

Who's paying for media mistakes?

If just 0.5% of all media orders are fouled up for whatever reason (a conservative estimate), clients are paying through their noses for the inefficiencies of their agencies and the media owners.

It's time media owners and agencies owned up. Somebody is being screwed. And at the end of the day it's the client.

Can any client honestly say that they get 100% value for 100% of the money they spend? And who benefits from it? In an industry worth more than R10 billion per year, a 1% error rate translates into R100 million being squandered by clients. Where are the REAL checks and balances?

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