



Agency investment in Marketing and New Business 2023/2024

January 2024

Highlights – Marketing and New Business

1. Summary findings
2. Size of agency
3. Number of people in Marketing and New Business
4. Marketing and New Business board level representation
5. Total Marketing and New Business budget
6. Anticipated budget change for 2024
7. Investment in domestic pitches
8. Source of opportunities
9. Type of selection programme
10. % pitches for projects
11. % paid for pitches
12. Pitch Positive Pledge

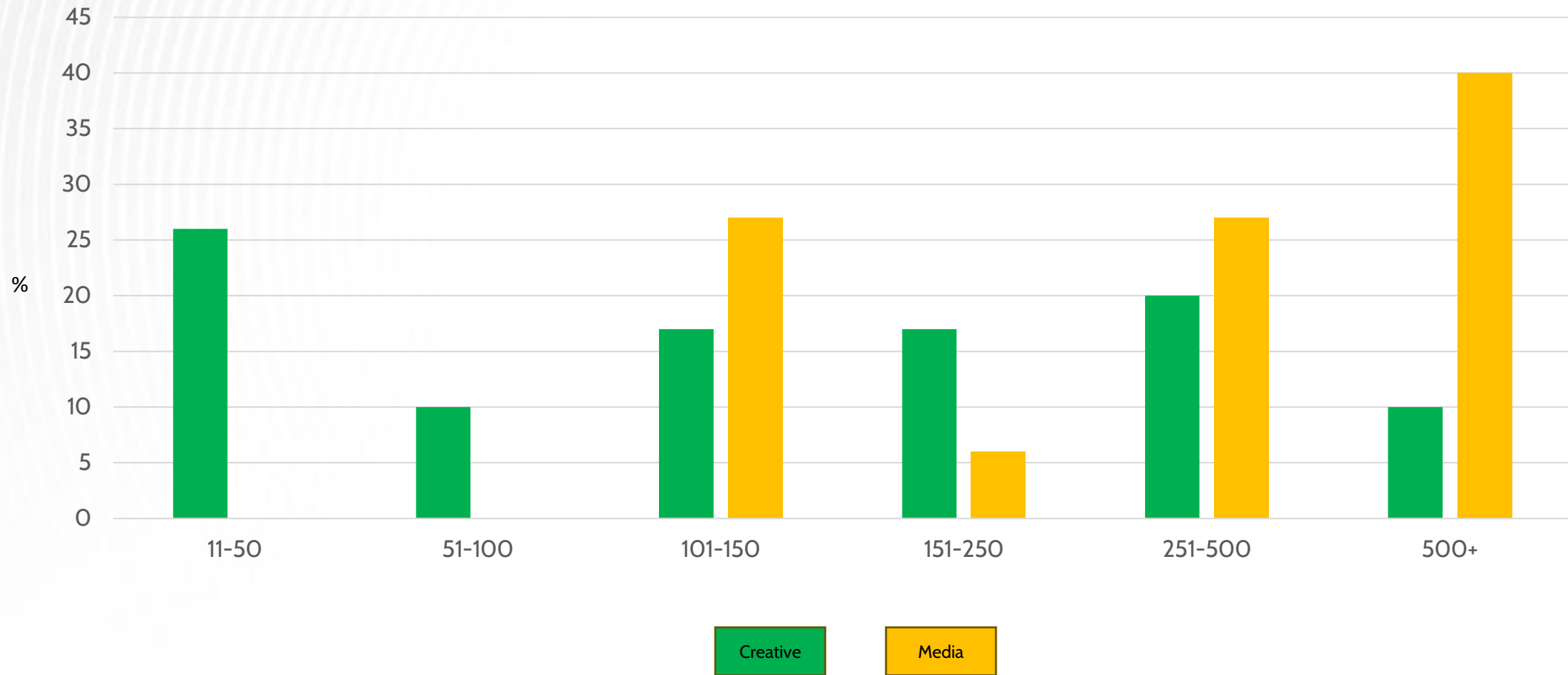
1. Summary findings

- Marketing and New Business had board level representation in 79% of creative agencies and 80% of media agencies
- 38% of creative agencies and 27% of media agencies anticipate an increase in their Marketing & New Business budgets in 2024
- Just over a third of creative agencies have an annual budget of between £50k and £150k, with a further 17% having budgets more than £500k
- Over half (53%) of media agencies have a budget of between £150k and £250k
- One in four creative agencies invest more than £100k in hard costs and time in a single domestic pitch, whereas the comparable figure for media agencies is one in 16
- The top source of new business is direct approaches from brands (50% for creative and 37% for media) followed by intermediated opportunities (29% creative and 34% media)

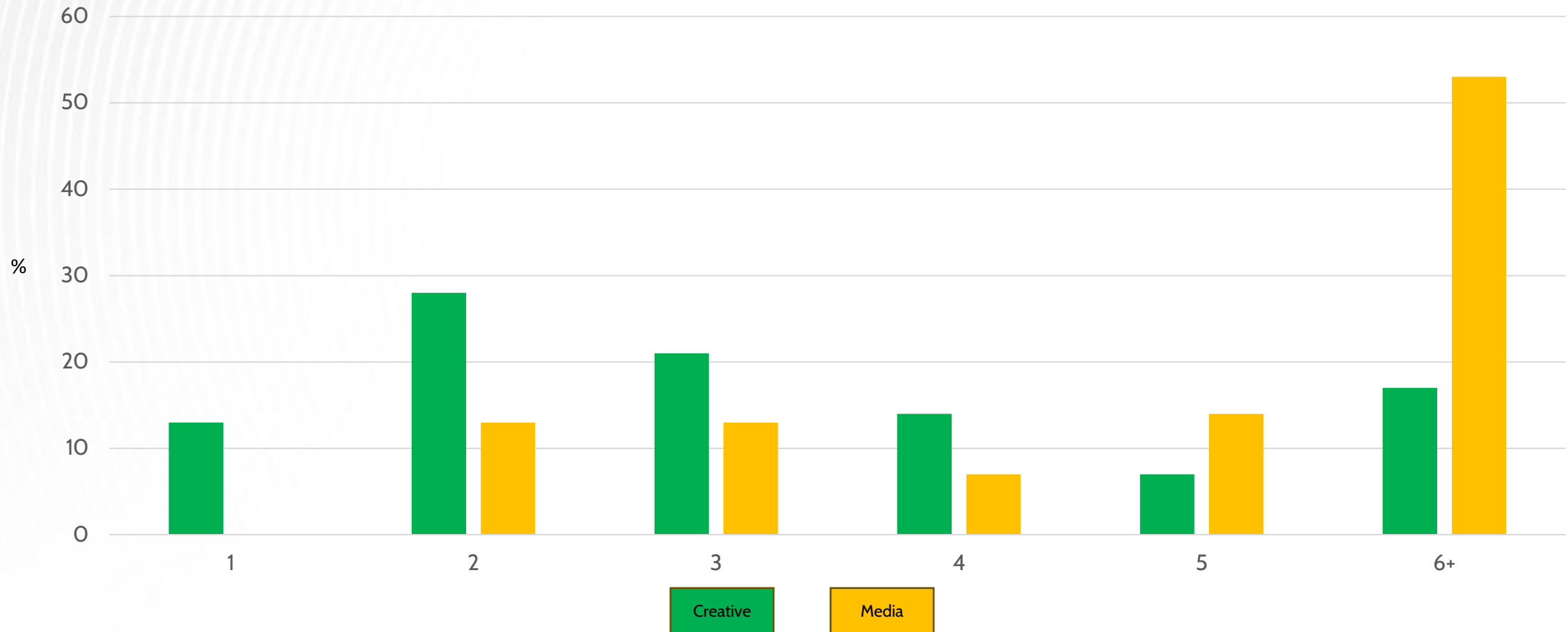
1. Summary findings

- A full pitch programme is undertaken in three quarters of all creative and media pitches with workshops, chemistry/credentials and other light touch approaches accounting for the remainder
- Not surprisingly, the incidence of project-based opportunities is significantly greater for creative agencies than for media agencies
- Pitch fee payments are still rare however, creative agencies are far more likely than media agencies to be offered them
- One third of all agencies reported an improvement in how pitches are conducted since the introduction of the Pitch Positive Pledge, however, there continue to be too many instances of poor behaviour by brands that have pitched their business

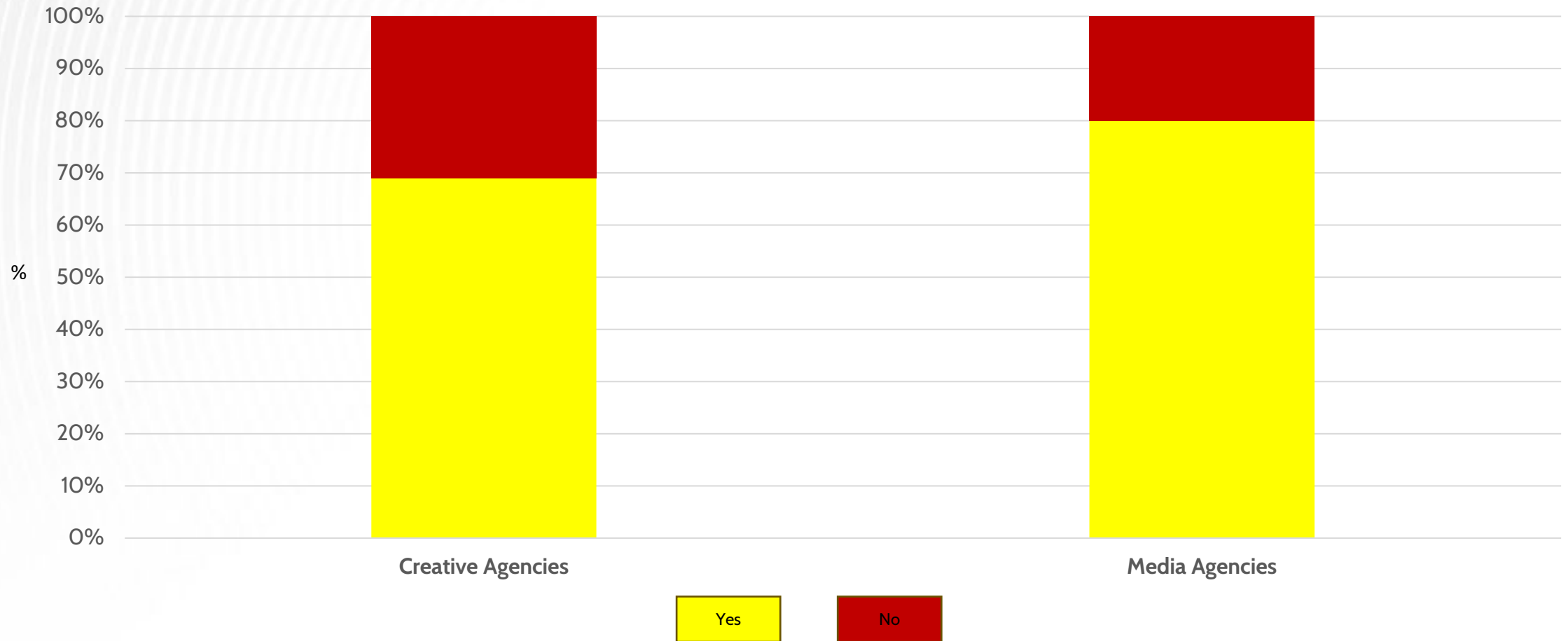
2. Agency headcount (full-time, part-time & flexible)



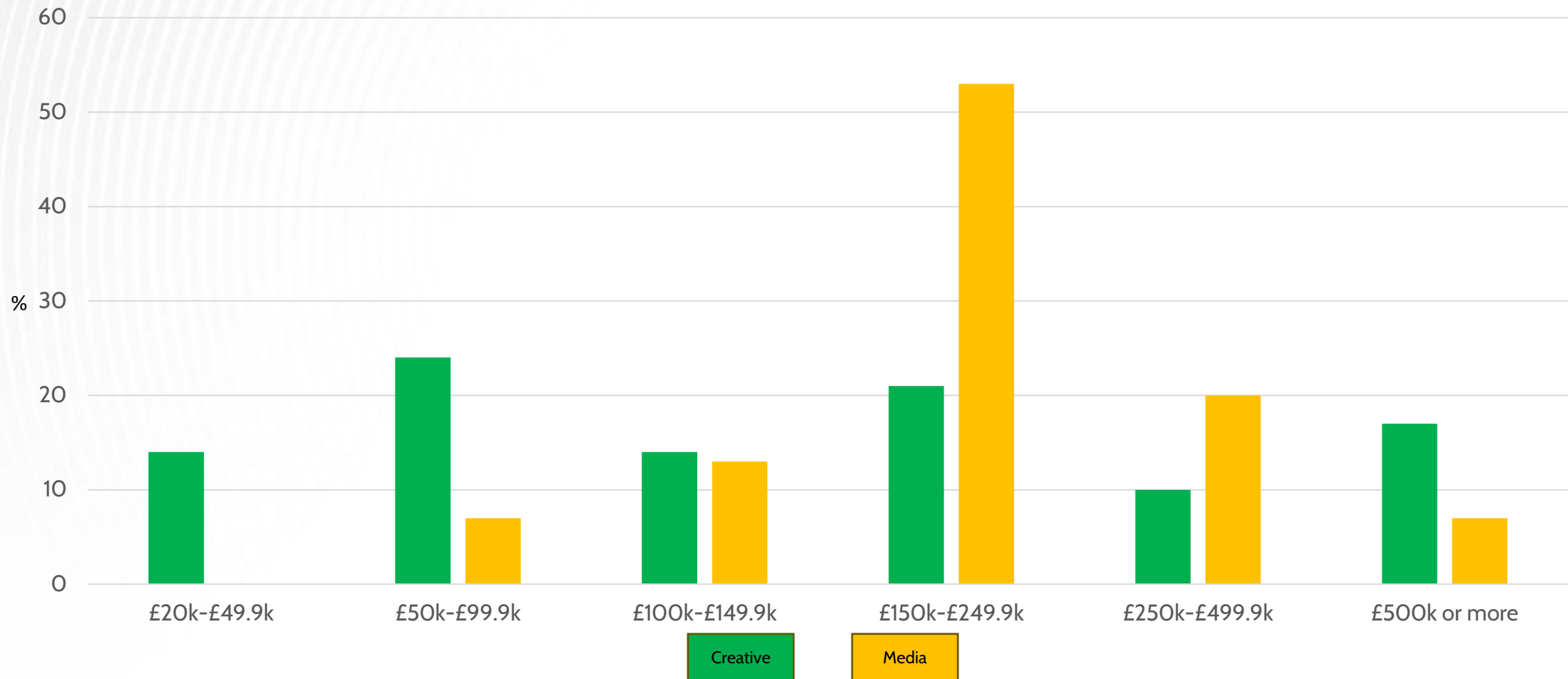
3. Marketing and New Business headcount (full-time and part-time)



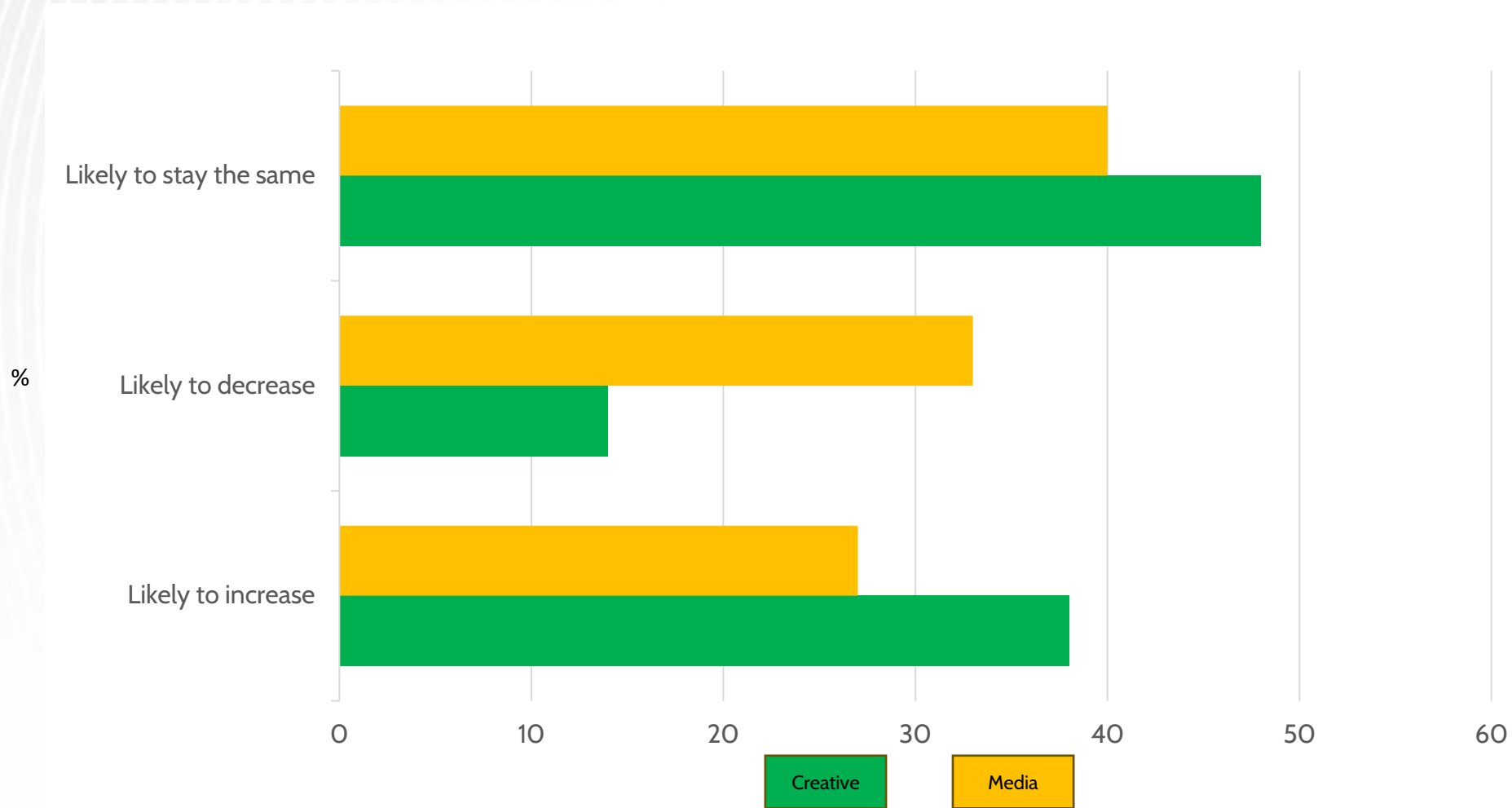
4. Marketing and New Business board level representation



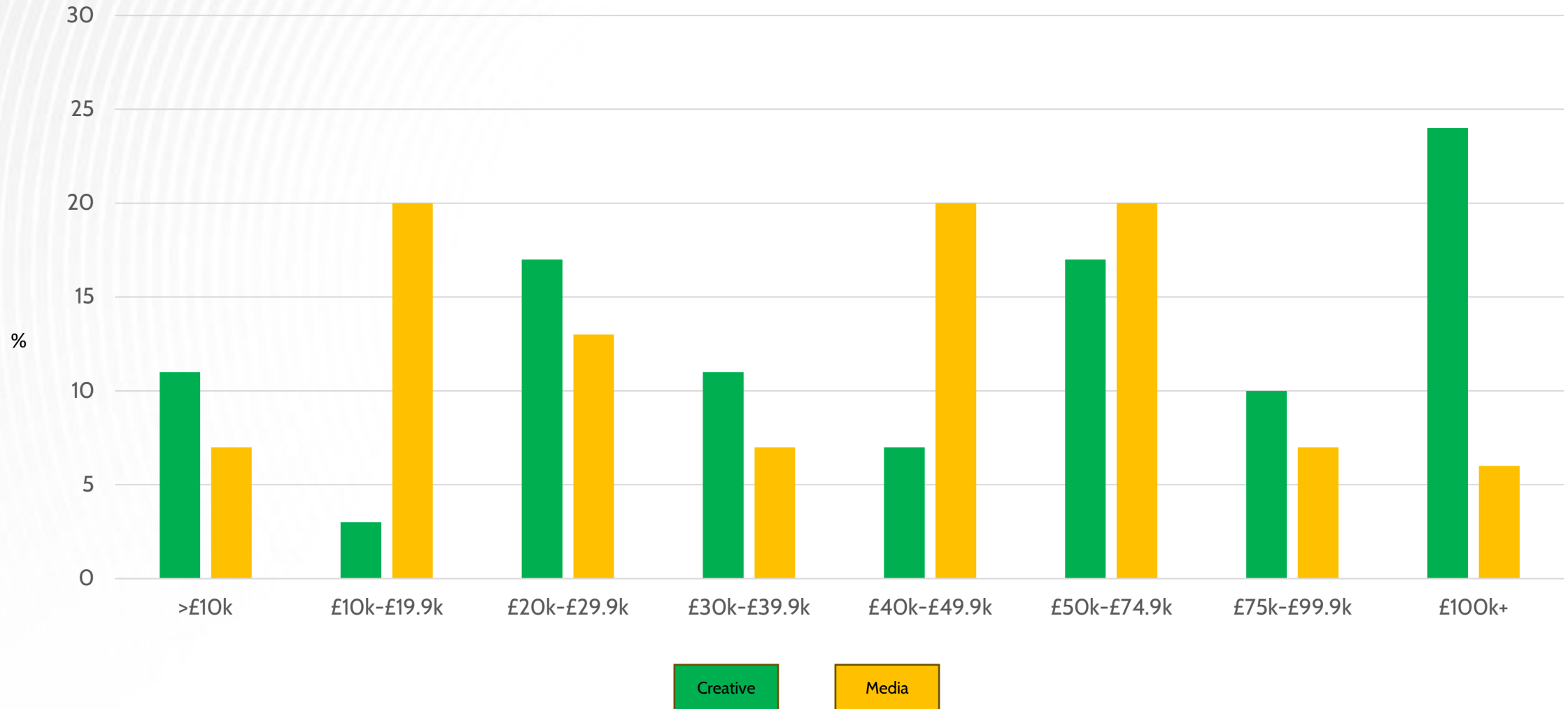
5. Total annual budget for Marketing and New Business



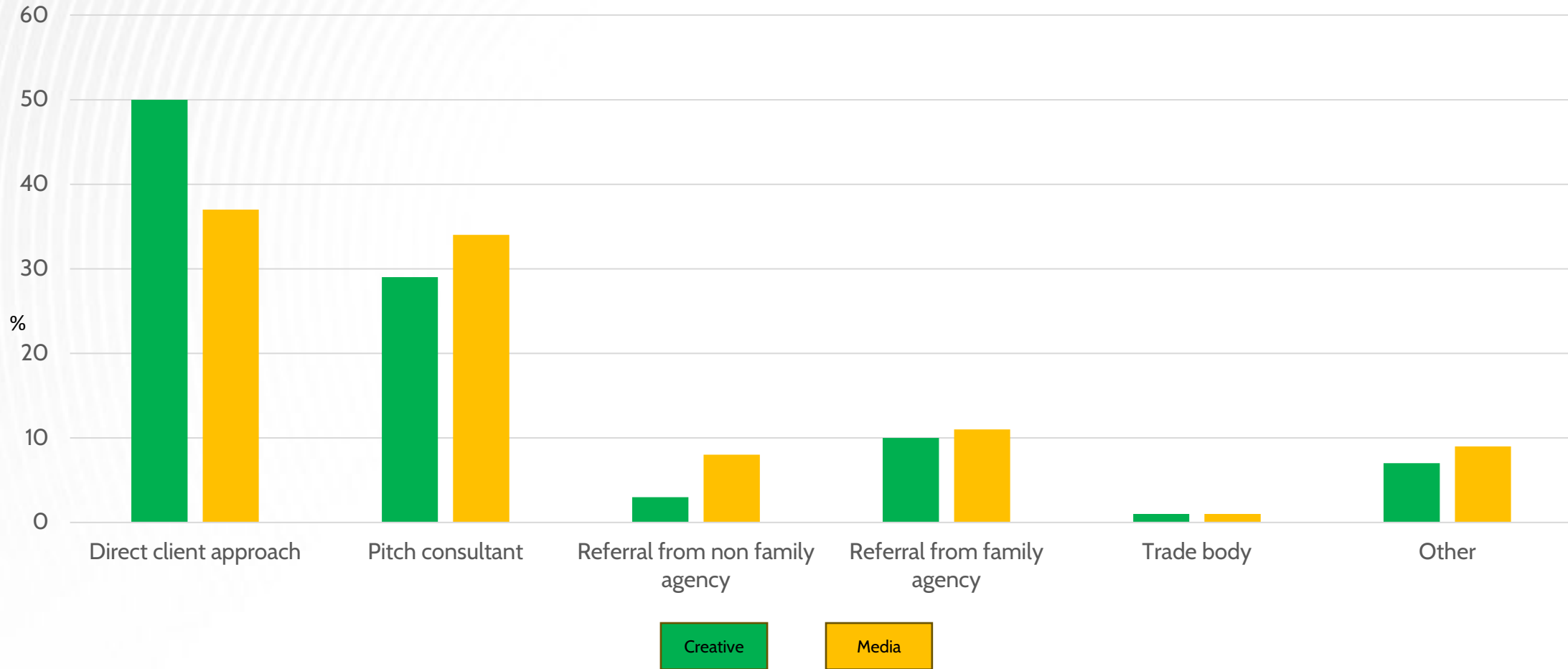
6. Anticipated change in Marketing and New Business budget for 2024



7. Investment in a single domestic pitch (hard costs plus value of time)

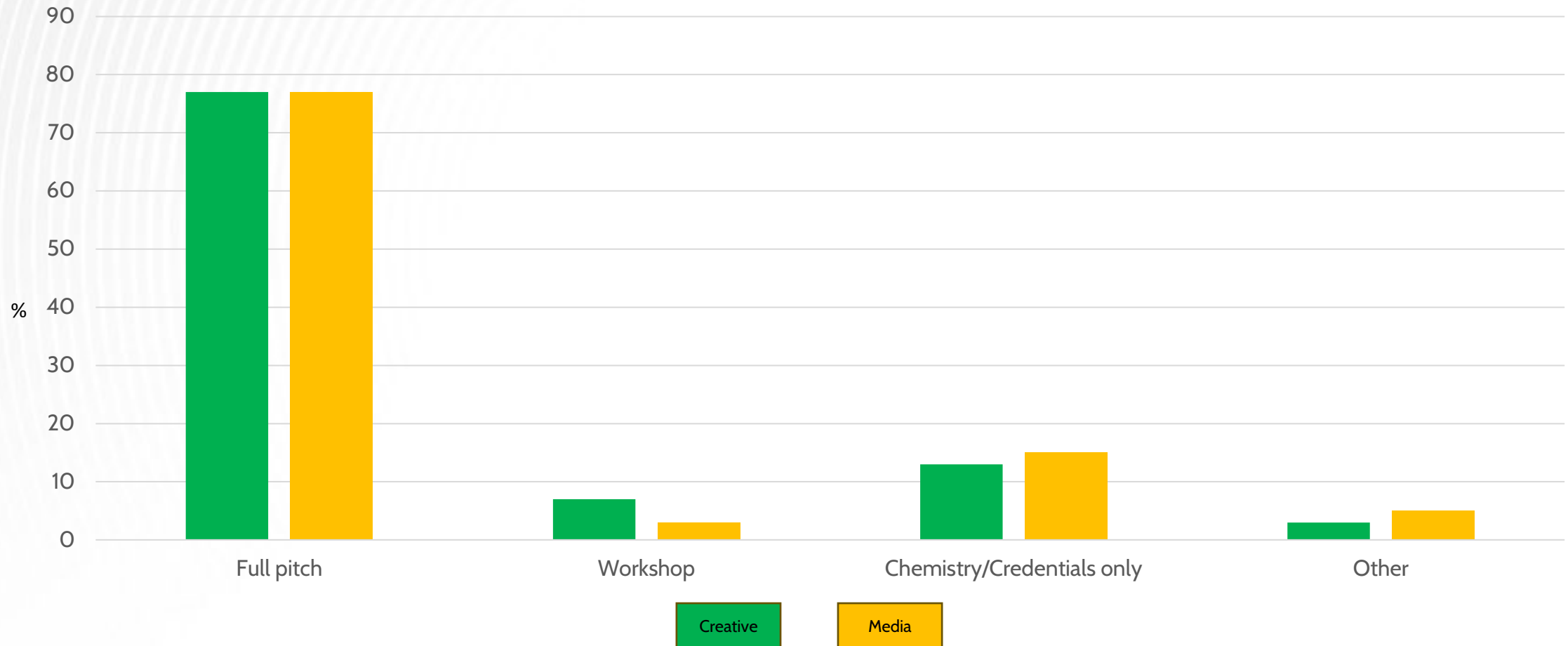


8. Source of new business opportunities



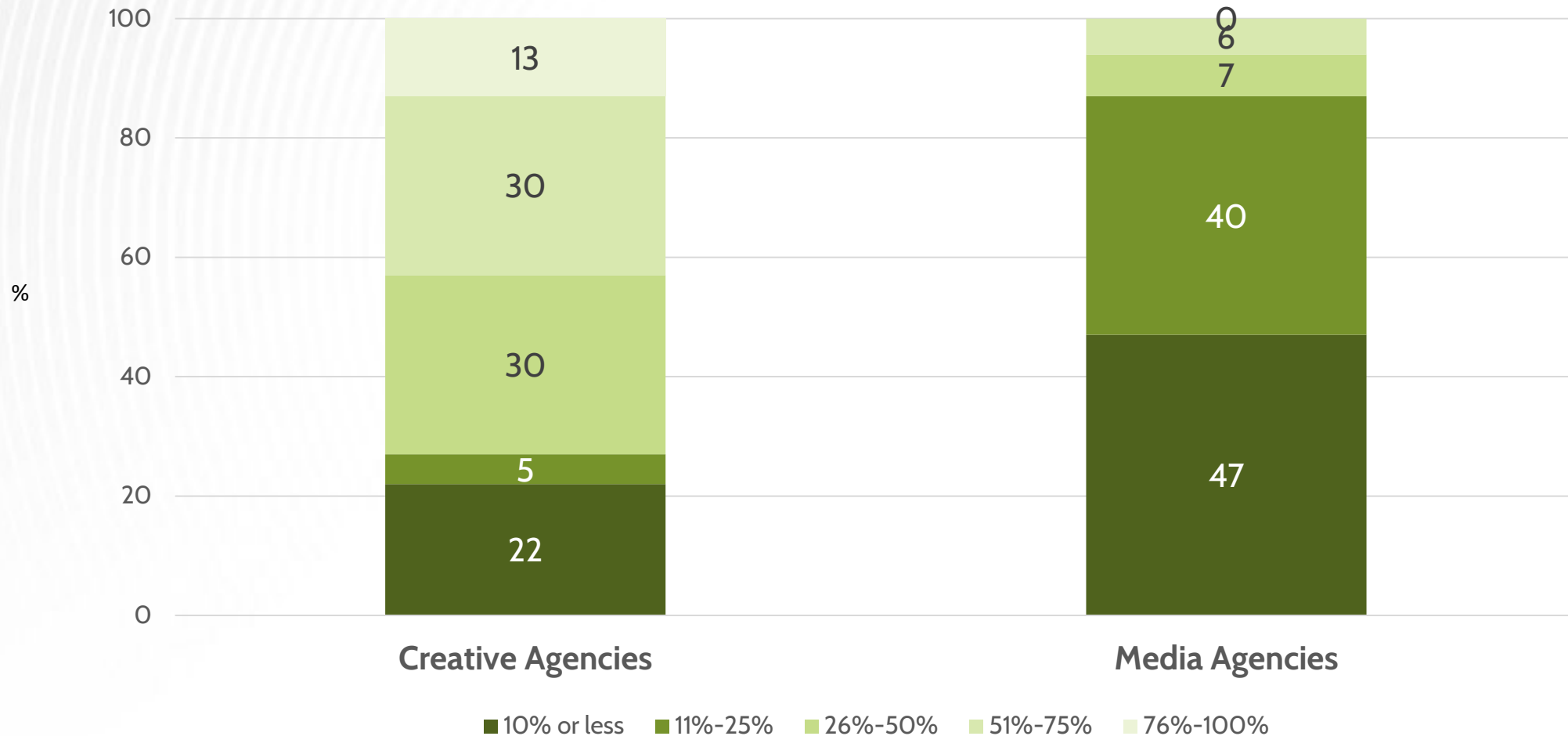
Other includes referral from existing clients, Government roster and open tenders

9. Type of selection programme



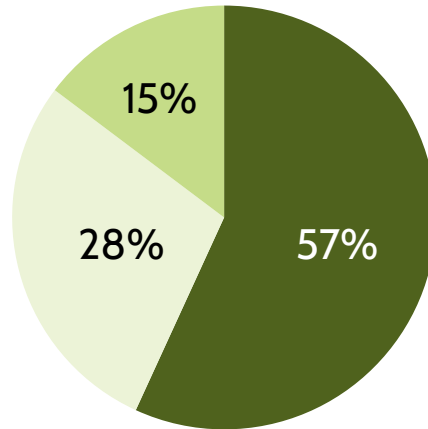
Other include written proposal with cost, no face time with client, appointment following brief presentation

10. % business pitched for in 2023 that was project based, not retained



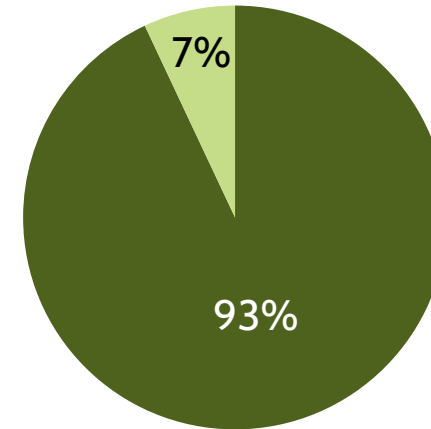
11. % of clients paying a pitch fee

Creative Agencies



■ 5% or fewer ■ 6%-10% ■ 21%-50%

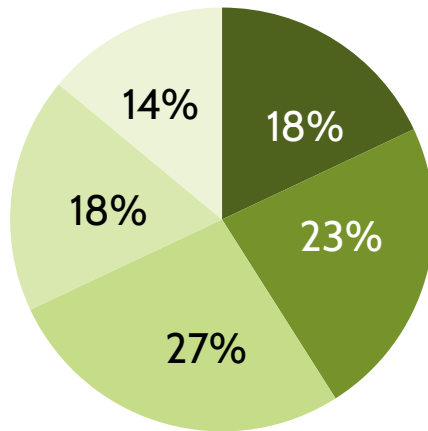
Media Agencies



■ 5% or fewer ■ 50% or more

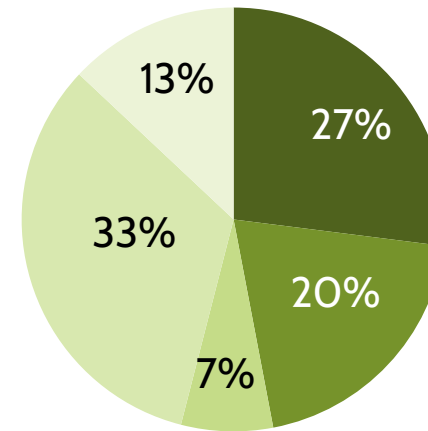
12. % of business pitched adhering to the sentiment of the Pitch Positive Pledge

Creative Agencies



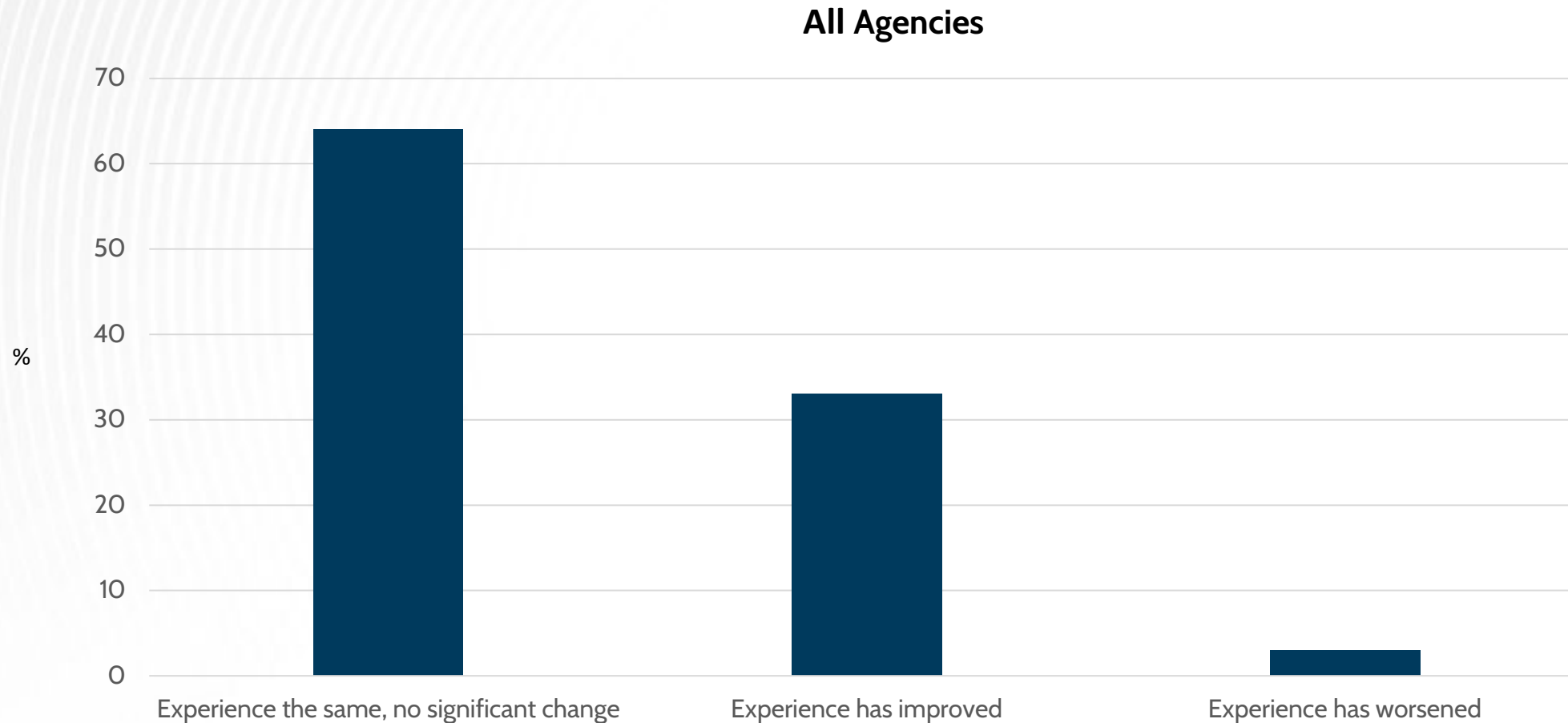
■ 10% or fewer ■ 11-25% ■ 26-50% ■ 51-75% ■ 76-100%

Media Agencies



■ 10% or fewer ■ 11-25% ■ 26-50% ■ 51-75% ■ 76-100%

12. To what extent have you seen any change in pitching as it relates to the principles of the PPP?



12. PPP elaboration – signs of some positive improvements

- There has been a marked change in the way processes are conceived and run, but this only applies to intermediaries ‘who have been brilliant advocates of the pledge’
- Greater flexibility on timelines if requested; shorter processes
- Overall experience has improved. When challenged, clients have been flexible and adapted timings/ requirements
- The openness in communication has improved with timings, expectations and deliverables. The hoops the agency jumps through feels familiar

12. PPP elaboration ... but there are still lots of horror stories

- Direct client approaches are as bad as ever; long processes and very little clarity on budgets
- Still a prolonged process, brief seems to change halfway through, decision making very delayed
- The PPP lives in an echo chamber, no brand that we've met knows about this or follows its principles



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