

# THE **GO!** NETWORK

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**RAISING THE BAR OF  
BRAND – AGENCY  
RELATIONSHIPS.**





**THERE ARE MORE THAN 25,000  
MARKETING AGENCIES IN THE UK  
ALONE. USE YOUR TIME WISELY.**

The agency market is saturated, noisy, and it can be hard to know where to start.

At worst, the agency search and benchmarking process is time consuming, risky and even costly. At best, it can still leave you with that 'what if' feeling.

The GO! Network exists to help build proper relationships between brands and agencies.

We support you by running the search and selection process from end-to-end so that you have a better chance of success in the long run, removing that 'what if' feeling for good.

**WHY  
WE EXIST.**



**GO!** were able to bring their innate knowledge of the industry and pair it with an understanding of our brand's needs, putting highly relevant teams of creative, media and audience experts in front of us.

**Rhodri Evans**  
*Brand Content Director, Levi's*



# WHAT WE



## **AGENCY SEARCH & QUALIFICATION.**

You can run an agency search yourself, but we don't know why you would. GO! work cost-free with brands to manage all aspects of the search process, regardless of your timescales. We know the agency market inside and out, so we're always ready to qualify agencies that fit your channels, budgets and challenges.

## **DO.**

### **BENCHMARKING PERFORMANCE & INDUSTRY KNOWLEDGE.**

The GO! team's understanding of the market has been built through years of speaking with agency leaders and managing the pitch process for brands across all marketing disciplines and industries.

Though we often use this expertise to run agency searches, it also allows us to advise on all aspects of your agency relationships, from budget to performance.

We're always available to share best in-class examples, give you industry benchmarks, or get you in the room with your peers to exchange ideas.

**GO!**

# KEY STATS

GO!

The GO! Network has a

**100%**

appointment success rate on live briefs.

The total value of briefs awarded  
via the GO! network is

**£40M**

We've formed more than

**300**

partnerships between **brands** and  
**agencies** in the last 3 years.

We have a Net Promoter score of

**92**

amongst marketing leaders  
that use our model.

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nships

# WHY

## **UNBIASED SUPPORT.**

Because we only benefit when you're actually working with an agency we've endorsed, there's no reason for us to 'sell' you an agency that isn't fit for purpose. Our process means we have no vested interest in promoting any agency other than the ones that are relevant to your needs.

## **MORE THAN JUST A FILTER.**

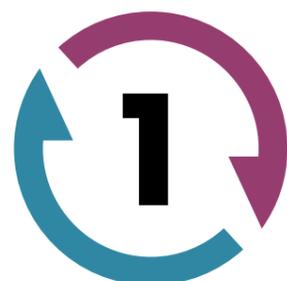
GO! won't just match based on specialisms or case studies – our personal approach means we fully understand the needs of your brand across a whole scope of considerations, from preferred ways of working, size and set up to the personalities of those involved. This lets us make sure we only endorse agencies we're confident can exceed your expectations, get you excited about the potential partnership and who you'll love working with.

# IT WORKS.

## **RELATIONSHIP MANAGEMENT.**

Beyond the initial search and appointment, we'll continue to check in to make sure things are running smoothly. If and when challenges arise, we'll help to unblock them, but we'll also support you through networking and thought leadership opportunities that connect you to the industry.





## START WITH THE CHALLENGE.

We put NDAs in place so we can provide unbiased advice and benchmark your current agency performance. We'll assess your current challenges and see what we can do to help.

You're always welcome to grab some advice from the team and leave it at that – in fact, we support a number of brands long-term without any need for a pitch. We'll only start to suggest alternatives/agency search if you tell us you want to go down that route.



## DEFINE THE NEED.

If you do decide to take your project/retainer out to market, we're here to ease the process.

We'll grab a slot in your diary for your relationship manager to ask all the right questions needed for us to start the search, draft a brief, and send it back for approval in no time.

From here, we'll already have an idea of agencies that might be able to support, and will begin working with our agency team.



## RUN THE PITCH.

We'll agree on a pitch process that works best for you and your team. We'll handle all the admin and make sure the whole process runs smoothly.

Pitches can be done remotely, onsite, or at our award-winning Manchester HQ. The aim is to give you a difficult decision to make but never to overload.



## MUTUAL SUCCESS.

Once you have settled on the agency you want to appoint, the good news will be shared – either directly from yourselves or via us. GO! will deliver feedback to those that are unsuccessful, meaning all parties leave the process with a positive and constructive sentiment.

Contracts are handled directly between yourselves and the agency, though we are on hand to advise and support.

We'll continue to be there if you need us, checking in and supporting the relationship as you grow.



# COSTING



# FEES.

**UNLIKE OUR COMPETITORS, THE GO! NETWORK IS DESIGNED TO BE ZERO COST TO THE BRANDS WE WORK WITH.**

We want your budget to be spent on achieving the results your business needs, and we don't want any barriers for you when it comes to working with us.

## **SO HOW ARE GO! REWARDED?**

We agree a standard commission structure with the agencies we endorse, which is only payable if and when they are both successfully appointed and being paid for their work. Because this commission is the same regardless of the agency you choose, we have no commercial bias or favouritism. This gives us the freedom to endorse only the agencies that are the specific fit for your challenge and brief.

In return for our model not costing you anything, we ask for just one thing in return – transparent and clear communication throughout. Whether that be around your challenges, your budgets, the timescales, or feedback for the agencies we endorse, our business relies on an honest and open dialogue.



**GO!**

aiaa



BETFRED



bruntwood



CARRIER



FOOTY.COM

giffgaff



Heathrow



# BRANDS



## THAT USE OUR NETWORK.



Klarna.

KOHLER.



match.com

MenKind

musicMagpie



sofology



swinton insurance

Superdry.



socialenergy



wallbox



WHAT  
THEY  
SAY.



THE GO!  
NETWORK

GO!

WHAT  
**THEY**  
SAY.



**CROWN**  
PAINTS

## THE CHALLENGE.

**Crown paints came to GO! with the ambition of finding an agency that understood their values, and could reinvigorate their existing retail strategy as they adapted their stores to be consumer-friendly, as well as for trade.**



**GO!**



Having taken on the role of Marketing Director for UK & IRE, GO! were my first call when I was looking to review our agency roster. GO! have a fantastic model, powered by a true understanding of the challenges faced in managing pitch processes.

I used GO! to manage the search for our Lead Creative Agency and Lead Research Partner and would not hesitate to encourage other senior marketers to engage with GO! to save them time and give utmost confidence in their appointments.



**Katie McLean**  
*Marketing Director UK & IRE,  
Crown Paints*



**THE GO!**  
NETWORK

WHAT  
**THEY**  
SAY.



## THE CHALLENGE.

**Stowe Family Law came to us with the start of an idea. The idea was to digitise an otherwise analogue process through the design and build of an online, customer facing portal for one of Stowe's core propositions.**



I was introduced to GO! by a member of my team and really didn't know what to expect. Any expectations I had have been totally exceeded.

Having moved from a larger corporate to a smaller business my existing agency relationships weren't suitable for the work we were looking to execute.

GO! introduced us to a group of agencies who were hungry to execute the work and who we wouldn't have found if we hadn't have worked with them.

Everyone was strong enough to deliver the brief, making the decision process extremely difficult – a very nice problem to have!

I've been thoroughly impressed with the whole process.



**Tor Burns**  
*Chief Marketing Office,  
Stowe Family Law*



## I NEED AN AGENCY ASAP. CAN YOU HELP?

Absolutely. The speed you need to go at won't affect the quality of our recommendations because we're already plugged into such a large network of agencies. We'll move quickly when you need to. Our record is just one week from initial briefing to agency appointment, but the sooner we get started the better!

## HOW MANY AGENCIES WILL YOU SEND ME?

This depends on your criteria and timescales. Our aim is always to give you a difficult decision to make, but never to overload. If we think we have too many agencies that fit your specific needs, we'll ask you for more information and preferences to help narrow down the pool, meaning you are always in control of what you prioritise.

## I'M NOT READY TO RUN AN AGENCY SEARCH YET, BUT WOULD APPRECIATE SOME EXPERT ADVICE OR BENCHMARKING OF MY EXISTING AGENCIES, CAN WE STILL WORK WITH YOU?

Yes you can! Sometimes we work with brands for months or even years before ever needing to run an agency search. Benchmarking, exploring new specialists and building relationships with potential future partners are just some of the ways brands benefit from being part of The GO! Network.

## MY CHALLENGE IS QUITE UNIQUE TO OUR INDUSTRY, IS THIS A PROBLEM?

Each of our Brand Partnership Managers are specialists in their sector, so we'll match you with the person who genuinely understands your industry. We work across all sectors and all marketing disciplines, so are on hand to offer specialist advice. No matter how niche, we'll work with you to produce a brief that results in the right agency endorsements.

## I'VE ALREADY SPOKEN TO A FEW AGENCIES, IS IT TOO LATE FOR ME TO GET GO! INVOLVED?

Not at all. We appreciate that you may have already explored agencies you are aware of or have worked with previously. As long as we are aware of who you are already speaking with or who you want to exclude from the search, this isn't an issue.

## ALL RFPS AND RFQS HAVE TO BE RUN THROUGH OUR INTERNAL PROCUREMENT PROCESS, HOW WILL THIS WORK?

Our model is set up to support Marketing Procurement teams where they exist. In fact, the feedback we've had from procurement teams has been that our model offers an additional layer of expertise and security which is required in order for the appointment to be justified and signed off.



# ABOUT US.

GO!



**#every  
day  
counts**

This is at the core of our culture. We don't believe in pushing things back or 'leaving it for later'. In The GO! Network, we better ourselves and our business each and every day.

EXPECT  
THE  
BEST.  
GO! #4

OUR

**It starts with the challenge –**

We're on your side first and foremost. This means we'll never propose agency solutions until we fully understand your challenges and goals.



**Expect the best –**

We hold ourselves to the same standards as we hold our network. We're 100% unbiased in our selection, and we don't endorse agencies until we're totally confident they are the best solution for your needs.

VALUES.

**Honesty first –**

We're always going to be transparent with you, because you can't build trust without it. We'll have the great conversations, but we'll have the hard ones too.

**Built to last –**

We connect brands and agencies based on more than just the specialism, location and budget – we'll examine the culture fit and ambitions of both businesses, as well as the criteria we know will help you build a proper long term relationship.



GO!

# THE CO-FOUNDERS.



**GARETH OAKLEY**  
CEO

A former Business Development & Client Relationship Director, Gareth has 15+ years of delivering solutions into the UK's Tech, Marketing, Advertising & Digital communities.

With an extensive proven track record of over achieving against targets by delivering best in class solutions to a client base that includes FTSE's, SME's and VC/PE backed start ups, Gareth has one of the most robust networks of senior decision makers within the UK's marketing, digital & e-commerce communities.



**RUSSELL OAKLEY**  
MD

A former Business Development Director and GM for multiple creative agencies and publishers in London and Manchester, Russell has 12+ years of successfully launching and developing commercially successful Agency New Business Development teams.

An expert in helping brands and agencies connect with & engage their audiences through the design & implementation of award winning strategic content, Russell has an extensive network of key decision makers within leading global brands, major content publishers and media agencies.



# MORE FROM GO!



## Supporting your business growth.

Finding new providers isn't just complicated for agency search. With the Preferred Partners programme, we do what we do best - build better relationships.

GO! Preferred Partners have been selected based on the relevance of their offerings to our network and the confidence we have in their services.

Introductions to these partners are available for areas like **recruitment, IT support, Data, CRM implementation, email marketing, and more.**

[LEARN MORE](#)

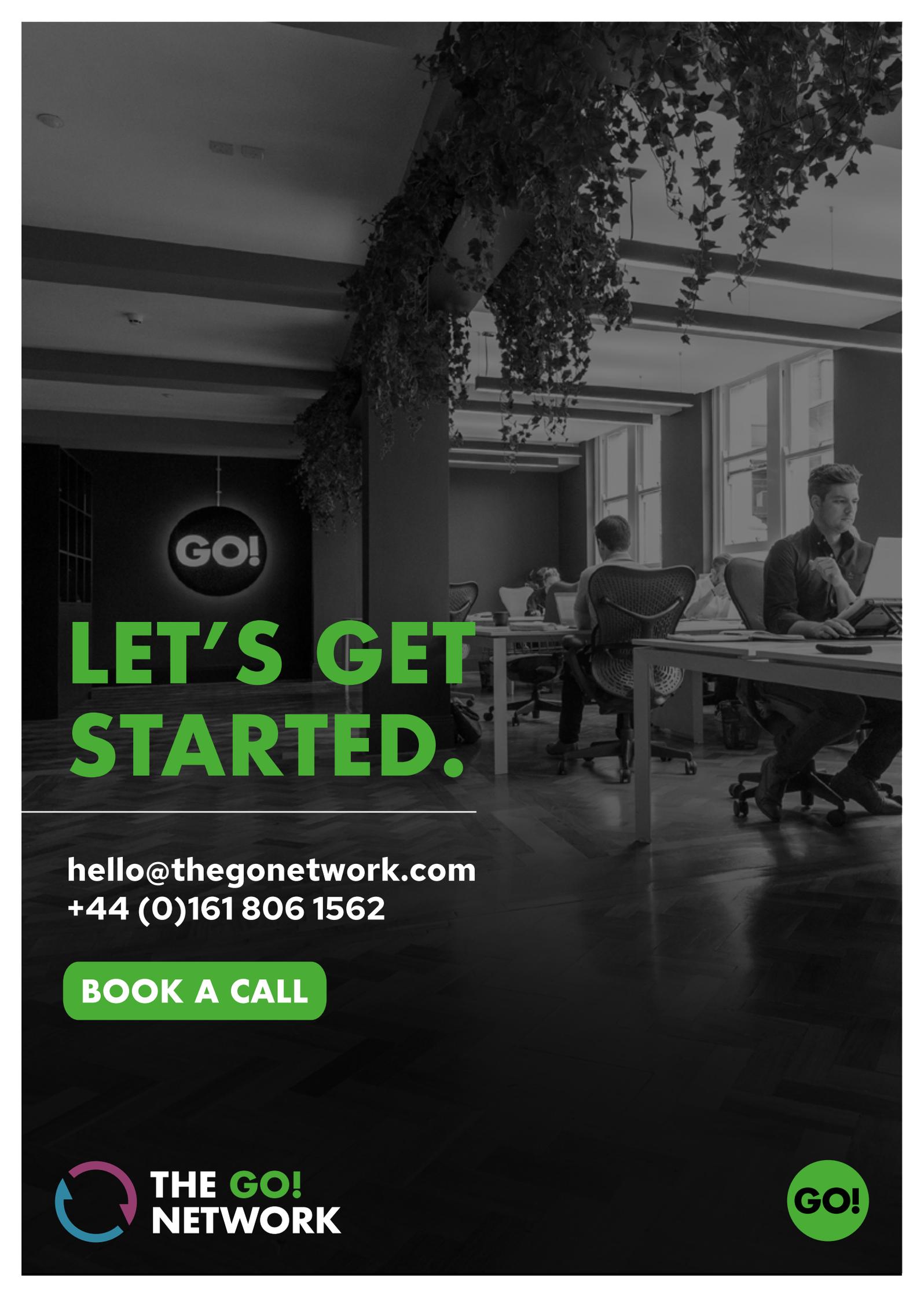


## Specialists by your side.

Expertise is a dedicated consultancy service available to agencies and brands via a roster of highly qualified and trusted experts. Vetted and endorsed by us, they're on hand to help achieve the ambition for growth and efficiency in your business.

Experts can be used as an **on-demand resource to support and guide internal teams**, acting as an additional support in agency pitch processes or service reviews. Brands can engage with Experts confident in their background in agency assessment and total independence from conflict of interests.

[LEARN MORE](#)



GO!

**LET'S GET  
STARTED.**

**hello@thegonetwork.com**  
**+44 (0)161 806 1562**

**BOOK A CALL**



**THE GO!  
NETWORK**

**GO!**