



For more information please call Paul Jackson on 020-7630-4300 or e-mail pjackson@astusuk.co.uk

A Competitive Edge in Large Contracts

We started working with this large global telecommunications client in the autumn of 2005. Since then we have helped them secure nearly £1m of additional corporate mobile phone contracts.

Simply by working with their media agency to barter elements of their media schedule, we were able to create a margin. This meant we could enable other Astus clients to part-pay for their new phone contracts in old product, which they duly did. Our client was still paid the full cost of the contract in cash so they didn't have to change any systems and procedures already in place.

As always, the media campaign was planned and bought by the agency which ensured the cost and quality of the media was the same as if it were bought for cash. The client paid the full cost of the media in cash, and Astus bought the phone contracts back for cash.

Key Benefits

1. More competitive in contract negotiations without discounting price
2. No changes needed to systems and procedures
3. Media is always the same cost and quality and the plan is never compromised

Other clients suitable for this type of deal:

- Telecommunications (land lines)
- Fuel companies
- Automotive companies
- Hardware companies (Computers / Electronics)
- Health Insurance
- Insurance

How would it work for these clients?

- Astus barter media space for the client (and creates a margin)
- Astus buys back up to 20% of the value of the campaign in contracts / services from the client for cash
- New contracts are negotiated directly between your client and other Astus clients in the usual way
- The difference is that our clients will be able to pay for the new contracts partly in cash and partly in product
- The result is that your client has a competitive edge in the negotiation without having to discount and still receives the full value in cash

