Google. As a certified Google Marketing Platform Partner and reseller, we work closely with clients in the implementation of Google technology and management of their media. This partnership allows us to offer a hybrid approach, by supporting our clients' internal teams via consultancy, in-housing, and training. It allows us to think long term about the ROI Public Storage will achieve from a redesigned and optimized web and mobile experience</p>	
Company Overview		Core Competencies	<p>Jellyfish core competencies center around the design and development of "perfect digital journeys" for our clients.</p> <p>More specifically, Jellyfish core competencies include:</p> <ul style="list-style-type: none"> User Experience Design Technical Architecture, Design & Development, Monitoring and maintenance support Content Management System Platform Implementation and Integration CRM Integration Email Marketing Data & Analytics Search Engine Optimization <p>Through your partnership with Jellyfish, we will work together with our global team of digital marketing and technology leaders who understand your challenges and how to respond to them effectively. We are a tight-knit, diverse, motivated and inspired team that will work to lift your brand and increase your influence.</p>	

Category	Sub Category	Question	Answer – Please double check the answers are not brand specific before using.	Last updated
Relationships		Dynamix / Google Partnership Overview	<p>Jellyfish is a global digital partner that offers clients a unique blend of agency services, technology, consultancy, and training to support their digital journeys and transformation.</p> <p>As a globally certified GMP and GCP partner, we provide access, management, training, implementation, and consulting services across the full spectrum of Google's Digital Marketing Solutions across the US, EMEA, and APAC.</p> <p>But that's just the tip of the iceberg. We're also a best-in-class collaborator. Alongside our partners at Google, we build and test groundbreaking innovations that can be made available to other customers. Examples range from creative inspired by data (Project Oculi) to mobile (Mobile Maturity Initiative). We are the most active partner out of the 5 chosen to participate in the mobile initiative. In all cases, our collaborative partnership brings in new business, drives revenue, and expands the capabilities of Google's own platforms.</p>	
Relationships		Provide a brief statement highlighting your experience in ensuring performance excellence in the implementation of your UK agreements.	<p>Jellyfish is a global digital partner that offers clients a unique blend of agency services, technology, consultancy, and training to support their digital journeys and transformation.</p> <p>As a globally certified GMP and GCP partner, we provide access, management, training, implementation, and consulting services across the full spectrum of Google's Digital Marketing Solutions across the US, EMEA, and APAC.</p> <p>Alongside our partners at Google, we build and test groundbreaking innovations that can be made available to other customers. Examples range from creative inspired by data (Project Oculi) to mobile (Mobile Maturity Initiative). We are the most active partner out of the 5 chosen to participate in the mobile initiative. In all cases, our collaborative partnership brings in new business, drives revenue, and expands the capabilities of Google's own platforms.</p>	
Relationships		How does your company provide customer service on a domestic / regional basis?	<p>Jellyfish have offices in multiple territories, however as a (still rapidly growing) independent agency, we do not have the footprint of a big network agency.</p> <p>We do not see this as a disadvantage however due to our specialism, expertise, ability to drive performance from a central team and ability to collaborate well with media agencies / local in-market teams.</p> <p>Typically we would deploy an Account Lead who would be responsible for the overall strategic delivery and communication with the client team. They would then be supported by: a project manager/director; local account directors/manager; relevant skilled practitioners.</p> <p>We have worked with and currently do work with many very large global clients. In many instances we support in the development and deployment of a centralized best-practice framework that can be rolled out to local markets whilst also ensuring they have the agility and flexibility to deliver campaigns specific to their audiences.</p> <p>We also help upskill and develop our clients' teams via our training proposition (https://www.jellyfish.co.uk/training/) and are Google's only globally accredited GMP training partner.</p> <p>Due to having offices in UK, US, Europe and Africa, we are typically not constrained by timezones and in most cases can offer an always on / 24 hour support for our clients.</p> <p>Driving a central point of excellence with our clients ensures:</p> <ul style="list-style-type: none"> - Best practice framework that all local teams can adhere to - Best in-class tech implementation and support - Centralized strategy that ensures common goals and approach - Seamless sharing of insight and innovation - Training division can help recruit and develop in market teams 	
Relationships		Discuss how your competency in direct-response has contributed to understanding and improving your clients' business	<p>We are a performance-oriented digital partner with a focus on direct response. Across industries - retail, B2B, and many others - we are responsible for driving subscriptions, reservations, leads, and sales. Our success comes in no small part through our mission to 'create perfect digital journeys' for our clients by connecting the dots and measuring across device, platform, channel, online, and offline data.</p> <p>Jellyfish is experienced in creating high volume (millions of hits per day) websites. The sites are built using auto-scaling and high-availability infrastructure. We pride ourselves in ensuring that the solutions are built with performance (speed) and security from the start. User experience is always at the core of our approach.</p>	
Account Management		Will we have a full time dedicated Account Manager?	<p>We would plan to have a full time dedicated Account Manager on your business. At Jellyfish, our approach is to provide you with account teams that are strategic partners— understanding your business objectives and category dynamics as well as bringing a high degree of digital marketing expertise to your business. Our account team members are much more than relationship owners; we train and expect them to be valuable members of your strategic marketing team. In addition to our account teams, each of our disciplines brings deep and broad SME experience to your business, providing expertise and thought leadership in their areas of focus.</p>	
Account Management		How will we be assured the responsiveness of dedicated personnel? How long will dedicated managers and supervisors be assigned to our account?	<p>Your dedicated Account Manager will be the day-to-day point of contact, but you will also have a connection with your channel specialists on the account. Transparency and communication are key to our partnerships. We'd scale up and down in team size at the executive levels based on seasonality and media plans. We have a reputation for responsiveness, as a pillar of our boutique agency philosophy.</p>	
Account Management		Will resources be available to _____ after hours and outside of regularly scheduled meetings? Explain.	<p>We serve clients today who require off-hours support, and _____ would be an account priority within our agency. We would accomplish the balance between quick response, off-hour needs, and team needs through: a strong core of dedicated resources; standard off-hour schedules for identified employees; a clear communications plan and SLAs; and a robust resource management process that enables us to apply ad hoc experts as needed.</p>	
Account Management		For a company with the size and complexity of _____ what is the structure of the dedicated team? How many dedicated FTEs? Which roles are on the account? If resources are shared, will dedicated time be transparently shared?	<p>Our proposed team structure is outlined in the pricing tab. A complex digital marketing program such as this requires a diverse set of specialized skills. Some of these skills are required full-time, while others are required less than full time, or full time during peak times of the health insurance seasonal year and part time at other times of the year. We look to apply the right skills at the right time in the program, so that you always feel you have access to your team members as needed. For those that are not fully dedicated because their expertise is not required full time, we ensure that their other responsibilities allow them to be responsive to your needs. We believe in fully and transparently sharing all time allocations based on your needs.</p>	

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Account Management		How would you leverage the experience of your associates if they are located in an office other than yours?	<p>As a global company with prodigious technical expertise, we're wired for collaboration using the latest tools available. Even across time zones, borders, and continents, no other member of the Jellyfish team is more than a mouse click away.</p> <p>Aside from a connective culture and everyday familiarity with leading communications tools, we also build teams to ensure that client needs are always covered with the relevant expertise. So we don't just know how to collaborate internally, we also know when and with whom. The result is seamless coverage without wasted budget.</p>	
Account Management		If incremental funds become available and/or additional lines of business are added, how will the team scale to meet these additional requirements?	We have the experience and scale to scale up quickly and as needed in the event that incremental funds and additional lines of business being added. We are continuously building our team, including our next generation of experts, ahead of the actual need.	
Clientele		Provide a list of relevant (capacity based or retail) web sites you have worked on or developed including time to complete; costs; and business improvement results in terms of percentage of increased business and any other metric which you deem most important	<p>While we cannot share the exact cost of these endeavors, we have built websites and solutions that range from \$500,000 to over \$2,000,000 depending on the level of involvement in meeting clients' goals. Our work with the following clients fits within that range:</p> <p>1. Boa: Our partnership with this shoe fastener manufacturer began in 2018, and we successfully launched the boa.com/boa.cn websites to showcase over 800 products across 14 countries and 10 languages. In addition we created a rules-based system for providing warranty support and an ecommerce platform to sell repair parts.</p> <p>2. FMC: We started our partnership with FMC in 2018 to modernize and revamp their agricultural websites (US and Canada). The scope includes creation of a user portal for consumers, vendors and agricultural experts.</p> <p>We are currently in the UX design phase for this project, which includes activities such as user interviews, wireframes, information architecture, and competitive analysis.</p> <p>3. Samsung Display: Our partnership has been active for over 3 years. Samsung PID uses our website solution for security, maintenance and dev support as well as CMS management/updates.</p> <p>4. Walden University: We have an active ongoing retainer for support and innovation through multiple phases of website design and digital marketing support. This includes website development, conversion rate optimization, data science, machine learning, digital analytics support, ad-hoc creative design work, UX, SEO, and media investment management around paid search, paid social, and display.</p> <p>5. Below is a list of additional organizations that have implemented our website solutions within the past fiscal year: CVS SilverScript Shire Aviva Investors Slater & Gordon VWV Endoca Casepoint Lincoln Tech</p>	
Relationships		National/Local: What are the advantages of having both the national and local account? What are the disadvantages?	<p>Many of our clients have both national and local strategies. Some of our most advanced national/local campaigns include:</p> <p>1. A retail client that wants national coverage, but also the ability to promote specific consumers with unique messaging based on local store location, inventory, and promotions</p> <p>2: A property listing client has specific targets based on location, but needs to defend their position against more aggressive competitors at a national level</p> <p>3: An education client that has a local vs. national strategy based on performance, state legislation, and specific local events.</p> <p>At Jellyfish, we understand the different goals of National vs. Local accounts. We believe the following critical elements have made our national/local campaigns a success.</p> <p>1. Understanding/defining clear objectives at both the national and local level, including success metrics and measurement framework.</p> <p>2. Researching and analyzing all available data sources internally and externally to understand local market idiosyncrasies and potential impact.</p> <p>3. Creating and sharing a detailed plan with the whole team so everyone knows what we are looking to achieve at a national and local level.</p> <p>4. Carefully measuring performance against the plan and feeding back results to the relevant stakeholders.</p> <p>5. Being agile and able to iterate against the original plan based on campaign performance or new information.</p>	
Relationships		Partnership: Describe your ability to partner with other agencies.	<p>We work with other agencies for quite a few of our clients. Our goal is to work together with these agencies so that we work cohesively across the entire marketing funnel and keep client's best interest in mind.</p> <p>As an example, we currently partner with Universal McCann on one of our client accounts. We provide strategic insights to paid media planning, including audience targeting tactics and pathways to landing pages for conversion. We concept and develop creative campaigns for Paid Social and Display media which is managed by Universal McCann, ensuring seamless communications at all stages of the creative process. We work with Universal McCann to ensure proper tagging is implemented, and team with them on reporting and analysis for our client.</p>	

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Media & SEO		Please demonstrate what makes your agency's Search Engine Marketing capabilities best in class	<p>Jellyfish's Paid Search solution is driven by a mix of world-class, certified talent and best-in-class Search Marketing technology. We have an experienced and passionate team that looks after our clients with care. Results and performance are a given, and responsiveness comes as standard. Where technology is not readily available, we have the ability to design and create solutions to solve search campaign management challenges.</p> <p>We have multiple examples where we've taken datasets from different pieces of our technology stack to make something unique. Everyone has an analytics package, a bidding platform, audience platform, and a DSP. What we are great at is taking different datasets between different tech and creating something new. We've done this with our Search Analysis Landscape Tool (SALT) and with Natural Language Processing to automate keyword growth.</p> <p>We're an approved Google Marketing Platform Partner with many more accolades and Google accreditations, we're recognized in the industry for offering the very best in innovative marketing solutions. We have a unique relationship with Google, and we even train them on how to use and implement their own products. This partnership shows how we don't just say "we're a leader," we prove it through our status as an official Google training partner.</p> <p>We have a formidable track record of success demonstrated by consistent year-on-year growth across our portfolio of search accounts. We focus on driving results by innovating in search. Some of our more recent award-winning campaigns for "Local Search" and "Best Use of Data" demonstrate how we've used new Search features and functions to benefit our clients, before their competitors are even aware the features exist!</p>	
Media & SEO		Full-Suite Management Capabilities: Ability to fully-support and drive strategic growth of SEM in an omni-channel environment.	<p>We use a mix of SEM management, attribution and best-in-class feed tools. We also recognize that in order to differentiate a brand's approach in SEM auctions, we must make the most of the business intelligence held within the brand. To do this, we have data experts who work with our clients to manipulate customer, sales, product and location data into our bidding platforms. This allows us to pivot the SEM campaigns in different ways to provide even more signals to bid with.</p> <p>We are technology agnostic and manage campaigns to a high level of performance through many SEM platforms, depending on our client's preference. We primarily use Search Ads 360 as our SEM bid management platform of choice. We also developed our own proprietary technology, called SafetyNet, that monitors SEM activity and alerts the team when critical performance anomalies occur. As an example, SafetyNet will automatically pause SEM activity if your website goes down and resumes activity when the website service returns. This was a small flaw in native, rule-based alerts with most SEM platforms that we took the initiative to correct.</p>	
Media & SEO		How does your agency develop keyword lists, and make recommendations on potential adjustments of expansions?	<p>We use a mixture of automated and manual methods for building out keyword lists. We use the website and product feed to guide the initial keyword strategy, as this helps us understand product-specific as well as category-level keyword requirements for the account.</p> <p>We use a keyword-builder tool to create relevant variations and have a thorough filtering process to ensure that we do not go live with irrelevant keywords. We also brainstorm and put ourselves in the searcher's shoes to think of all possible variations and related searches that could be useful.</p> <p>To ensure we cover all bases, we use our aforementioned proprietary technology, SALT, to merge website content SEO ranking data with a keyword portfolio, and provide recommendations from Google Keyword Planner. We also use Search Monitor to evaluate keyword overlap between you and your competitors. Searches where you are not present are then added into the mix, and estimations of competition, volume, etc. are also appended.</p> <p>We use Dynamic Search Ads to pick up searches for very specific products/models with low search volume. While our keywords are active, we consistently mine raw search term reports for new keyword opportunities, as well as negative keywords that need to be applied. Our automated keyword mining solutions helps to streamline this process when building both positive and negative keyword lists.</p> <p>We have also used Inventory Keyword Campaigns where applicable through Search Ads 360, which uses the information from product feeds to create keywords, ads, and ad groups. These campaigns dynamically update based on the product feed. For example, if a price changes in the product feed, ad copy updates automatically. Furthermore, if a product is listed as out of stock within the feed, keywords and ads for that specific product would automatically be paused.</p> <p>To maintain keyword lists, we go through multiple processes to achieve different outcomes. We establish a set of top performing Priority keywords, for which we receive alerts whenever there are performance anomalies. We constantly review user journeys across devices for these terms to ensure optimal positioning and CPC range. The Priority keywords list may change over time, depending on seasonality, emerging products, and competition.</p>	
Media & SEO		Please describe what makes your agency's Paid Social capabilities best-in-class.	<p>Jellyfish's Paid Social team expands throughout the US and globally, with an expertise in content planning and media buying across all social platforms. We have an established relationship with all the main social networks, giving us access to alphas and betas for our clients, as well as the ability to tap directly into reliable resources.</p> <p>The team is very data-driven, using analytics and insights to help inform our social media approach. We are also channel and technology agnostic, utilizing social listening and paid social campaign management tech solutions that help to further drive campaign efficiencies, effectiveness, and innovation for our clients.</p> <p>We pride ourselves in our ability to work collaboratively with others, both in developing strategic partnerships and executions, and also internally. Our content and media planning teams work together closely, and also collaborate with counterparts in Search, SEO, Display, Email, Data, and Analytics team to leverage cross-channel attribution data and develop fully informed strategy and efficient media plans.</p>	

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Media & SEO		Please describe your agency's philosophy and approach to Social Media Marketing	<p>We've had great success using social media's ability for people-based marketing to help retailers match the right product or product category with the right people. We use the most relevant platforms and formats, personalized to where the consumer is in the purchase cycle, and believe that social media can play an important role in all stages of the consumer journey for both online and offline activity. The challenge that social media advertisers typically face is working in isolation of other media activity. However, Jellyfish's brand promise of Creating Perfect Digital Journeys means our social media activity is always inclusive of a wider media strategy and our client's commercial goals. We also believe that digital media, especially social, is the barometer of consumer intent and we help our clients use the data from social to help inform product or product category trends. This can help surface what products are relevant to which groups in line with your head-to-toe strategy.</p> <p>We believe in measuring meaningful metrics, reporting on what matters and being transparent with our planning, reporting, and data. Additionally, and audience-first approach is key for Jellyfish. We believe in an audience-led and data-based approach where data helps us build and optimize perfect digital journeys, identifying consumer behavior at each stage and personalizing the targeting, content, and messaging for optimal results. Through our integration with Google Analytics, DoubleClick, and Facebook ad tech, we have full funnel visibility that can be used to guide our decision making and optimization strategies both within and across channels. Our fit-for-purpose creative caters to audiences and channels in order to develop content that is most relevant. We also believe in thinking long-term while being adaptive. The social media landscape is constantly changing, so we believe in building long term visions that are flexible and optimal for the ever-changing industry. Finally, we pride ourselves in developing a center-of-excellence for deploying these social tactics.</p>	
Media & SEO		How is your agency organized to best take advantage of the Paid Social ecosystem? How do you mix paid and earned in ways to further social goals?	<p>Our Paid Social strategy integrates data across Google Analytics, CRM platforms, and Social platforms to feed conversion data into a single view alongside our Paid Social campaign metrics. By tracking multiple conversions throughout the journey, we can ensure we are reaching the right people and measuring performance of multiple KPIs to continually improve our campaigns. We partner with preferred technology partners to drive efficiency, effectiveness, and innovation aligned to business goals and objectives. For example, if we are driving sales for _____, we'd use the Doubleclick integration to see the data in our tech solution, and create bid strategies to pull the necessary levers across different platforms and campaigns.</p> <p>We also utilize a 360 approach to Social Media in order to allow us to make intelligent and informed decisions. We use multiple data points and sources to analyze audience behavior across on- and offline touchpoints to inform strategy, audiences, and content for our clients.</p> <p>Core areas that we look at include:</p> <ul style="list-style-type: none"> - Brand Category - Target Audience - Brand & Product truth - Cultural Trends - Paid social performance <p>We are using best-in-class social listening tools and 3rd party research to feed the data into our strategic approach.</p>	
Media & SEO		How do you work to team with and extend an existing, experienced social media team? How would your process integrate with in-house staff?	<p>We start by analyzing the current capabilities of the in-house team and assessing where our Paid Social team could provide support and act as an extension of yours. With creative and organic paid management on your team, we would look to primarily provide Paid Social services to help you expand your accounts for both prospecting and retargeting purposes. We have a successful track record of in-housing, establishing and coordinating the process between both teams and closely collaborating through remote and/or on-site support to help move the business forward transparently and innovatively.</p>	
Data & Analytics		Please describe what makes your agency's analytics and reporting capabilities best-in-class?	<p>The Data Science team works closely with media teams to address pain points when creating marketing solutions, whether its smart retargeting strategies using machine learning capabilities or building state of the art tensorflow models to improve operational efficiencies. From a reporting, insights, and data pipeline point of view, we use the valuable big data tools available on the Google Cloud Platform. We have created custom, in house data connectors for all Google Marketing Platform APIs which we use in concert with tools like BigQuery, DataFlow, and Google Cloud Storage to build high-throughput, real-time data pipelines. These pipelines are leveraged to develop Machine Learning models as well as DataStudio and Tableau dashboards which are used to display critical insights into big data, updated in real-time as new data is made available.</p>	
Data & Analytics		Does your agency have access to a software solution that monitors and manages campaigns in real time, and provides the following (or similar) functionalities (if yes, please list and describe):	<p>Yes - we use the following solutions:</p> <p>Search Ads 360 for Campaign Management and Optimization</p> <p>SafetyNet - Jellyfish Proprietary software for Campaign Monitoring and Automated Action based on exceptions/anomalies</p> <p>SALT - Jellyfish Proprietary tool for Keyword Recommendations</p> <p>ClickCease - blocker for invalid clicks from bots and competitors</p> <p>Google Analytics/GA360 - web analytics</p> <p>Data Studio - customized and automated reporting solution for campaign performance</p>	
Pricing		Fee Structure	<p>At Jellyfish, we are flexible in terms of the fee structure, and work on a variety of different cost pools based on our clients' preferences. In web/mobile experience and development projects such as this, we typically recommend time and materials or fixed price. In either case, we are transparent and timely in communicating hours, timing, progress and other parameters around the project. We make sure to alert our clients immediately if a request or requirement signifies a change in scope so that we can effectively communicate, make a decision, and progress together.</p>	

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Relationships		<p>. How are you leveraging the best of your agency capabilities to integrate specialist talent within the network with generalists in the lead agency?</p> <p>How do you ensure that this is presented as a seamless agency product for your clients and operates as one P&L?</p> <p>How do you apply this approach for local markets?</p>	<p>FLAT STRUCTURE</p> <p>At Jellyfish we've developed a unique identity, outside of the norm; outside of the networks; outside of traditional media agency culture. We've introduced a flat business model where unconscious bias has been removed, promoting greatness and diversity of thought across the team. Where decisions are based on performance data, not just the superstars who are naturally in the limelight. We've created a structure that encourages freedom to innovate, unified by a consistent yet agile process and culture. Where teams work in chorts of expertise to solve client issues, not by seniority or silo's of departments. This has encouraged networks of our talent to form, united by client, specialist by their own capability and value they offer to the team and client. As a specialist agency, we extend this working practice with partner agencies, again united by driving brand's growth, with KPIs placed cross agency to ensure motivations are aligned.</p> <p>ONE JELLYFISH</p> <p>As part of our flat structure, we operate one P&L, and it's a true one P&L. It doesn't have capability or market level separation. Our country managers don't have growth targets based on location of expertise or client. If we need to use an individual in a different market because they are the best to do the job, then we will. We strike a balance between best practices for team account structures that are simplified and organised, reflective of the client organisation but also maximise the best talent to solve for a challenge.</p> <p>TECHNOLOGY</p> <p>We've evolved with platforms and partnered with them to get it right, for our customers. We've built innovative technology to overcome challenges that humans or existing technology couldn't solve. We operate a fully front office team, so our clients have access to the experts they need. We connect our teams to clients own teams rather than separate front and back office function slowing down projects and progress. Engineers talking to engineers, legal to legal, finance to finance.</p> <p>TRAINING</p> <p>We have a scaled training business at Jellyfish and have trained over 20,000 individuals in the past 3 years. We've nurtured our own talent and culture through our academies, training practices and an extended network of flexibly accessed experts. As part of our larger client relationships we create schools of knowledge and training session across a multitude of subjects. Not only have we found this beneficial in developing our clients base knowledge, it has huge impacts in our clients understanding the depth and brilliance of the team.</p>	Estee Lauder 2022
Relationships		<p>Please share with us your approach to multi-brand portfolio management. We're interested in understanding your processes for talent, workflow management, governance, etc across many brands & many markets.</p> <p>What challenges have you seen?</p> <p>What opportunities exist for marketers</p>	<p>We have worked with a number of clients who are considered a house of brands, including Deckers, PVH, and The Hut Group. There are obvious challenges which we navigate with clients who have a portfolio of brands, and the many ways in which those brands can require different approaches - scale, maturity, awareness, audience and customer overlap and prioritisation, internal stakeholders and structures to name a few. Our core focus with these type of clients has been to ensure that the service, performance, innovation and dedication is as equal amongst the group as possible.</p> <p>Whilst larger spending brands may seem like they need the balance of time, there is often bigger market headroom and significant gains to be had amongst smaller rapid growth brands. As part of our onboarding process we will make a full maturity assessment of brand, market and consumer to produce not only growth plans but ascertain the maturity of the marketing outputs.</p> <p>On a tactical level, we have found we can quickly make gains by changes in things like ad-tech account structures, KPI and measurement frameworks or media investments. With the brands' media investments it is critical to understand how each is seen in market audience and product cross-over, with the creation of rules in media platforms based on the sales volumes per brand we are looking to achieve.</p> <p>The biggest opportunity with a house of brands used to be all about data sharing and promoting a single customer view at a group level. Although these can still be somewhat achieved where brands are non-competing, there are data legislation issues and often internal blockers still to be considered. We prefer to concentrate on the sharing of technology, creating efficiency via licensing of reporting, insight and activation tools. These instances are separated to ensure data compliance but with a universal taxonomy so teams like finance can ascertain holistic performance.</p> <p>In practical terms, to benefit from overall scale where a brand has smaller budgets than others, we can also tier service support in non core areas like advanced audience analysis, UX, CRM, or creative strategy.</p>	Estee Lauder
Onboarding		Jellyfish - Onboarding	Please see slide 25 in the Peloton Deck.	Peloton July 2022
Industry Experience	CRM	Staying informed about emerging opportunities in the email and mobile space.	<p>Jellyfish's CRM resources works globally and this enables the team to understand nuances and specific market demand while also being able to support campaigns content creation and production in a scalable way.</p> <p>All resources are certified experts in the major platforms and constantly attend training courses, webinars and live events organised by the major players in the industry. In addition the team organises monthly sessions to discuss the latest relevant topics happening in the industry with the final aim of thinking and creating innovative solutions to face new challenges.</p> <p>Each country we support has a main native representative of the team who can deal with new opportunities and daily client communications to ensure language is not a barrier but an added value.</p>	Peloton July 2022

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Media & SEO		On FB/IG, what is your approach towards driving incremental sales? How do you advise clients on best practices to develop creative in order to maximize incremental sales?	<p>When it comes to driving incremental sales and ad performance on FB/IG, we lean heavily on working to feed the algorithm with the right signals and allowing it to optimise. We couple this with a robust 'test and learn' methodology so we know what is actually driving incremental sales. For example we've used conversion path analysis to uncover the incremental impact FB/IG traffic was having on conversions compared to other channels.</p> <p>We know that around 60% of the performance across FB/IG is driven by creative. We work closely with our Creative and Experience teams to understand the elements that drive effectiveness – we then take the results and recommendations to clients to action in campaigns going forward. We also use our Premium Agency partner badge to learn from Meta what is driving best practice across all categories that we can apply to our clients</p>	Peloton July 2022
Media & SEO		What experience and best practices do you advise your clients on for short-form social video, UGC and influencer content?	In our experience, short form social video UGC must have the brand first, ideally with the logo (or distinctive brand asset) front and centre. If possible all assets should have the product in the spotlight. The video should work without sound. When working with an influencer, we see best results when the content is amplified with media spend. We would also recommend using the Branded Content Ad format.	Peloton July 2022
Media & SEO		What is your experience with TikTok creative production? Have you worked with Creators before? Please describe.	Our Creative and Experience team caters for all kinds of creative production include TikTok creative. Jellyfish works directly with TikTok's Creative Exchange program on behalf of clients. One specific example was getting French retail chain to create their first campaign live on TikTok (Monoprix's first TikTok campaign). We also have experience using TikTok's Spark Ads to repurpose and promote influencer content on the platform	Peloton July 2022
Creative		Are you a SAG signatory? If not, what is your process if/and when needed?	<p>Jellyfish is not currently a SAG-AFTRA signatory, as we reserve the right to work with union and non union crew worldwide. SAG's contract may restrict what is possible for us, and open us up to legal challenges if we work with non union or SAG actors outside of the signatory terms going forward.</p> <p>SAG projects/ workaround: When working on productions where we hire SAG actors directly, or for when SAG talent is mandated by the client for larger productions, we choose to work with 3rd party production companies who are SAG signatories. When working on SAG projects with 3rd party production companies who are signatories, we set a production only budget for the shoot component of the project. That budget is what the production company uses to pay everyone associated with the project, from actors to writers, etc. that they have contracted.</p> <p>Non SAG Projects: When working with non SAG talent, we are able to choose a direct in house production route, or 3rd party production companies based on the requirements of the project.</p> <p>Even though Jellyfish is not a union signatory, when we hire non-union actors, we still endeavour to treat the actors ethically, pay them reasonably, and only have to negotiate the terms directly with with the talent (and sometimes their agents). Usage, territories, media, residuals and buy-outs, etc. are negotiated directly. This simplifies the workflow and record keeping and we often find for below the line advertising, non union actors still provide a great talent pool.</p>	
Relationships		W+K	We've been working with W+K LDN on print production since 2010, mainly covering Honda and Sainsbury's. In 2014 we started working with them on Nike TV/online versioning and after the initial project W+K LND introduced us directly to Nike. We also worked on Babel, TK Maxx, Finish and Halls for versioning. Due to our Nike relationship, we have built up a strong relationship with W+K AMS office and have become their production partner for multi-channel campaign delivery for Facebook across the globe (including: France, UK, Germany, India).	
Relationships		Nike	Jellyfish started working with Nike in 2010 in the US with a focus on retouching, photography, animation, artwork and technology platform solutions. We are now working across Nike, Brand Jordan and Converse brands. Within EMEA we've been working with Brand Comms since 2015 across all categories and have now started working with the Brand Design and Digital Media teams on dynamic banner and content solutions. We are also shooting content for the Nike EKIN team updating and educating their wholesale partners on upcoming product launches.	
Relationships		Under Armour	This relationship began with a creative and production requirement which we managed from London. Our ways of working, coupled with our language services expertise has allowed the partnership to expanded to include transcreation across LATAM, Portuguese, Turkish, Malay and Russian, managed from our UK and US offices. We are currently configuring an VIVID tool to centralise localisation of their assets and support expansion of this across more regions.	
Relationships		Norwegian Seafood Council	Jellyfish was initially engaged to manage the rollout of Norwegian Seafood Council's global re-brand across 23 different markets. NSC now utilise VIVID – internally called 'Catch' across all of their marketing assets to drive efficient regional/central coordination and key asset ordering. Our Translation Memory System and term bases are leveraged on a daily bases for translations across assets for NSC, driving efficiency and consistency. Our TMS provides full visibility of activity. We are currently localising NSC's new website which involves CMS integration with our TMS; global content is processed via 'Catch' – meaning assets are held on a single localisation platform that seamlessly handles ongoing content updates globally. The result is time-efficiency, visibility, automated export/import of content, and removes the laborious task of sending files via email, and copy-paste or manual upload of content.	
Company Overview		How to overcome decision paralysis according to one CEO – Raconteur	https://www.raconteur.net/talent-culture/how-to-overcome-decision-paralysis/	Feb 2023

Category	Sub Category	Question	Answer – Please double check the answers are not brand specific before using.	Last updated
Relationships		Do you also provide training sessions for client staff? If so, can you detail what and how.	<p>We're so passionate about training, we have our own training division with nearly 200 expert-led marketing courses across social, technology, cloud, commerce, data and analytics. And we are very proud of it. It is the perfect representation of the breadth and depth of knowledge that this business has. We have dedicated floors within our offices to it, it drives the constant knowledge growth of our internal teams and the maturity of our clients own knowledge. We have delivered instruction to over 20,000 people across all digital marketing specialisms, from class room style open courses, right through to online bespoke training programs. We've trained the experts: we've trained Google employees on Google tech, we've trained members of the Byte team about video creative on TikTok!</p> <p>And of course our teams and our clients are encouraged to join our courses to continue to upskill themselves. The team's career progression is based on learning agendas relevant to and focused on our clients. We don't have a one size fits all progression checklist, we focus on upskilling individuals in a way that is relevant and vital for the work they actually do to service their client accounts every day which benefits both them and you</p> <p>For example, with our relationship with Nike through the services of SEO, localisation and production we have created Nike school. This is our bespoke Nike on-boarding program for all new employees working on the Nike account. Nike school not only gives our employees complete visibility and in-depth knowledge of the specific work agendas we do with Nike, but also an integral insight into Nike as a business, brand and your ecosystems.</p>	Wella RFI – Feb 2023
Relationships		How do you manage to retain and attract talent at your agency? Please detail. What do you put in place to face the current talent shortage in the industry?	<p>We have put our answers for these two questions together as we view them as equally important. How we attract, retain and navigate industry issues, all stems from how our business has been built, the recognition that our people are lifeblood and key to our and our clients success.</p> <p>From the creation of The Brandtech Group we wanted there to be a difference in the social contract we had with our employees. For us, getting it right in the value we offer to the team is the biggest factor in determining the success of our clients and therefore our business. We set ourselves up for success by placing our people first, they are our most valuable asset.</p> <p>We have thrown out the traditional hierarchy, that agencies are supposed to be structured, interact and promote in a certain way. The Brandtech Group does things a little differently. We have a one company structure, truly flat teams that recognize individuals who excel internally and/or externally. Unconscious bias is removed, decisions are based on outcomes and performance data, majority related to their role, sometimes not, promoting greatness across the team, not just in the superstars who naturally are in the limelight. More than 800 employees have been promoted since the grading structure was introduced, 57% of whom are women. Removing unconscious bias from the process has helped the firm to recognize a more diverse array of talents. We distribute the accountability, we don't delegate it. Whoever's best placed to carry out a piece of work does so, cutting out any hierarchical layers in between. All of which means that line managers, in a traditional sense, are surplus to requirements. We have culturally adapted it to regions where it may not fit, for example in India, utilizing a group to help an individual due to it being culturally frowned upon to boast about an idea, initiative or input from oneself.</p> <p>Breaking down the barriers and escaping the onerous traditional hierarchical tasks means freeing individuals to make the contributions they are able to make, and progress according to their own goals and achievement. Removing unconscious bias from the process has helped the business to recognize a more diverse array of talents. As we promote and enable individuals across the business with very diverse and differentiated skill sets, we have seen innovation prosper. Giving people the time and freedom to develop ideas has meant that we have seen huge leaps in the solutions we are developing for clients and partners. Incremental gains have become the minimum.</p> <p>Our JF Academy - now in its 18th instance - will come to APAC in January 23, with 22 roles open across Australia, India, Japan, and Korea. This consists of an 8 week training programme across data & media where team members will be fully paid. Upon successful completion, they could be offered full time employment. And, on average, 95%+ of folks that completed the training have been offered full time employment with us.</p>	Wella RFI – Feb 2023
Company Overview		What makes us unique?	<p>We understand innovation, responsible disruption and driving value for our clients. In the last 18 years, we have continually transformed Jellyfish, broadening to wider marketing communication capabilities from our base of performance marketing.</p> <p>We've developed a unique identity, outside of the norm; outside of the networks; outside of traditional media agency culture. A model that reflects Jellyfish success from our clients' growth</p> <p>We've introduced a flat business model where unconscious bias has been removed, promoting greatness and diversity of thought across the team. Where decisions are based on performance data, not just the superstars who are naturally in the limelight</p> <p>We've balanced creative, data and technology to create seamless brand and performance experiences for consumers</p> <p>We've created a structure that encourages freedom to innovate, unified by a consistent yet agile process and culture</p> <p>We've nurtured our talent and culture through our academies, training practices and an extended network of flexibly accessed experts leading to an average attrition rate of 16% (UK) over the last 3 years.</p> <p>We've evolved with platforms and partnered with them to get it right, for our customers</p> <p>We've built innovative technology to overcome challenges that humans or existing technology couldn't solve</p>	Calzedonia Group 2023

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Talent		How we attract and retain talent at Jellyfish	<p>In a context where most companies in the digital industry offer the same types of benefits (workplace flexibility, equipment budget, à la carte benefits...) we believe that our very unique 'One Jellyfish' operational model, replacing the traditional 'pyramid structure' with a networking matrix, is Jellyfish's key USP to attract and retain the best talents</p> <p>In a nutshell:</p> <p>Personal Support Networks (PSN) replace the traditional 121 line manager structure where an employee's development was determined by one person</p> <p>Titles are consolidated to align the global business and minimize confusion in responsibility</p> <p>A grading system is acting as a tangible progression path to replace ambiguous promotions and to ensure employees are appropriately recognized for the value they bring</p> <p>This allows employees to be remunerated for their efforts up to 3 times a year, with standardised salary increase relative to their work location, and capability</p> <p>Automated anniversary increases replaced traditional annual performance reviews to ensure progression (+ own inflation) and an individual's anniversary are mutually exclusive</p> <p>Employees were put back in control of their own development and the anonymous promotions process is also aiming to remove bias as a blind panel is assessing Business Cases</p> <p>In summary, Jellyfish has built the foundations of a unique model to empower every individual, improving their experience and providing them with more progression opportunities. And we constantly evolve it.</p>	Calzedonia Group 2023
Talent		Do you leverage subcontractors and/or freelancers for client work? If so, for what/in what capacity?	Yes, Jellyfish will use the expertise of freelancers/contractors in the scenario that we do not have the capacity or skillset within the agency. We have projects where we exclusively work with external resources, due to the specialist requirements of a given project. Jellyfish will also work with external resources where we need the ability to scale delivery over a short period of time.	ADM RFI – Media Digital Creative Global – 2023
Talent		How do you ensure that the partners deliver quality work for each project?	Jellyfish will screen and test external resources so they can demonstrate their ability and experience before we assign them to client billable projects. We maintain a database of over 7,000+ freelancers which we have built over the last 10 years. This provides the team with a scalable approach to identify freelancers who we wish to work with again, and also identify freelancers who are not suitable and were unable to satisfy our quality criteria. At the beginning of each project, freelancers complete training managed by in-house Content Managers against the client's brief before working on any live tasks. Freelancers' work is continually reviewed by the Content Manager on the account. We also have a built-in grading functionality in our proprietary platform J+ Scribe that allows Jellyfish to monitor the quality of work delivered by each individual.	ADM RFI – Media Digital Creative Global – 2023
Technology		What are the tools your teams are trained and typically use for website	<p>Our tech stack:</p> <p>CMS: Wordpress, prismic, Drupal, umbraco, sitecore, Magento.</p> <p>Framework: laravel, python, php, ASP.net, CodeIgniter.</p> <p>UI Engineering: Vue.js, React, AngularJS, Sass, AMP, PWA</p> <p>Cloud: aws, Google Cloud, Azure, TensorFlow.</p> <p>If the tech you have planned to work with is not listed here, please do notify us. We likely have a team of experts proficient in that very tool!</p>	ADM RFI – Media Digital Creative Global – 2023
Technology		What are the tools your teams are trained and typically use for Marketing Automation	We use a blend of proprietary technology and best-in-class third-party technology to optimise our asset production capabilities, including J+ Display (as outlined above), XTM, Indivio, Adobe Templator, Google ai.	ADM RFI – Media Digital Creative Global – 2023
Quality		What metric(s) does your company use to measure the quality of your work?	Quality is a cornerstone of our business and we have a documented process relative to Quality Management Control that is applied to our portfolio of products and capabilities. Our quality management process will be implemented from the outset of our engagement with ADM and will be driven by mutually agreed SLAs and KPIs. By regularly tracking, reporting and providing feedback on these metrics, we can measure where processes can be refined, and efficiencies realised. This process is underpinned by our J+ technology, providing a live window onto the status, sign-off and version control of any past or current job. Our clients demand transparent, agile, creative services and close collaboration, the highest quality output, cost-effective production solutions and great talent that can be accessed not just locally but globally. The long-standing relationships we hold with our clients attest to Jellyfish delivering to – and often exceeding – expectations.	ADM RFI – Media Digital Creative Global – 2023
Quality		Do you ensure continuous process improvements to enable efficiency?	Yes, Continuous improvement is vital to the smooth running of our accounts and maintaining open channels of communication with our client teams. This is largely facilitated through monthly feedback sessions, designed to drive efficiencies across the account. These factors can include streamlining and rationalization of process, evaluation, feedback and the identification of requirements for additional or wider training. Other continuous improvement initiatives include QBRs, Senior Management strategic oversight, campaign wash up sessions and a specific focus on maintaining open communications and transparency between the Jellyfish and client teams.	ADM RFI – Media Digital Creative Global – 2023
Diversity and inclusion		What procedures do you have in place to help develop business relationships between your diverse suppliers and your customers?	Jellyfish is committed to establishing a culture of inclusion across our talent and business ecosystem. We are in the early stages of designing a Global Supplier Diversity Program that will seek to proactively encourage the use of minority-owned, women-owned, veteran-owned, LGBT-owned, historically underutilized business, and Small Business Administration (SBA)-defined as small business concerns, as suppliers. Jellyfish believes that supplier diversification will make us a stronger and more nimble company, able to grow quickly with our customers while also helping other like-minded small businesses to grow with us.	ADM RFI – Media Digital Creative Global – 2023
Diversity and inclusion		What is your procedure for verifying certification of diverse suppliers?	We are going to be launching a process for suppliers that asks them questions regarding their DEIb, in which they respond to ten questions about their approach to Diversity and Inclusion	ADM RFI – Media Digital Creative Global – 2023
Sustainability		How do we help sustain and monitor are carbon footprint.	Please refer to Global Data Planning Meeting deck slide 19 onwards	April 2023
Diversity and inclusion		Is your company diverse-owned? If yes, please self-identify (e.g. Minority, Women, LGBTQ, Veteran, Persons with Disabilities) and note certifi	Yes, by a person of color	RFP –2023

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