

Title	Susan & Drew	Background	Respondents by Country	Respondents by Country	Confidence in the Data	Segmentation Title
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# The Agency Edge

## RESEARCH SERIES

### Segmentation Research Results Summer 2019



Title	Susan & Drew	Background	Respondents by Country	Respondents by Country	Confidence in the Data	Segmentation Title
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## The Agency Edge

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Title	Susan & Drew	Background	Respondents by Country	Respondents by Country	Confidence in the Data	Segmentation Title
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## The Agency Edge RESEARCH SERIES

Since 2014, Susan and Drew have developed original quantitative research studies every year to help marketing agencies better understand their clients and employees.

**This series is called "The Agency Edge".**

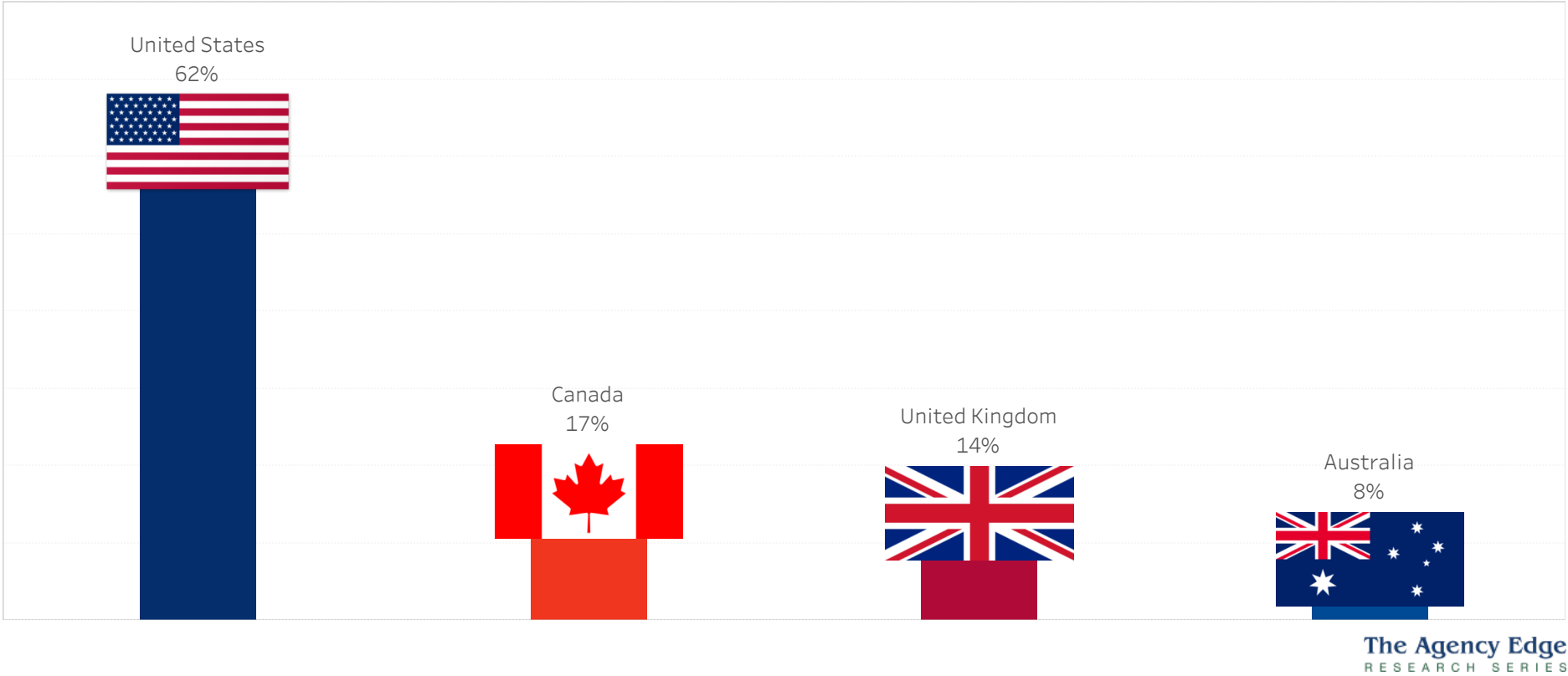
For our 2019 study,  
we decided to revisit the topic of our first study in 2014:  
How clients choose their agencies  
and the kind of agency relationships they want.



Title	Susan & Drew	Background	Respondents by Country	Respondents by Country	Confidence in the Data	Segmentation Title
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1,060 agency clients participated in the online survey.

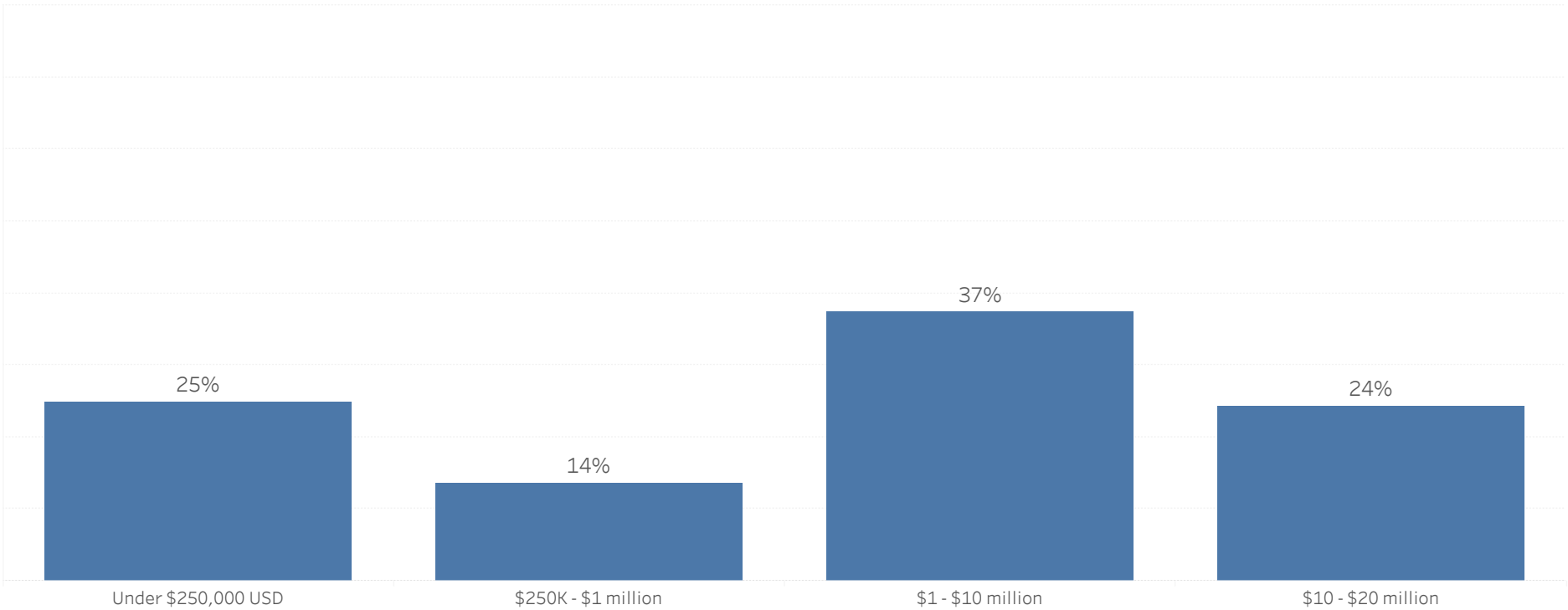
Respondents by Country



Susan & Drew	Background	Respondents by Country	Respondents by Country	Confidence in the Data	Segmentation Title	Segments
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Respondent organizations have marketing budgets up to \$20 million.

Respondents by Budget



Background	Respondents by Country	Respondents by Country	Confidence in the Data	Segmentation Title	Segments	Segment 1: Looking for Love
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## Confidence in the Data

Margin of error at 95% confidence:

Overall respondent group (1,060 respondents):  $\pm 2.9$   
percentage points

USA (655):  $\pm 3.8$  percentage points

Non-USA (405):  $\pm 4.8$  percentage points

Respondents by Country	Respondents by Country	Confidence in the Data	Segmentation Title	Segments	Segment 1: Looking for Love	Looking for Love - New Attitudes
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# Attitudinal Segmentation

**Segmentation was based exclusively on ratings of attitudinal statements.**

Neither the number of segments nor their defining attitudes were predetermined.

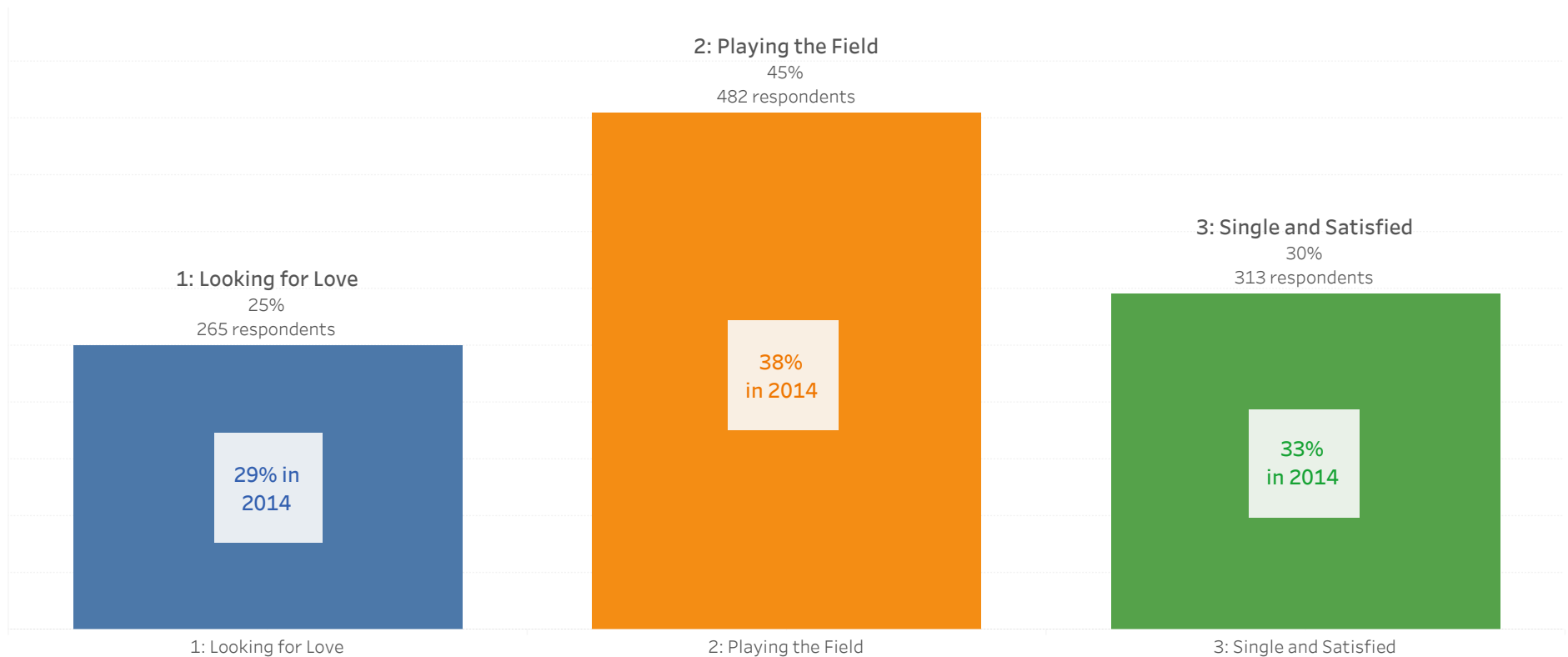
All resulted organically from a purely mathematical analysis.

**Each segment represents a group of respondents  
for whom a particular set of attitudes are strongly connected.**



Respondents by Country	Confidence in the Data	Segmentation Title	Segments	Segment 1: Looking for Love	Looking for Love - New Attitudes	Segment 2: Playing the Field
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Analysis organically identified three distinct attitudinal segments - the same segments we found in 2014.



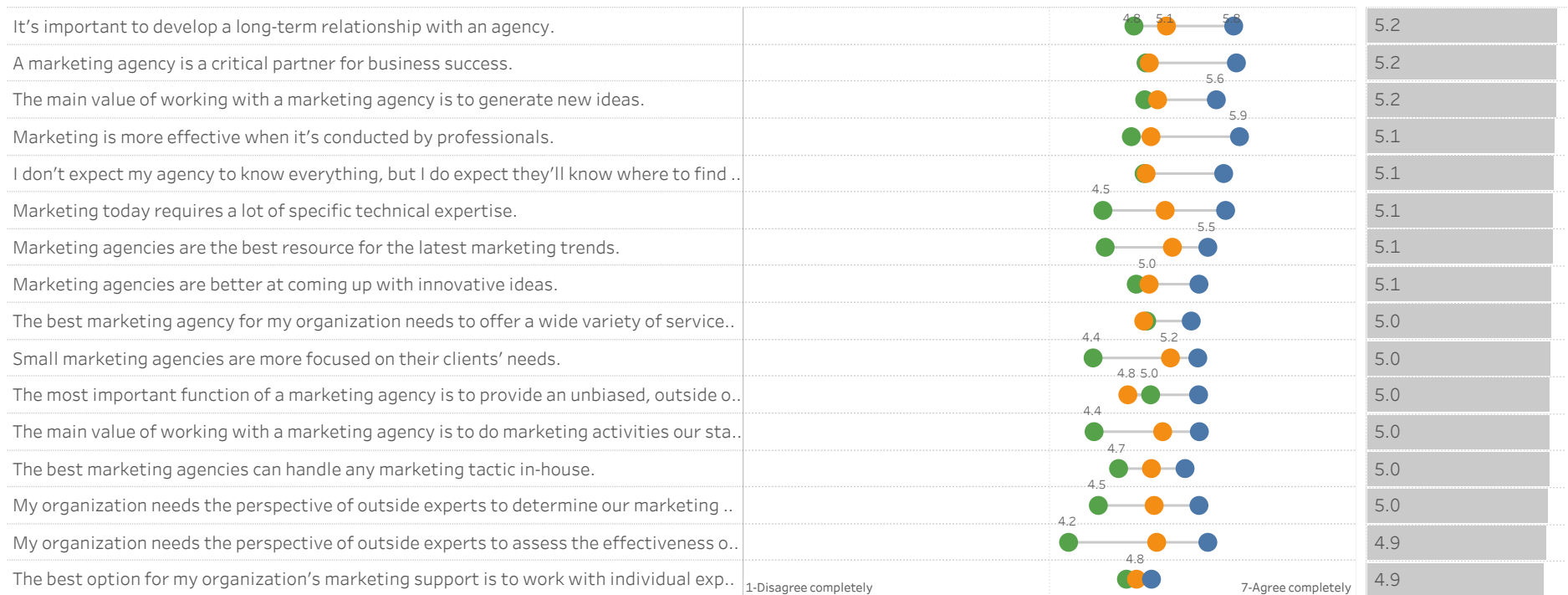


Confidence in the Data	Segmentation Title	Segments	Segment 1: Looking for Love	Looking for Love - New Attitudes	Segment 2: Playing the Field	Playing the Field - New Attitudes
------------------------	--------------------	----------	-----------------------------	----------------------------------	------------------------------	-----------------------------------

As in 2014, Looking for Love respondents value long-term agency partnerships and strategic input. They trust agencies and want them to offer a broad range of services.

SEGMENT  
 ■ 1: Looking for Love  
 ■ 2: Playing the Field  
 ■ 3: Single and Satisfied

## 1: Looking for Love



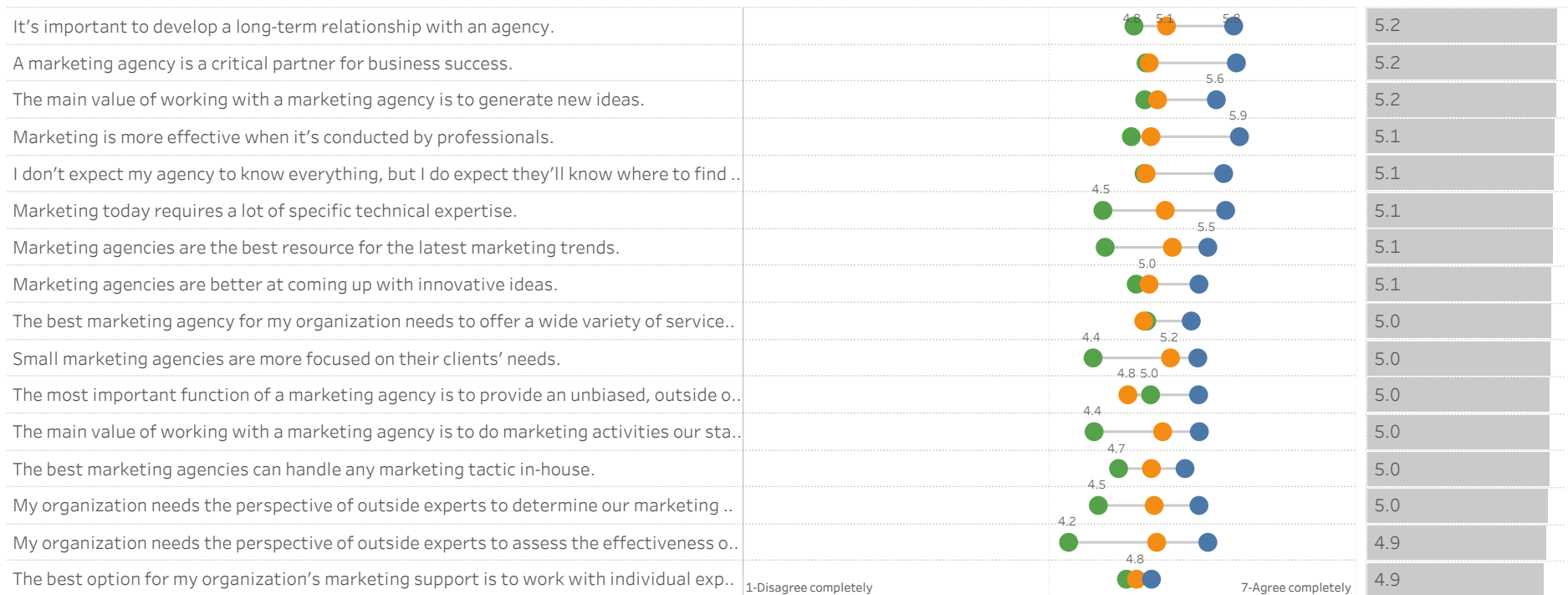
How do you feel about the following statements?

Segmentation Title	Segments	Segment 1: Looking for Love	Looking for Love - New Attitudes	Segment 2: Playing the Field	Playing the Field - New Attitudes	Segment 3: Single and Satisfied
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In 2019, Looking for Love includes two new attitudes.

SEGMENT  
 ■ 1: Looking for Love  
 ■ 2: Playing the Field  
 ■ 3: Single and Satisfied

## 1: Looking for Love



How do you feel about the following statements?

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Segments	Segment 1: Looking for Love	Looking for Love - New Attitudes	Segment 2: Playing the Field	Playing the Field - New Attitudes	Segment 3: Single and Satisfied	Single and Satisfied - Change Since 2019
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Playing the Field respondents consider agencies a necessary evil. Their organizations don't prioritize marketing and they believe outside help costs more than it should.

SEGMENT  
■ 1: Looking for Love  
■ 2: Playing the Field  
■ 3: Single and Satisfied

## 2: Playing the Field



Segment 1: Looking for Love	Looking for Love - New Attitudes	Segment 2: Playing the Field	Playing the Field - New Attitudes	Segment 3: Single and Satisfied	Single and Satisfied - Change Since 2019	Non-Differentiating Attitudes
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In 2019, Playing the Field respondents reflect frustration with their organization's marketing activities and the cost of outside marketing.

SEGMENT  
 ■ 1: Looking for Love  
 ■ 2: Playing the Field  
 ■ 3: Single and Satisfied

## 2: Playing the Field

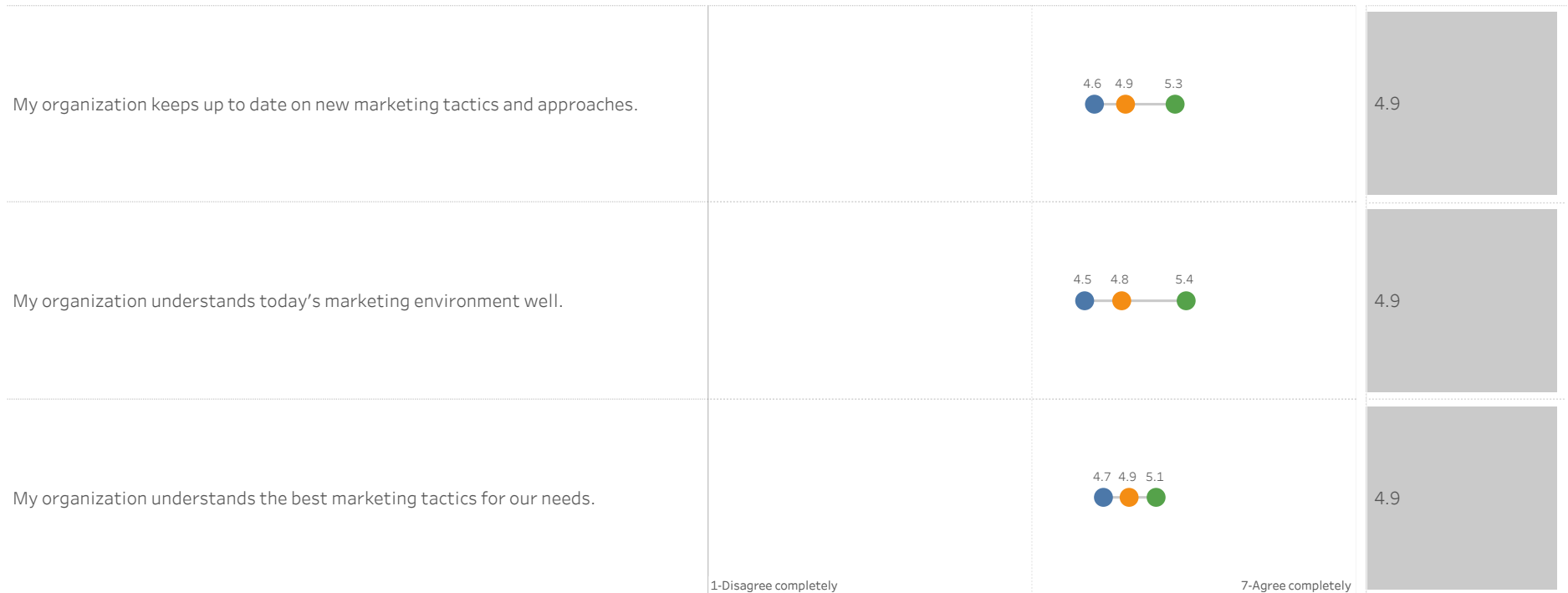


Looking for Love - New Attitudes	Segment 2: Playing the Field	Playing the Field - New Attitudes	Segment 3: Single and Satisfied	Single and Satisfied - Change Since 2019	Non-Differentiating Attitudes	Segments by Annual Marketing Budget
----------------------------------	------------------------------	-----------------------------------	---------------------------------	--	-------------------------------	-------------------------------------

Single and Satisfied respondents say their organizations have a good handle on marketing tactics and developments in the industry.

SEGMENT  
 ■ 1: Looking for Love  
 ■ 2: Playing the Field  
 ■ 3: Single and Satisfied

### 3: Single and Satisfied



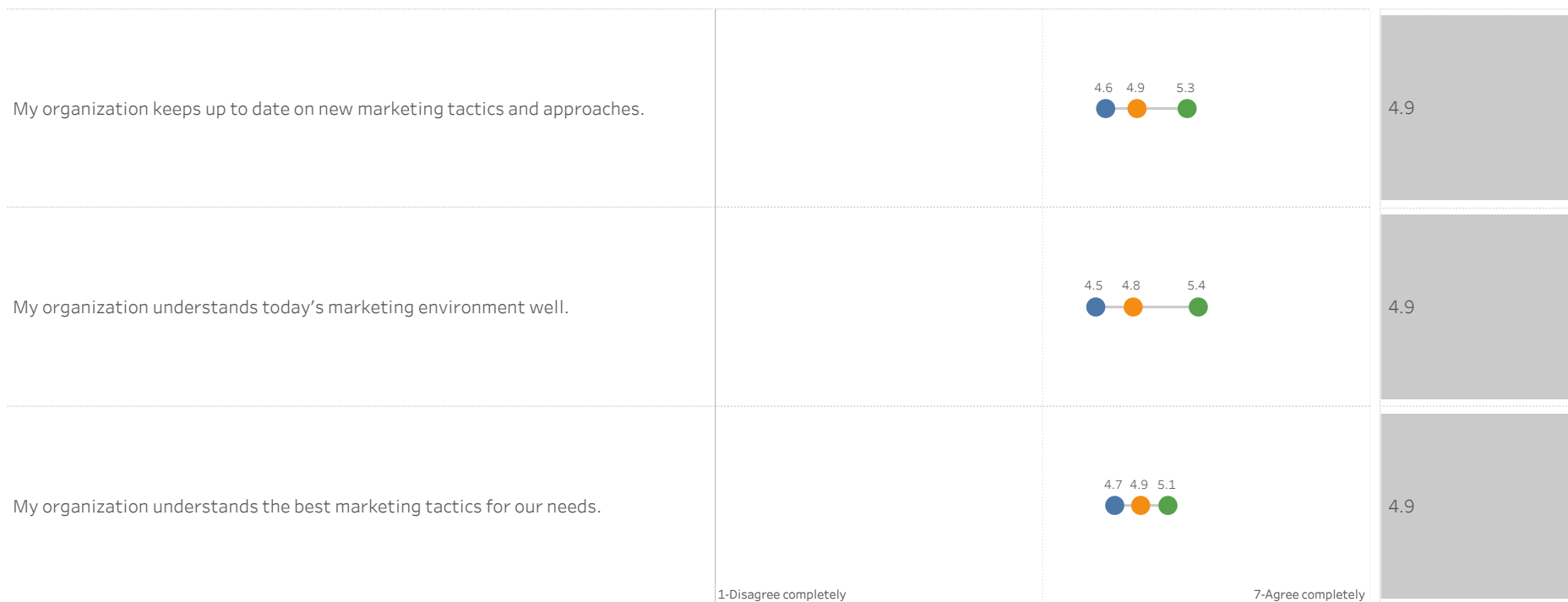
How do you feel about the following statements?

Segment 2: Playing the Field	Playing the Field - New Attitudes	Segment 3: Single and Satisfied	Single and Satisfied - Change Since 2019	Non-Differentiating Attitudes	Segments by Annual Marketing Budget	Segments by Country
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What's missing in 2019 is the idea that agencies are a good source of ideas the client can execute on their own.

SEGMENT  
 ■ 1: Looking for Love  
 ■ 2: Playing the Field  
 ■ 3: Single and Satisfied

### 3: Single and Satisfied



How do you feel about the following statements?

Playing the Field - New Attitudes	Segment 3: Single and Satisfied	Single and Satisfied - Change Since 2019	Non-Differentiating Attitudes	Segments by Annual Marketing Budget	Segments by Country	Characteristics Title
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Non-differentiating attitudes aren't associated with defining a segment, but still can reflect differences in attitudes between groups.

SEGMENT  
 ■ 1: Looking for Love  
 ■ 2: Playing the Field  
 ■ 3: Single and Satisfied

### Non-Differentiating Attitudes



How do you feel about the following statements?

Segment 3: Single and Satisfied	Single and Satisfied - Change Since 2019	Non-Differentiating Attitudes	Segments by Annual Marketing Budget	Segments by Country	Characteristics Title	Respondent Role
---------------------------------	--	-------------------------------	-------------------------------------	---------------------	-----------------------	-----------------

In 2014 we survey only clients with marketing budgets of \$1M or less. Those with budgets over \$1M in the 2019 study are dramatically more likely to be Playing the Field.

Segments by Annual Marketing Budget





In all countries studied, Playing the Field is the largest segment by a significant margin.

View Selector

By Country

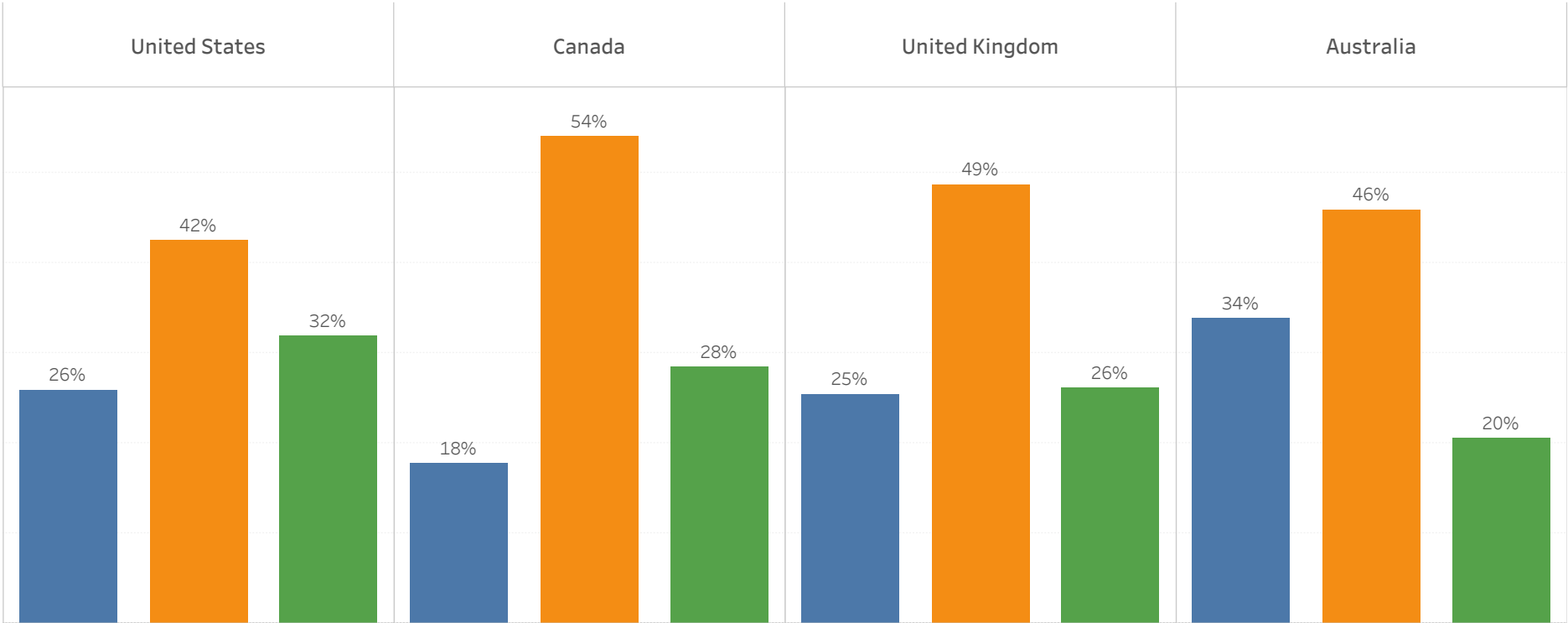
SEGMENT

1: Looking for Love

2: Playing the Field

3: Single and Satisfied

Segments By Country



Non-Differentiating Attitudes	Segments by Annual Marketing Budget	Segments by Country	Characteristics Title	Respondent Role	Respondent Age	How Long Worked with Agencies
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Respondent Characteristics



Segments by Annual Marketing Budget	Segments by Country	Characteristics Title	Respondent Role	Respondent Age	How Long Worked with Agencies	Organization Type
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3/4 of respondents say they are the marketing decision-maker. Looking for Love are the most likely.

View Selector  
By Segment

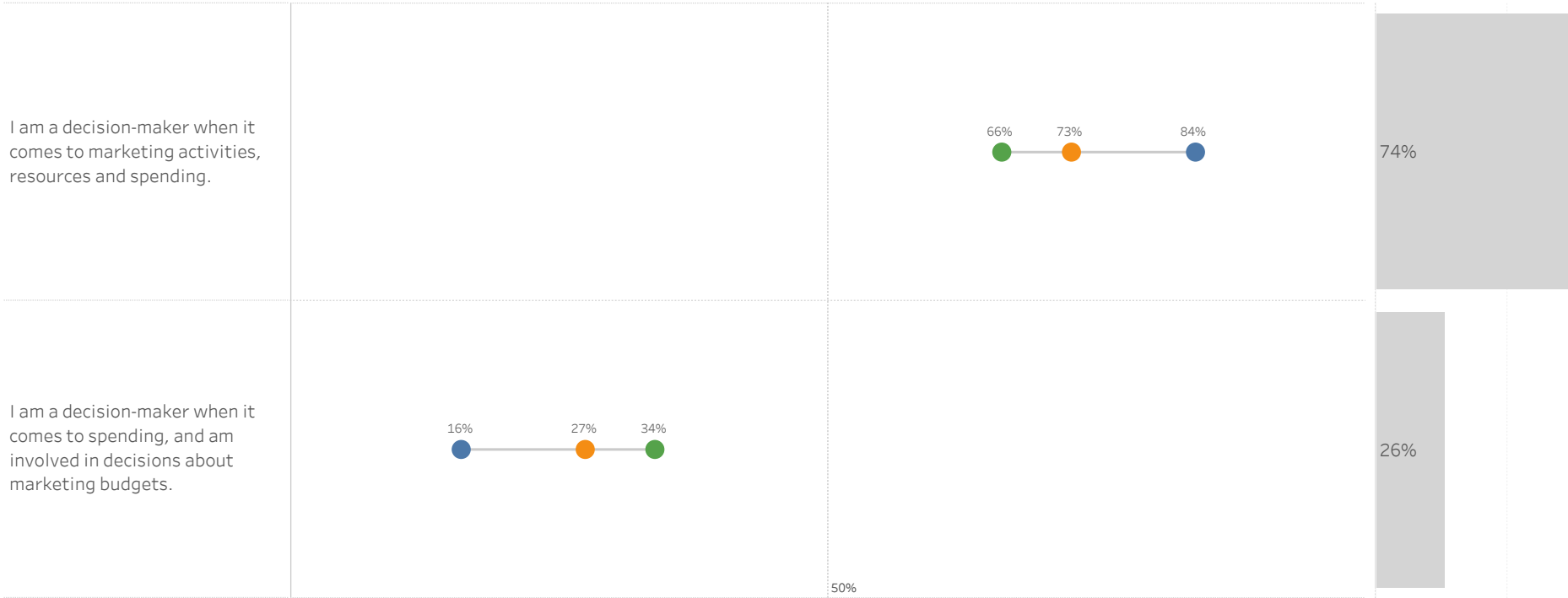
View Group  

1: Looking for Love

2: Playing the Field

3: Single and Satis..

Respondent Role in Marketing Decisions - By Segment



How would you describe your role with regard to marketing decisions within your organization?

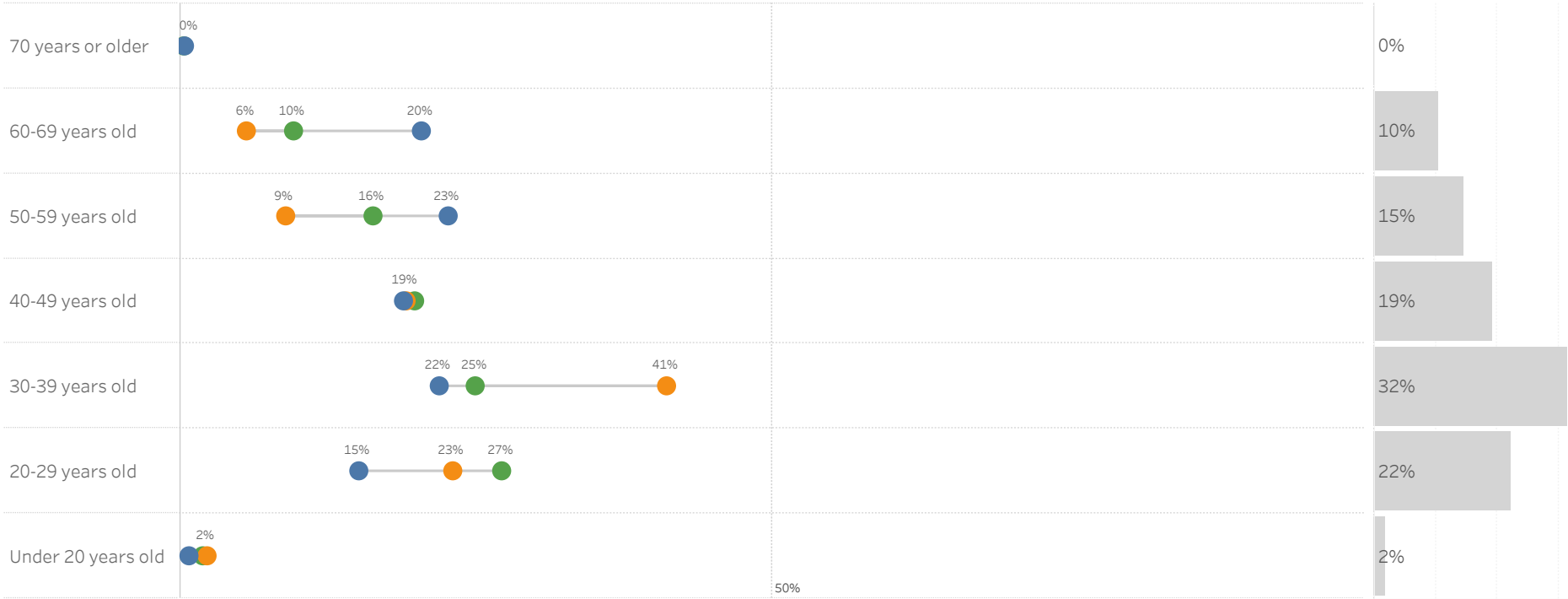
Segments by Country	Characteristics Title	Respondent Role	Respondent Age	How Long Worked with Agencies	Organization Type	Customers
---------------------	-----------------------	-----------------	----------------	-------------------------------	-------------------	-----------

Older respondents are more likely to be Looking for Love segment members.  
Those under 40 are more likely to be Playing the Field.

View Selector  
By Segment

View Group  
■ 1: Looking for L..  
■ 2: Playing the Fi..  
■ 3: Single and Sa..

Age - By Segment



What is your age?

Characteristics Title	Respondent Role	Respondent Age	How Long Worked with Agencies	Organization Type	Customers	Revenue
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60% of respondents say they’ve worked with agencies for less than 10 years.

View Selector

By Segment

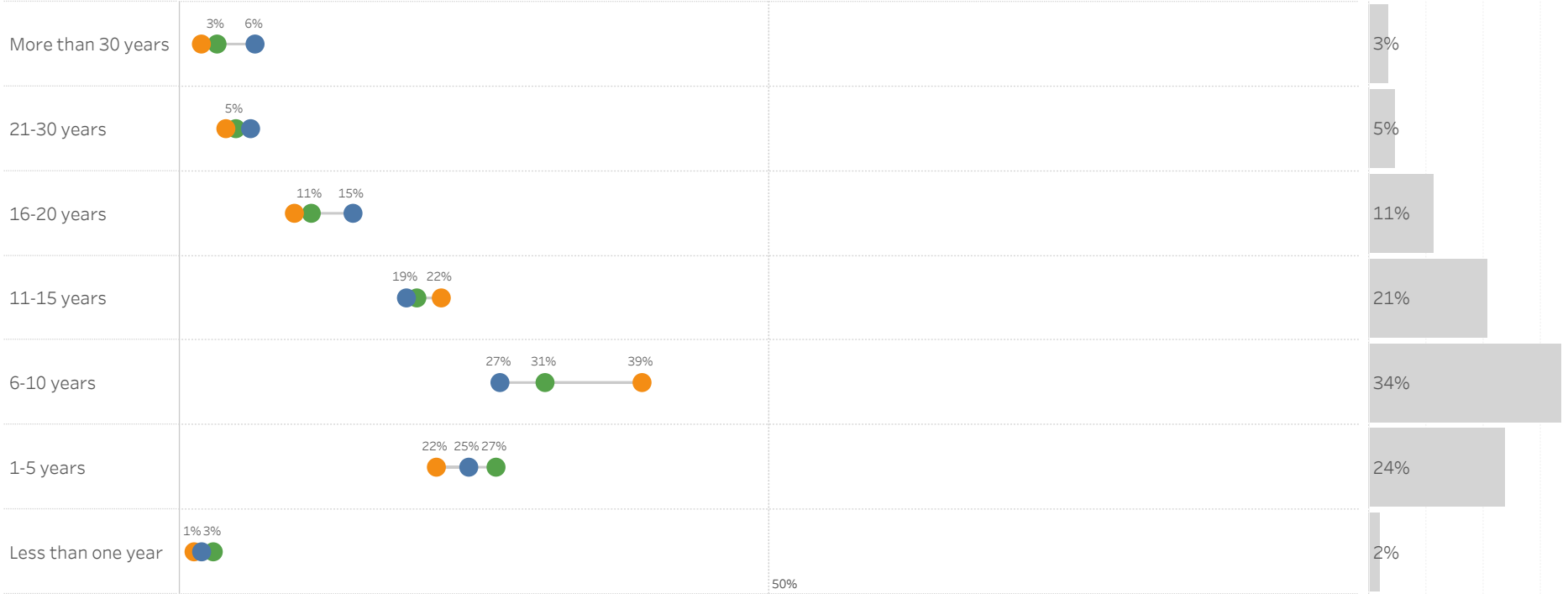
View Group

1: Looking for Love

2: Playing the Field

3: Single and Satisfied

How Long Worked with Agencies - By Segment



How much of your career have you worked with marketing agencies?

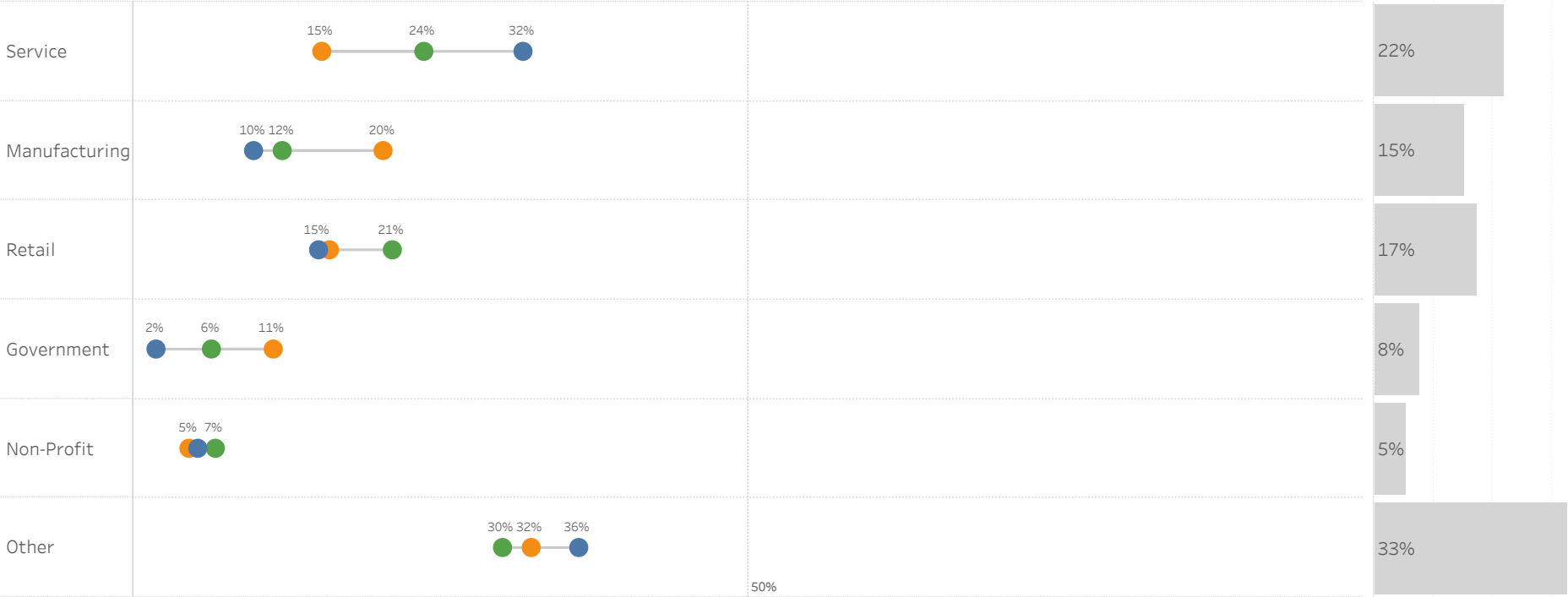
Respondent Role	Respondent Age	How Long Worked with Agencies	Organization Type	Customers	Revenue	Marketing Budget
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# Service organizations are more likely to be Looking for Love.

View Selector  
By Segment

- View Group
- 1: Looking for Love
  - 2: Playing the Field
  - 3: Single and Satisfied

Organization Type - By Segment



In which type of organization do you work?

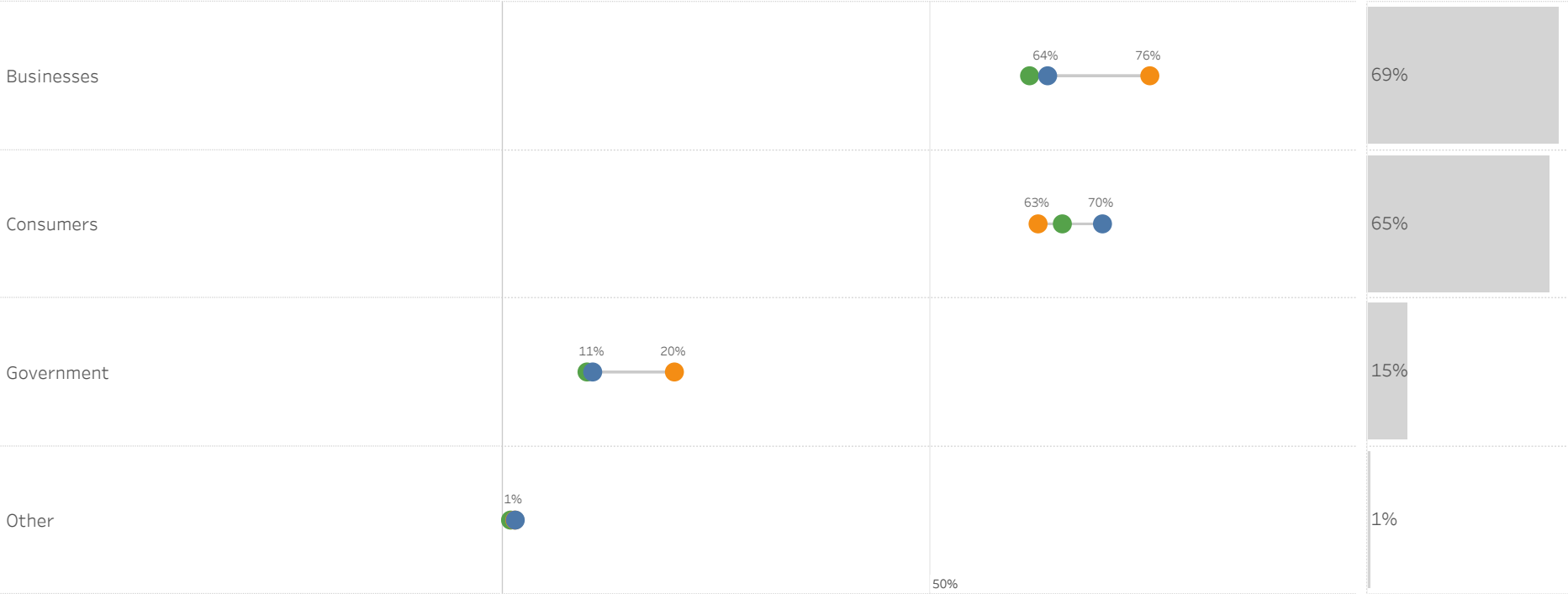
Respondent Age	How Long Worked with Agencies	Organization Type	Customers	Revenue	Marketing Budget	Marketing Budget by Respondent Age
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Respondents in B2B organizations are slightly more likely to be Playing the Field.

View Selector  
By Segment

- View Group
- 1: Looking for Love
  - 2: Playing the Field
  - 3: Single and Satisfied

Customer Types - By Segment



Which of the following best describe your organization's customers? Choose all that apply.

How Long Worked with Agencies	Organization Type	Customers	Revenue	Marketing Budget	Marketing Budget by Respondent Age	In-House vs. Outsourcing Title
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Respondents whose organizations generate under \$1M in revenue are far more likely to be Looking for Love.

View Selector  
By Segment

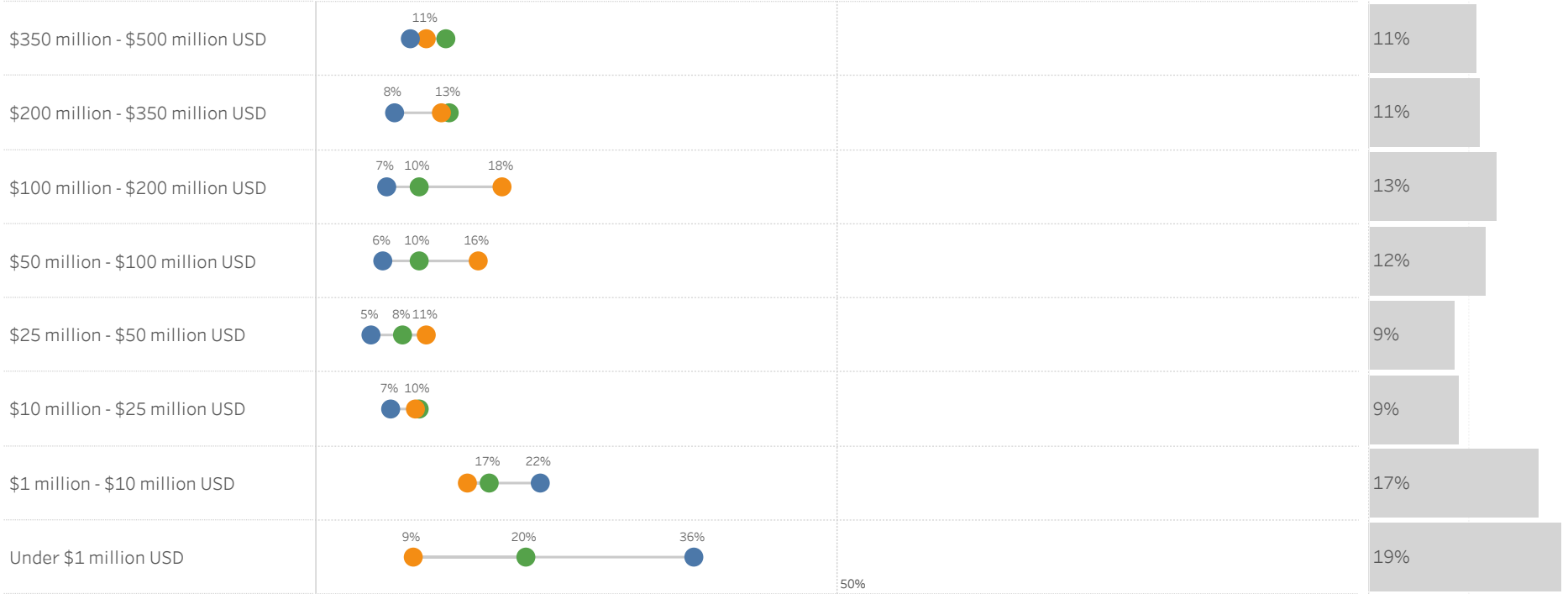
View Group  

1: Looking for Love

2: Playing the Field

3: Single and Satisfied

Annual Revenue - By Segment



What is your organization's gross annual revenue for this year?



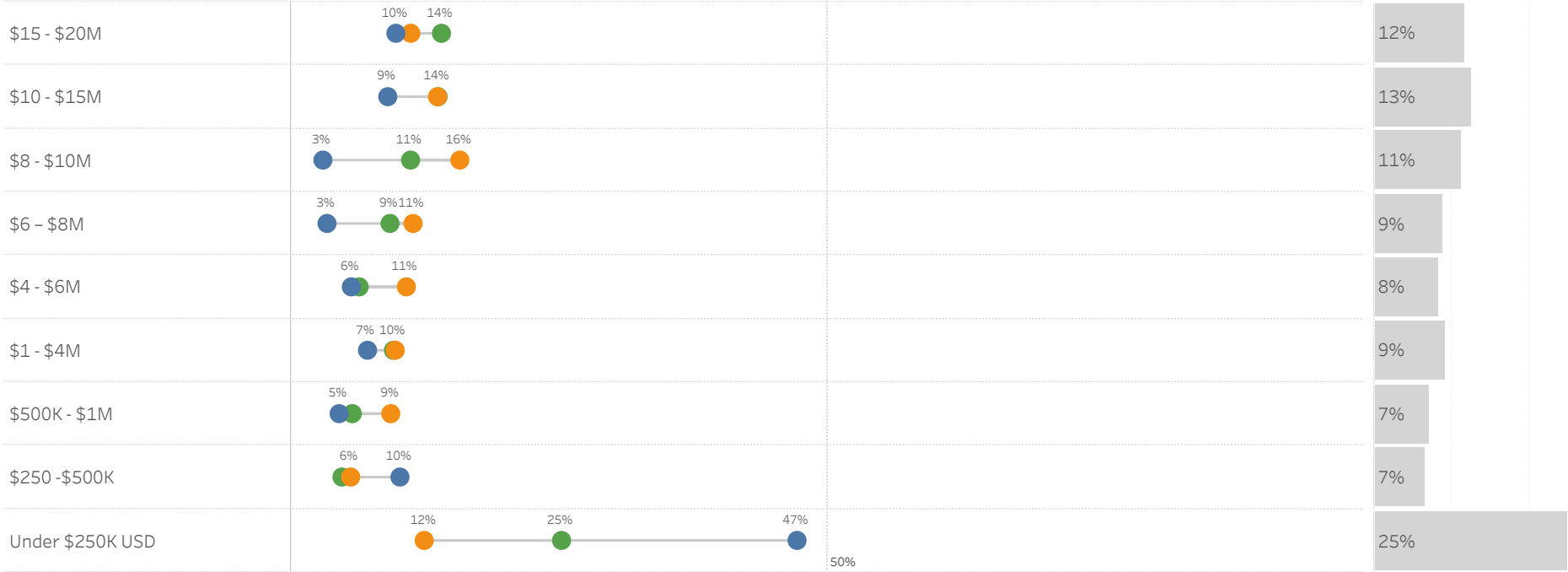
Organization Type	Customers	Revenue	Marketing Budget	Marketing Budget by Respondent Age	In-House vs. Outsourcing Title	In-House Marketing Team
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Respondents with marketing budgets under \$250K are 2-4x more likely than other segments to be Looking for Love.

View Selector  
 By Segment

View Group  
 1: Looking for Love  
 2: Playing the Field  
 3: Single and Satisfied

Annual Marketing Budget - By Segment



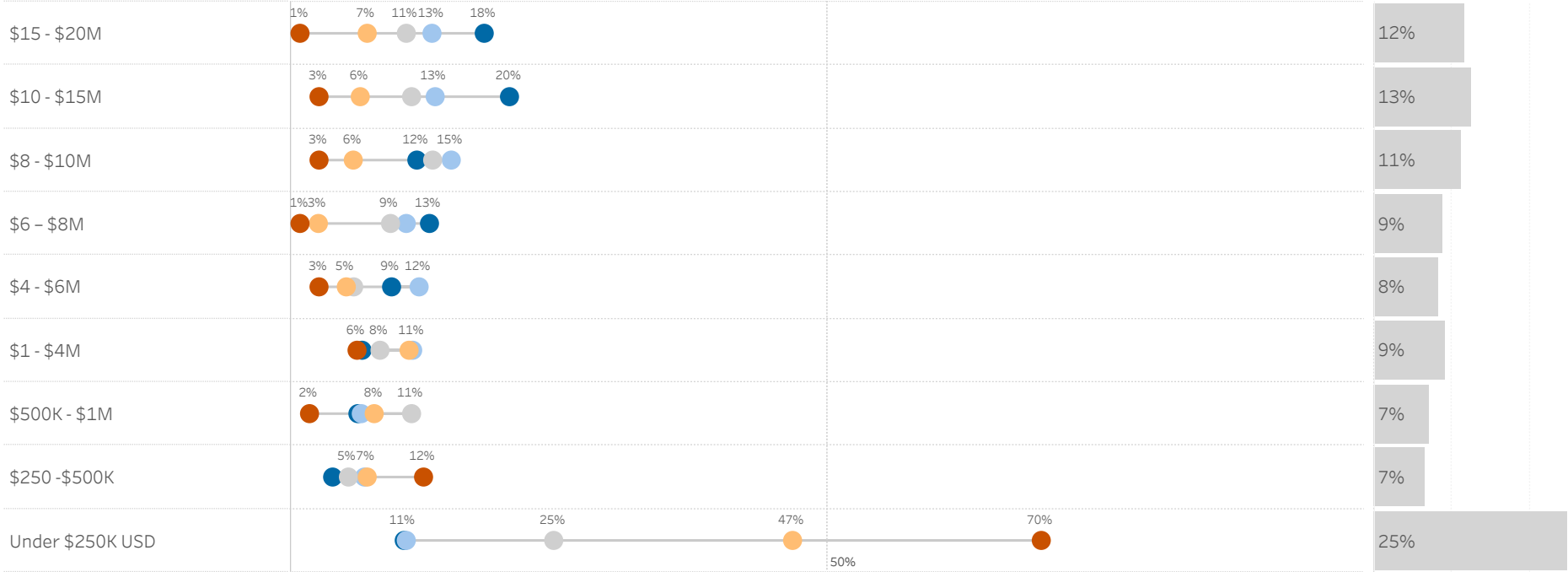
What is your organization's gross annual marketing budget for this year (not including personnel costs)?

Younger respondents manage bigger budgets.

View Selector  
By Respondent Age

- View Group
- 60+
  - 50-59
  - 40-49
  - 30-39
  - Under 30

Annual Marketing Budget - By Respondent Age



What is your organization's gross annual marketing budget for this year (not including personnel costs)?

Revenue	Marketing Budget	Marketing Budget by Respondent Age	In-House vs. Outsourcing Title	In-House Marketing Team	Size of Marketing Team	Size of Marketing Team by Budget
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# In-House vs. Outsourcing



Marketing Budget	Marketing Budget by Respondent Age	In-House vs. Outsourcing Title	In-House Marketing Team	Size of Marketing Team	Size of Marketing Team by Budget	% of Marketing Outsourced
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Playing the Field are most likely to have a full-time in-house marketing team. More than half of Looking for Love segment members don't.

View Selector

By Segment

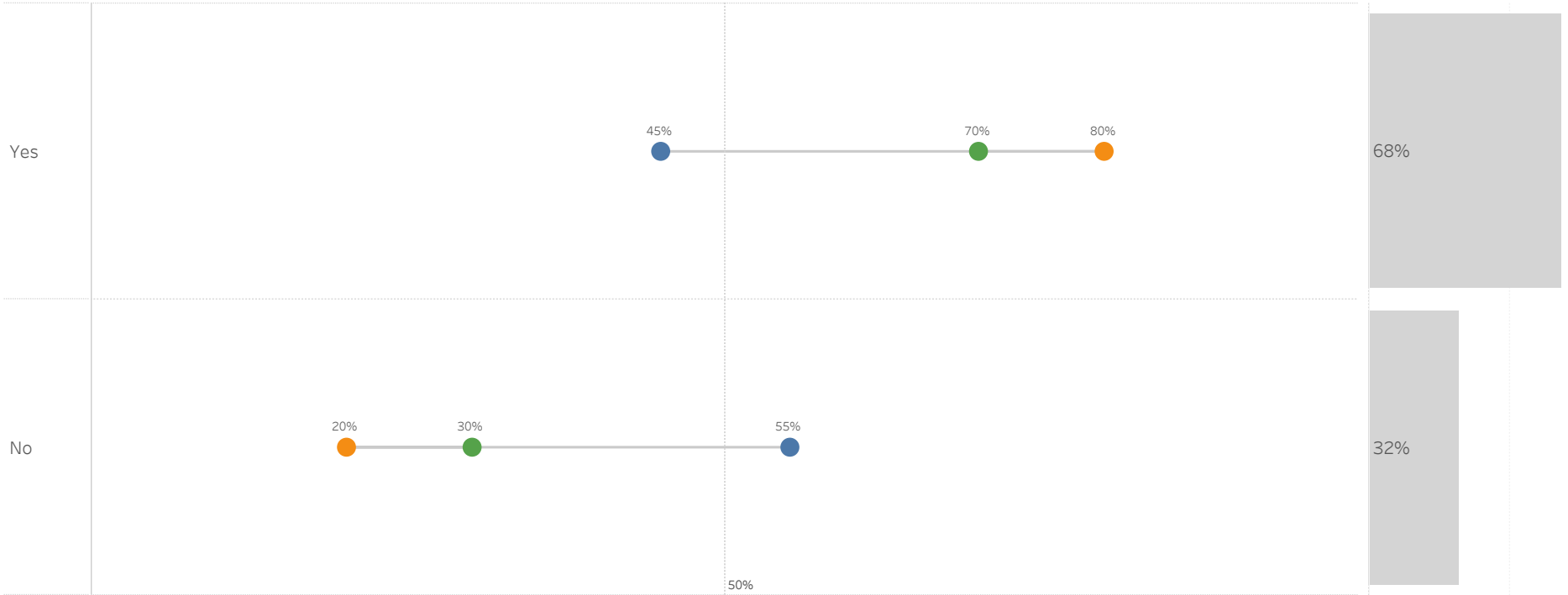
View Group

■ 1: Looking for Love

■ 2: Playing the Field

■ 3: Single and Satisfied

Have Full-Time In-House Marketing Team - By Segment



Does your organization have a full-time in-house marketing team?

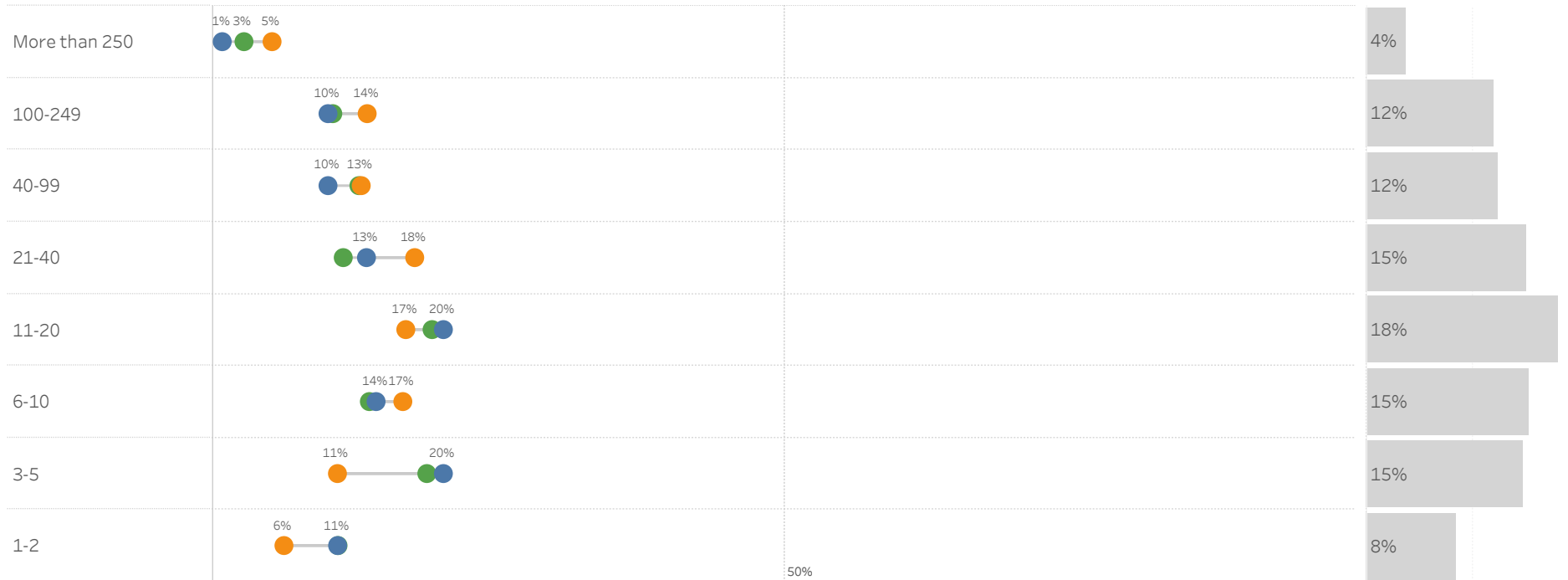
Marketing Budget by Respondent Age	In-House vs. Outsourcing Title	In-House Marketing Team	Size of Marketing Team	Size of Marketing Team by Budget	% of Marketing Outsourced	% of Marketing Outsourced by Budget
------------------------------------	--------------------------------	-------------------------	------------------------	----------------------------------	---------------------------	-------------------------------------

Among those with a marketing team, team size varies only slightly by segment.

View Selector  
By Segment

View Group  
■ 1: Looking for Love  
■ 2: Playing the Field  
■ 3: Single and Satisfied

### Full-Time Marketing Employees - By Segment



How many people in your organization work in marketing full-time?

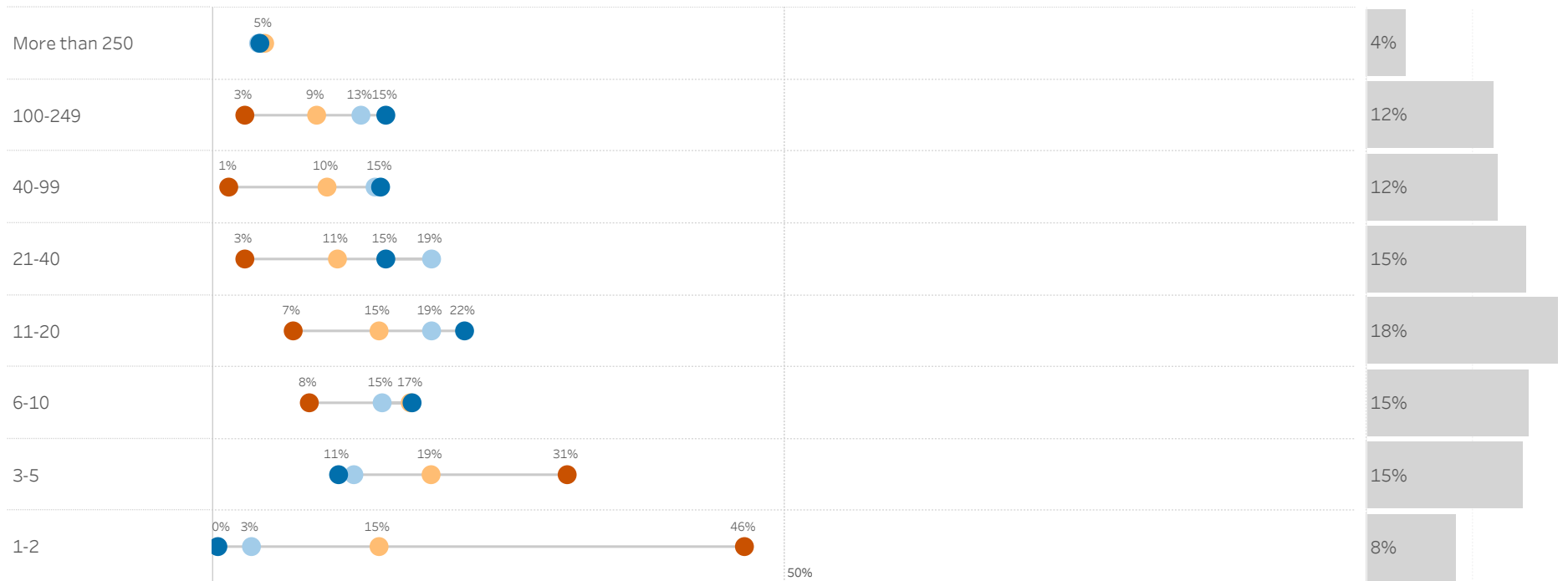
In-House vs. Outsourcing Title	In-House Marketing Team	Size of Marketing Team	Size of Marketing Team by Budget	% of Marketing Outsourced	% of Marketing Outsourced by Budget	Outsource Content Marketing
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As might be expected, those with larger budgets have larger marketing teams in-house.

View Selector  
By Budget

View Group  
■ \$10 - \$20 million  
■ \$1 - \$10 million  
■ \$250K - \$1 million  
■ Under \$250K

### Full-Time Marketing Employees - By Budget



How many people in your organization work in marketing full-time?

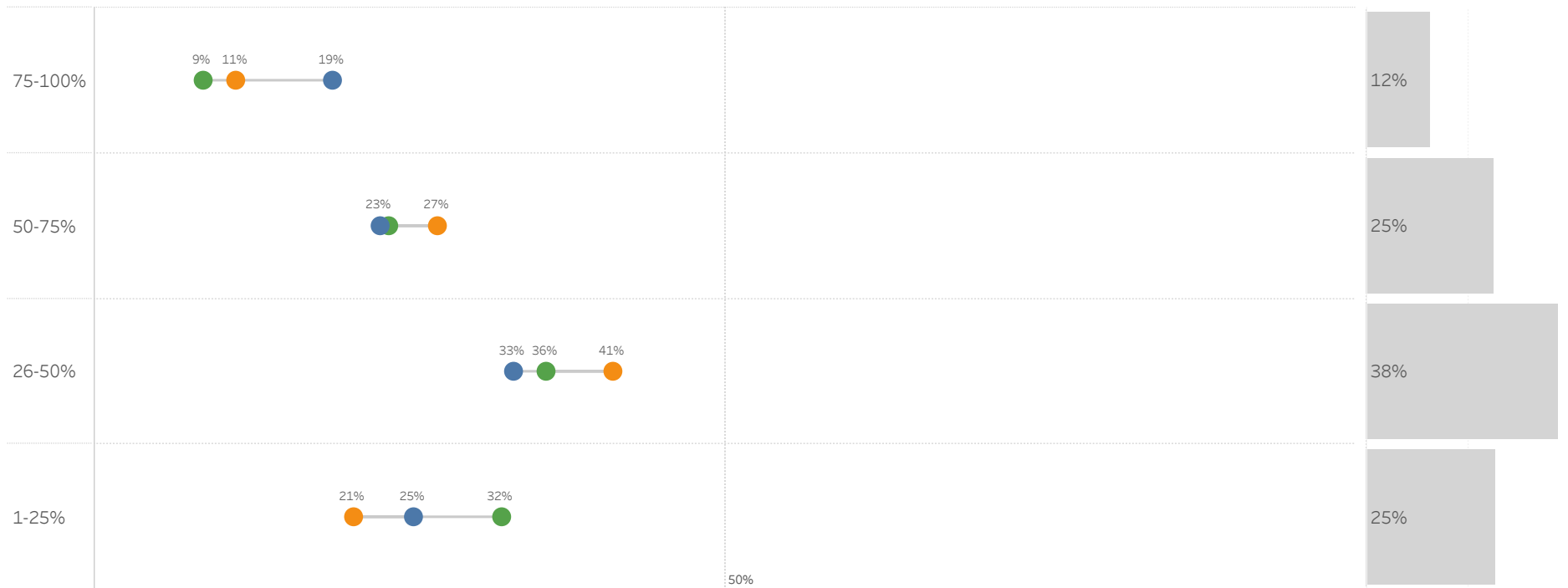
In-House Marketing Team	Size of Marketing Team	Size of Marketing Team by Budget	% of Marketing Outsourced	% of Marketing Outsourced by Budget	Outsource Content Marketing	Outsource Content Marketing by Budget
-------------------------	------------------------	----------------------------------	---------------------------	-------------------------------------	-----------------------------	---------------------------------------

Looking for Love respondents are slightly more likely to say they outsource at least 75% of their marketing work.

View Selector  
By Segment

View Group  
■ 1: Looking for Love  
■ 2: Playing the Field  
■ 3: Single and Satisfied

Percentage of Marketing Work Outsourced - By Segment



What percentage of marketing work do you outsource?

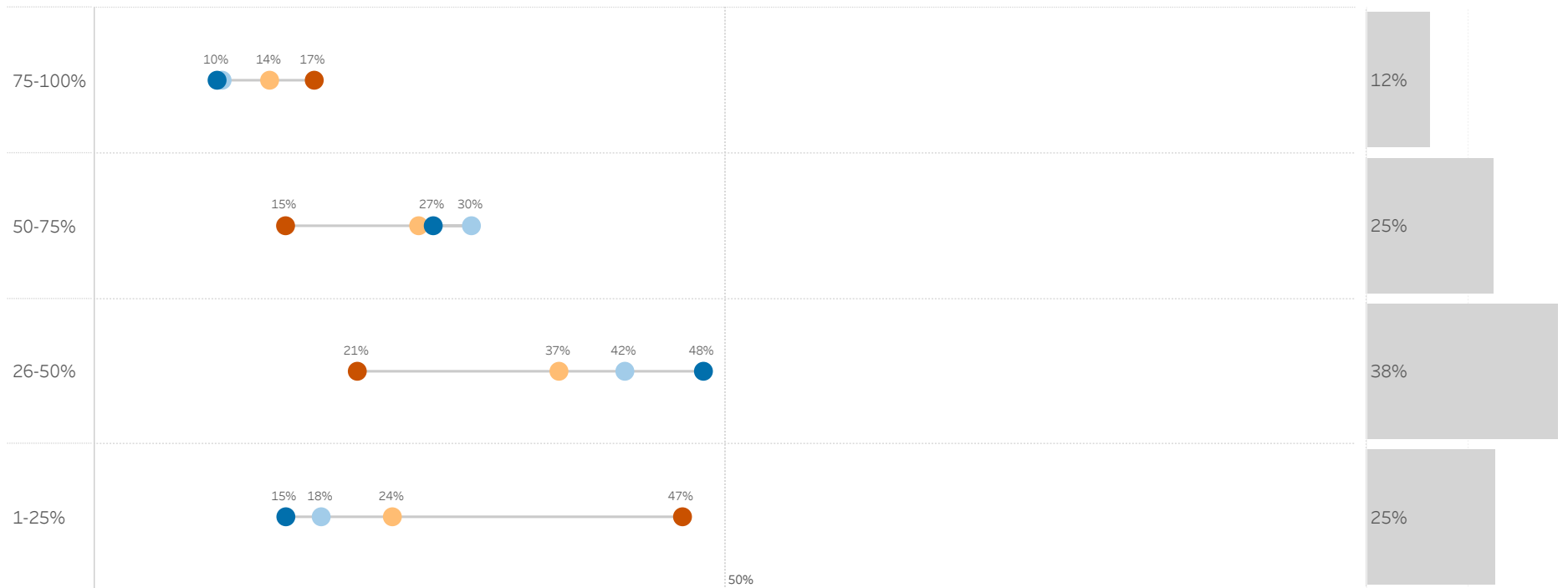
Size of Marketing Team	Size of Marketing Team by Budget	% of Marketing Outsourced	% of Marketing Outsourced by Budget	Outsource Content Marketing	Outsource Content Marketing by Budget	Why Outsource Content Marketing
------------------------	----------------------------------	---------------------------	-------------------------------------	-----------------------------	---------------------------------------	---------------------------------

Those with larger budgets typically outsource more of their marketing work.

View Selector  
By Budget

View Group  
■ \$10 - \$20 million  
■ \$1 - \$10 million  
■ \$250K - \$1 million  
■ Under \$250K

Percentage of Marketing Work Outsourced - By Budget



What percentage of marketing work do you outsource?



Size of Marketing Team by Budget	% of Marketing Outsourced	% of Marketing Outsourced by Budget	Outsource Content Marketing	Outsource Content Marketing by Budget	Why Outsource Content Marketing	Why Outsource Content Marketing by Budget
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Looking for Love respondents are the most likely to say they outsource content development to agencies, but all do to a great extent.

View Selector

By Segment

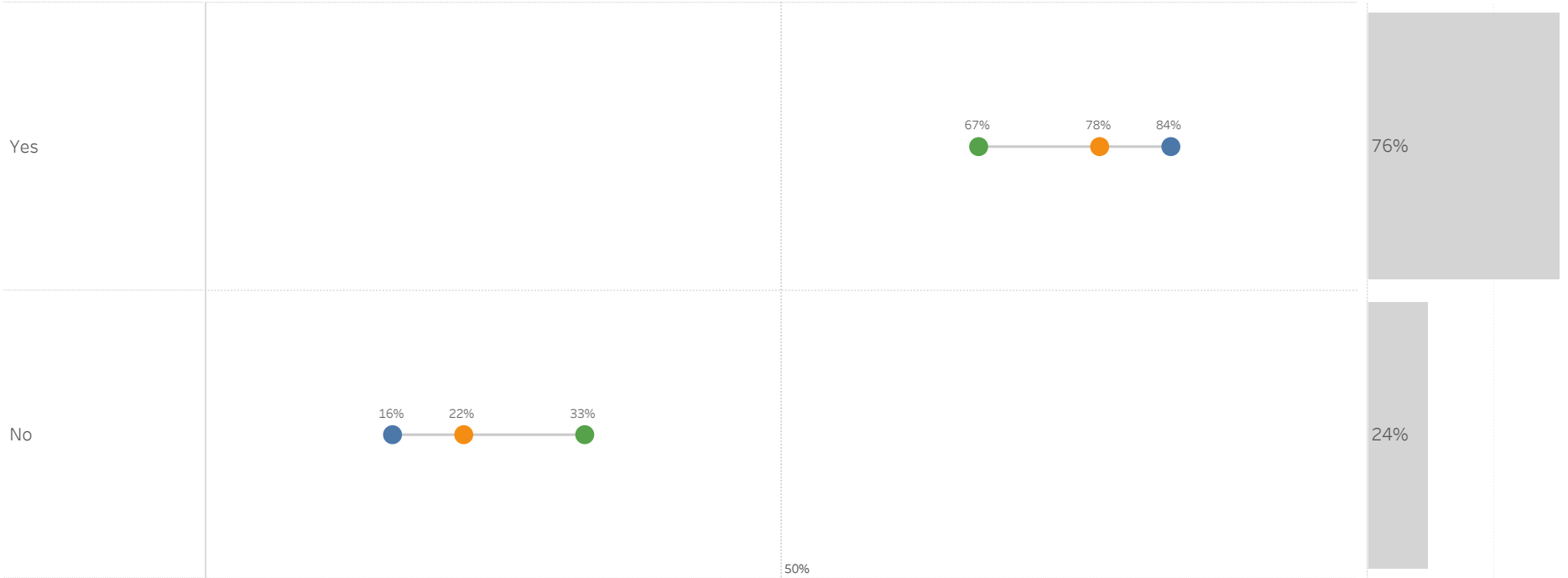
View Group

1: Looking for Love

2: Playing the Field

3: Single and Satisf...

Outsource Content Marketing - By Segment



Does your organization outsource content development to an agency or agencies? (Blog post development, website updates, social media posts, video content, whitepapers, newsletters, etc.)?

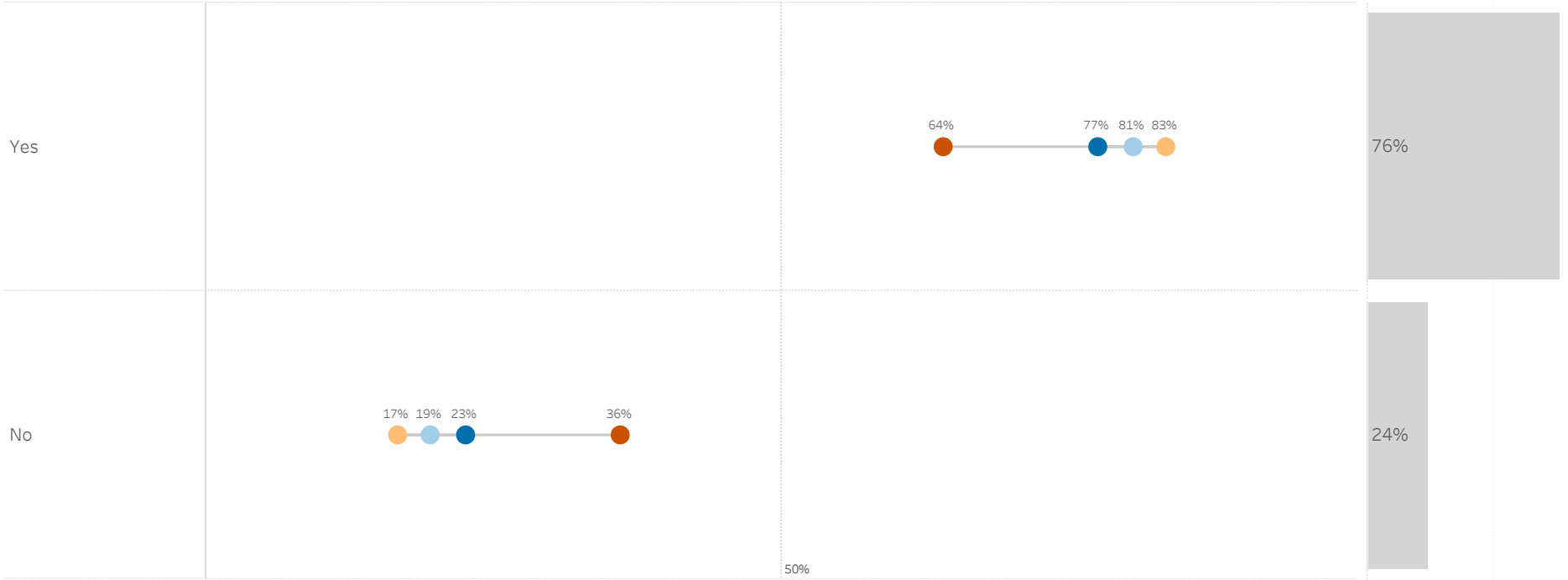
% of Marketing Outsourced	% of Marketing Outsourced by Budget	Outsource Content Marketing	Outsource Content Marketing by Budget	Why Outsource Content Marketing	Why Outsource Content Marketing by Budget	Working with Agencies Title
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Those with budgets under \$250K are the least likely to outsource content marketing.

View Selector  
By Budget

- View Group
- \$10 - \$20 million
  - \$1 - \$10 million
  - \$250K - \$1 million
  - Under \$250K

Outsource Content Marketing - By Budget



Does your organization outsource content development to an agency or agencies? (Blog post development, website updates, social media posts, video content, whitepapers, newsletters, etc.)?

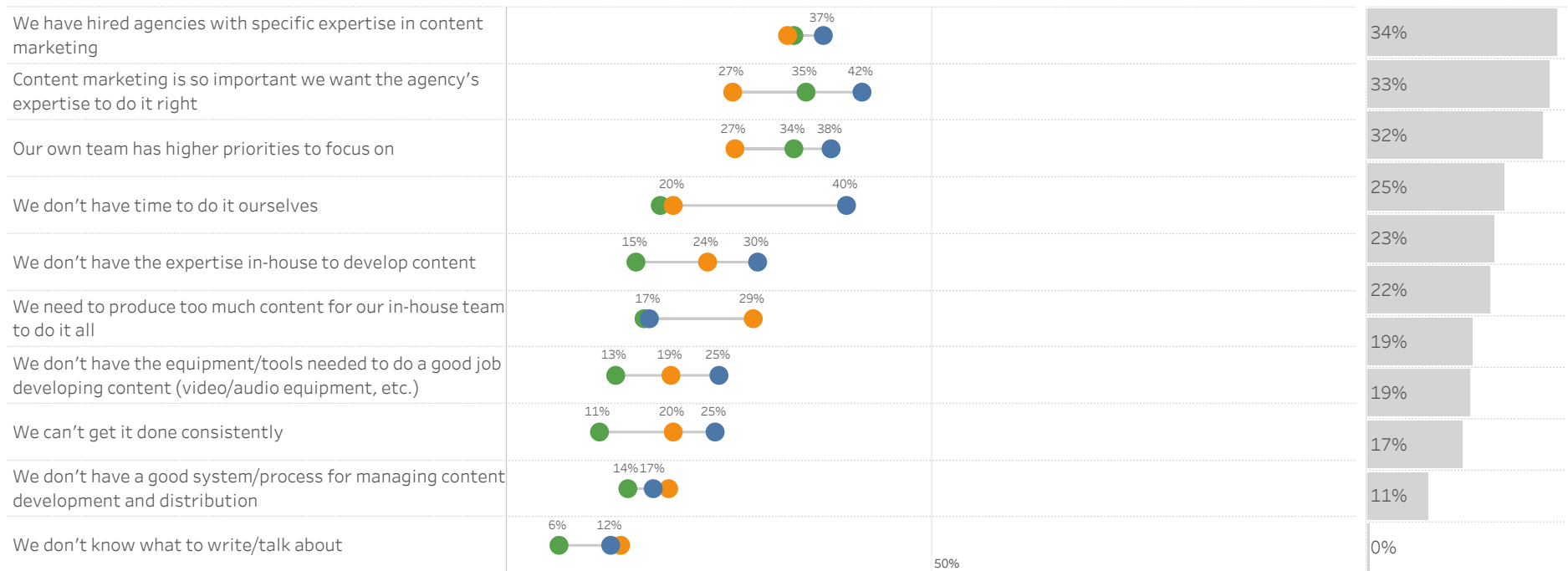
% of Marketing Outsourced by Budget	Outsource Content Marketing	Outsource Content Marketing by Budget	Why Outsource Content Marketing	Why Outsource Content Marketing by Budget	Working with Agencies Title	Number of Agencies
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Many of those who outsource content development say it's important enough to warrant the specific expertise of agencies.

View Selector  
By Segment

View Group  
 1: Looking for Love  
 2: Playing the Field  
 3: Single and Satis..

### Why Outsource Content Marketing - By Segment



Why do you outsource content development to an agency or agencies? Choose all that apply.

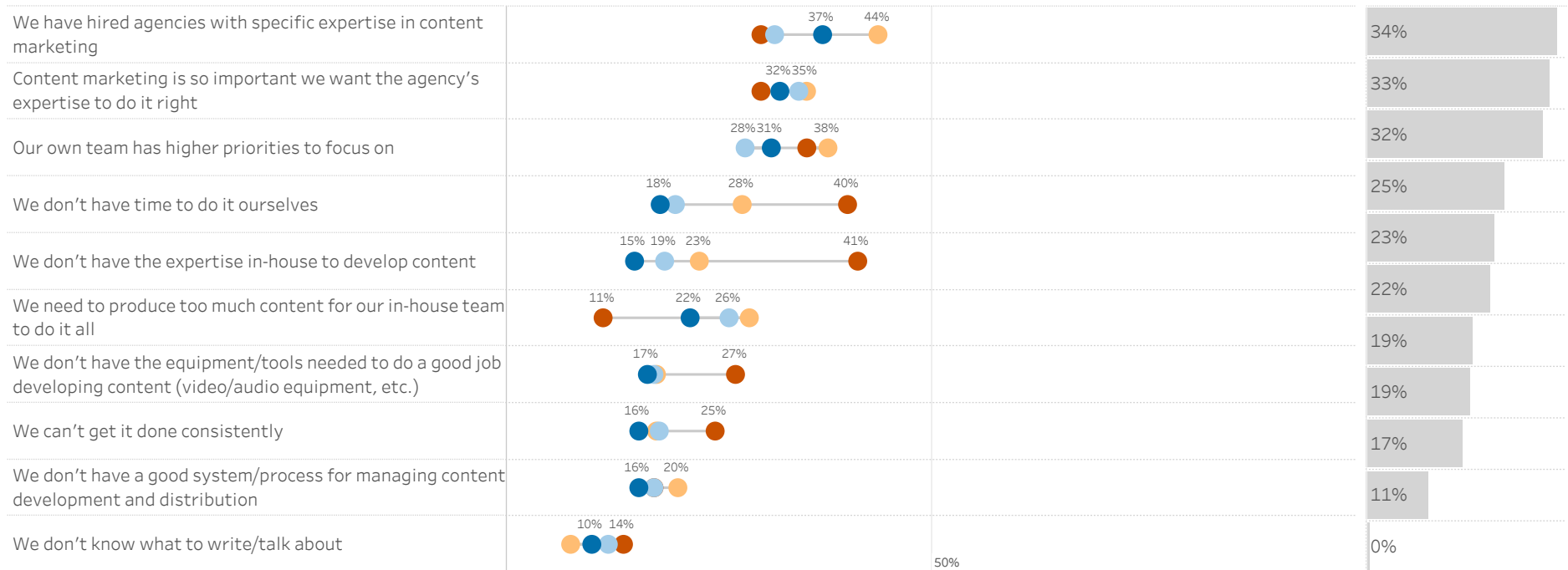
Outsource Content Marketing	Outsource Content Marketing by Budget	Why Outsource Content Marketing	Why Outsource Content Marketing by Budget	Working with Agencies Title	Number of Agencies	Number of Agencies by Budget
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Those with budgets under \$250K are twice as likely to say they don't have the time or expertise to develop content themselves.

View Selector  
By Budget

View Group  
■ \$10 - \$20 million  
■ \$1 - \$10 million  
■ \$250K - \$1 million  
■ Under \$250K

### Why Outsource Content Marketing - By Budget



Why do you outsource content development to an agency or agencies? Choose all that apply.

Outsource Content Marketing by Budget	Why Outsource Content Marketing	Why Outsource Content Marketing by Budget	Working with Agencies Title	Number of Agencies	Number of Agencies by Budget	Types of Agency Relationships
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Working with Agencies

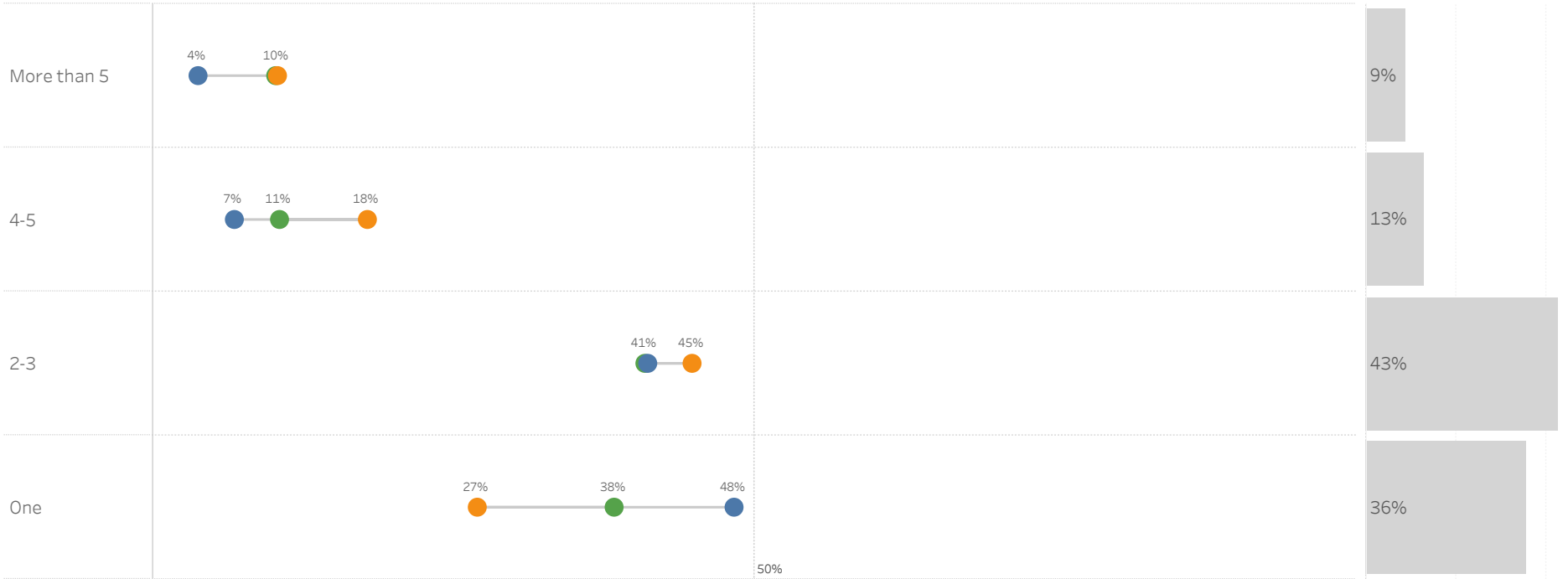


As we’ve seen consistently in Agency Edge studies, the majority of clients have more than one agency. Looking for Love is more likely to have only one.

View Selector  
By Segment

View Group  
■ 1: Looking for Love  
■ 2: Playing the Field  
■ 3: Single and Sati..

Number of Agencies - By Segment



How many advertising or marketing agencies currently work with your organization?

Clients with bigger budgets have more agencies.

View Selector

By Budget

View Group

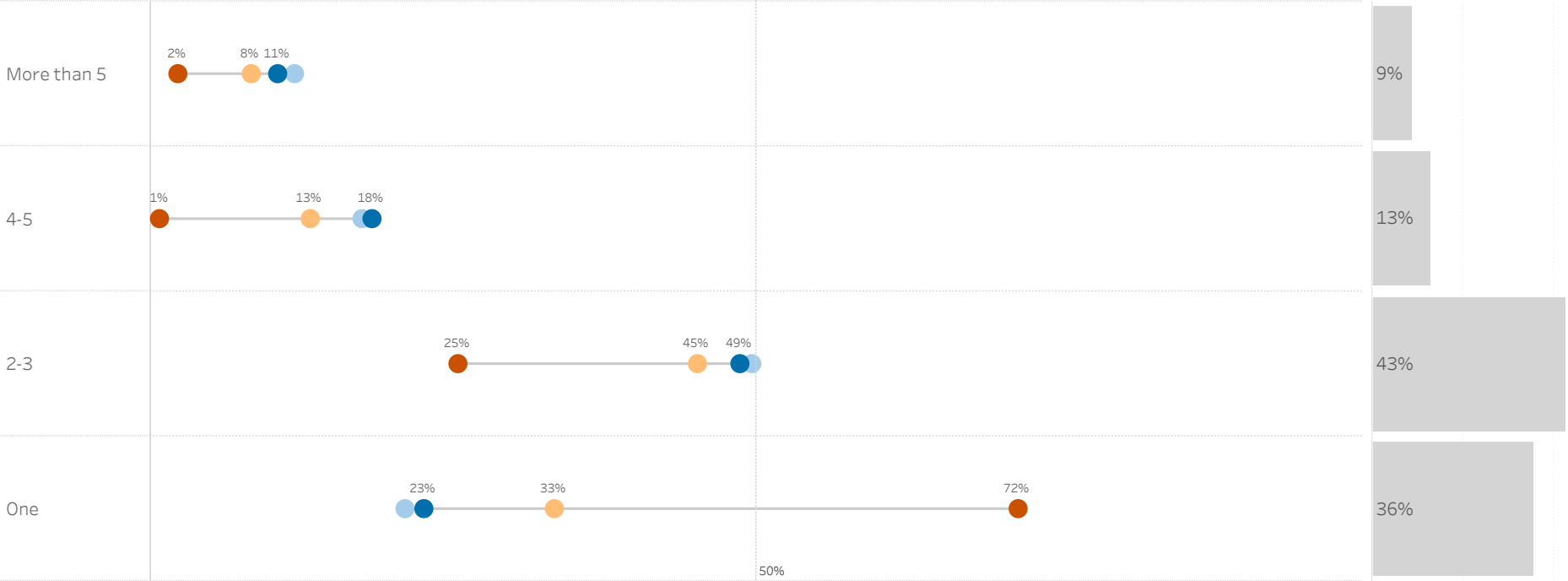
\$10 - \$20 million

\$1 - \$10 million

\$250K - \$1 million

Under \$250K

Number of Agencies - By Budget



How many advertising or marketing agencies currently work with your organization?

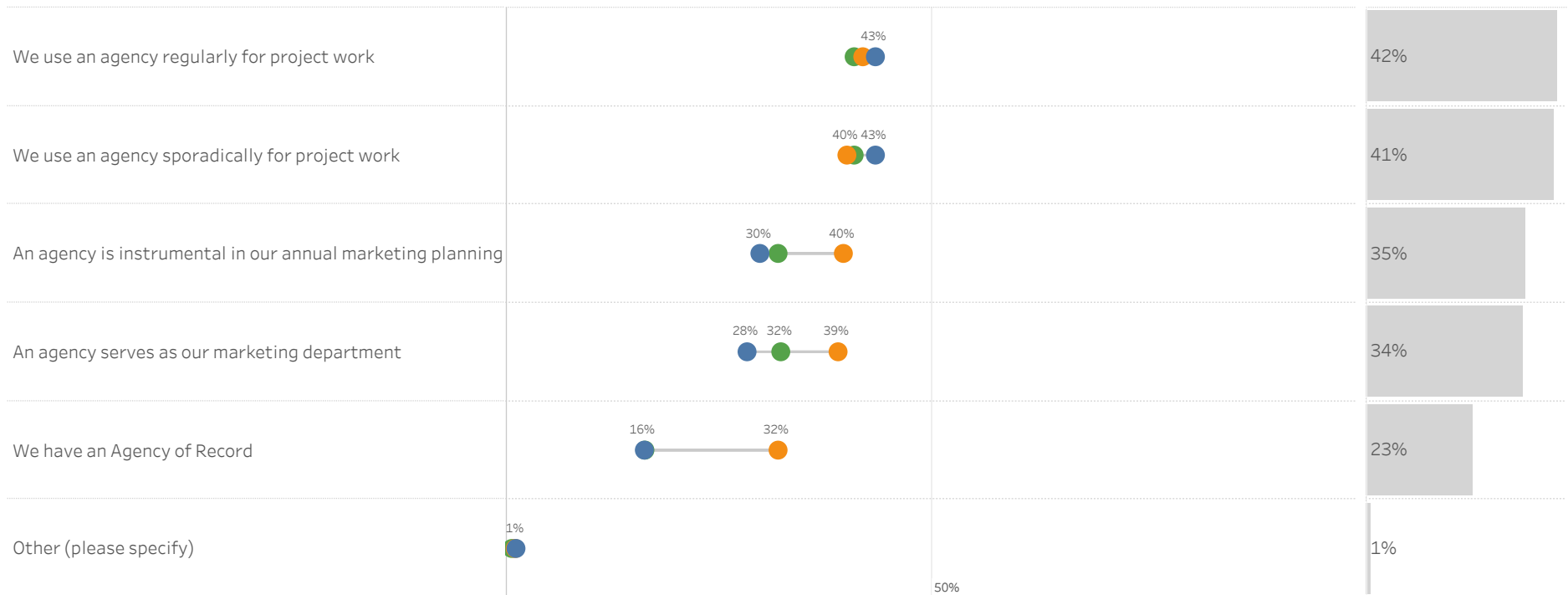
Working with Agencies Title	Number of Agencies	Number of Agencies by Budget	Types of Agency Relationships	Types of Agency Relationships by Budget	Working with Out-of-Market Agencies Title	Work with Out-of-Market Agencies
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Playing the Field respondents are the most likely to say that they have an Agency of Record.

View Selector  
By Segment

View Group  
 ■ 1: Looking for Love  
 ■ 2: Playing the Field  
 ■ 3: Single and Satisfied

#### Current Agency Relationships - By Segment



Which best describe the relationship you have with your current marketing/advertising agency or agencies? Choose all that apply.

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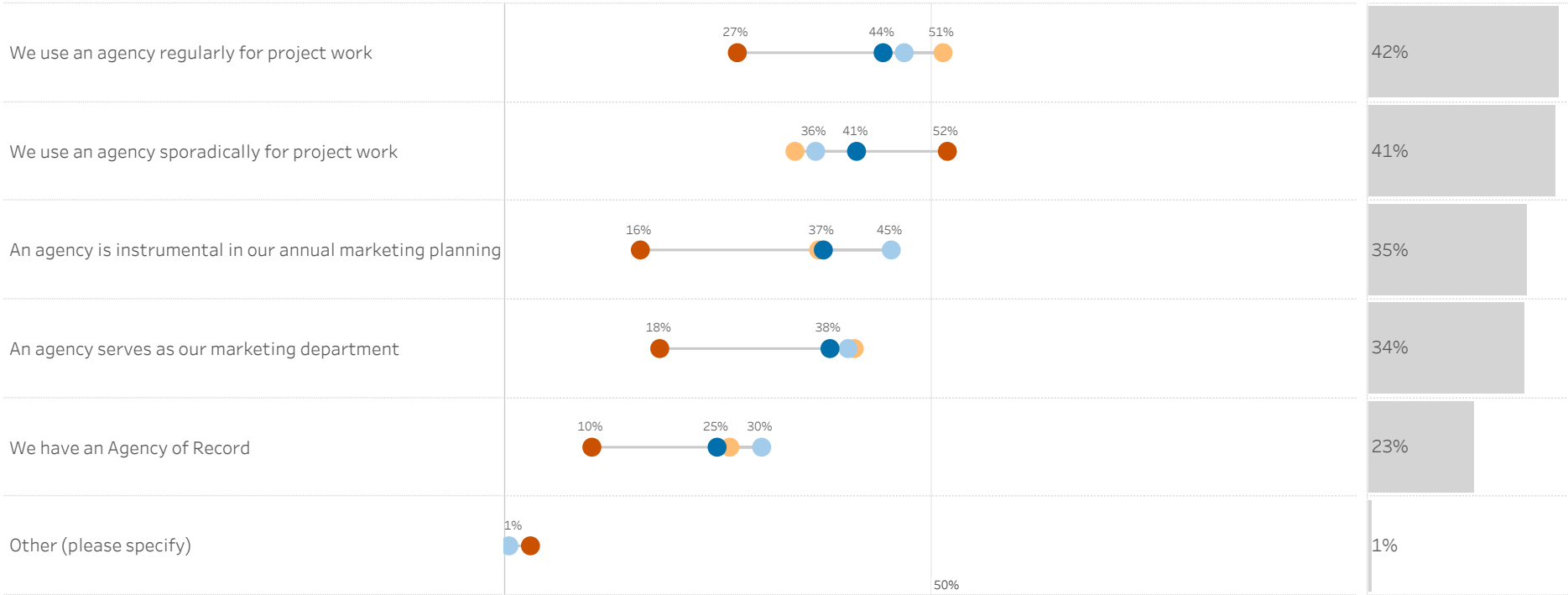
Those with budgets under \$250K are more likely to say they use an agency sporadically.

View Selector  
By Budget

View Group

- \$10 - \$20 million
- \$1 - \$10 million
- \$250K - \$1 million
- Under \$250K

Current Agency Relationships - By Budget



Which best describe the relationship you have with your current marketing/advertising agency or agencies? Choose all that apply.

Number of Agencies by Budget	Types of Agency Relationships	Types of Agency Relationships by Budget	Working with Out-of-Market Agencies Title	Work with Out-of-Market Agencies	Segments by Work with Out-of-Market Agencies	Work with Out-of-Market Agencies by Budget
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## The Agency Edge RESEARCH SERIES

# Working with Out-of-Market Agencies



Half of respondents say they work with marketing agencies more than 200 miles away.

View Selector

By Budget

View Group

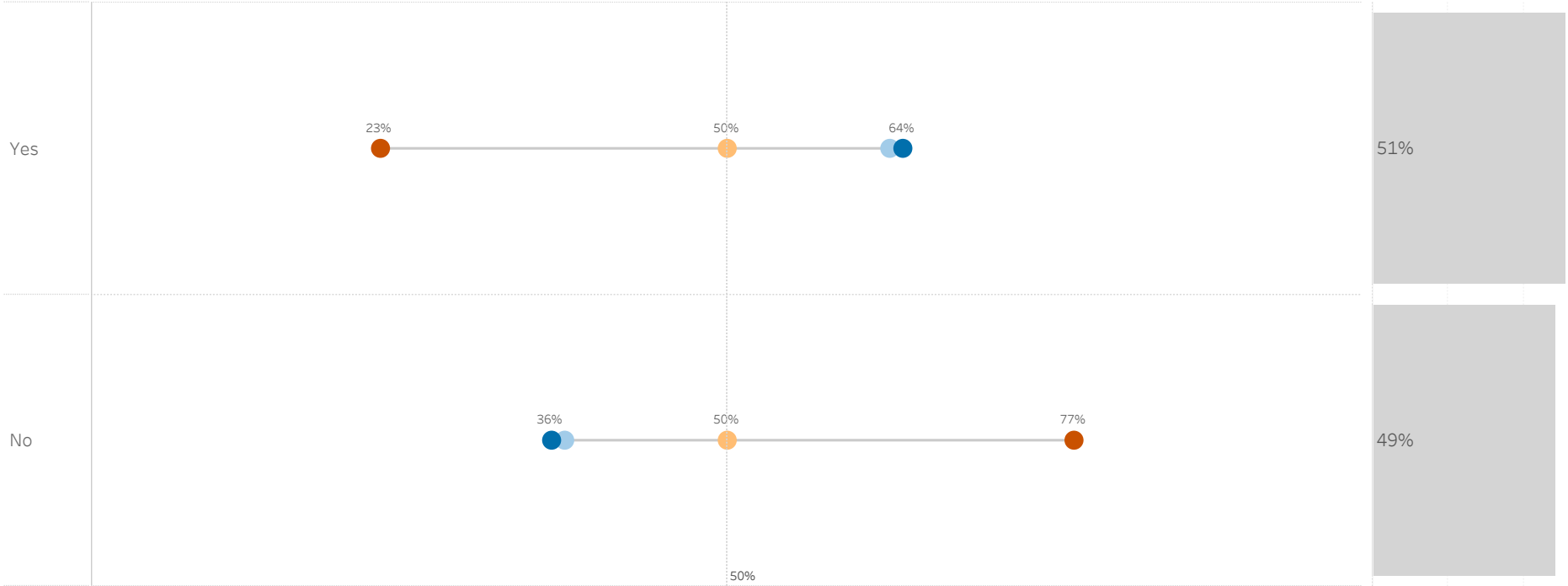
\$10 - \$20 million

\$1 - \$10 million

\$250K - \$1 million

Under \$250K

Work With Out-of-Market Agencies - By Budget



Does your organization work with any marketing agencies based more than 200 miles from your headquarters location?

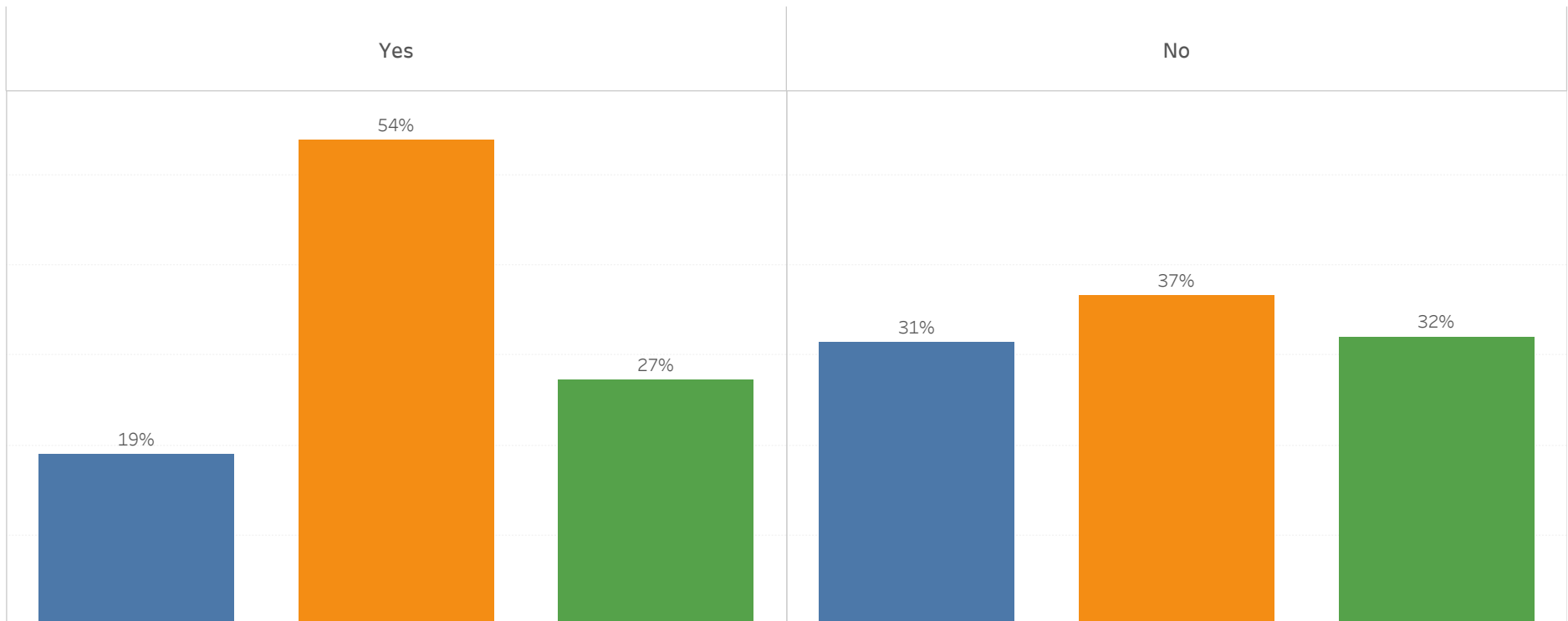
Types of Agency Relationships by Budget	Working with Out-of-Market Agencies Title	Work with Out-of-Market Agencies	Segments by Work with Out-of-Market Agencies	Work with Out-of-Market Agencies by Budget	Where Out-of-Market Agencies are Located	Why Use Out-of-Market Agencies
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Those who work with out-of-market agencies are much more likely to be Playing the Field.

View Selector  
Work with  
Non-Local  
Agencies

SEGMENT  
 ■ 1: Looking for Love  
 ■ 2: Playing the Field  
 ■ 3: Single and Satisfied

Segments Work with Non-Local Agencies

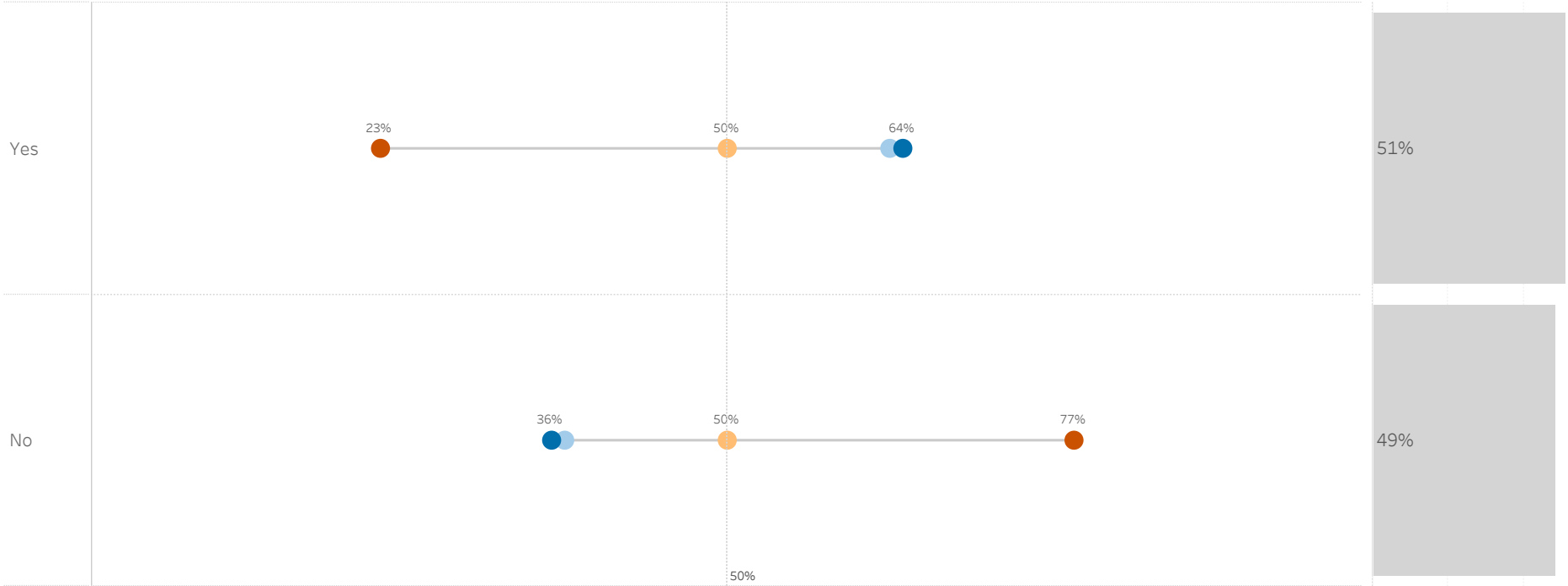


Those with larger budgets are far more likely to work with out-of-market agencies.

View Selector  
By Budget

- View Group
- \$10 - \$20 million
  - \$1 - \$10 million
  - \$250K - \$1 million
  - Under \$250K

Work With Out-of-Market Agencies - By Budget



Does your organization work with any marketing agencies based more than 200 miles from your headquarters location?

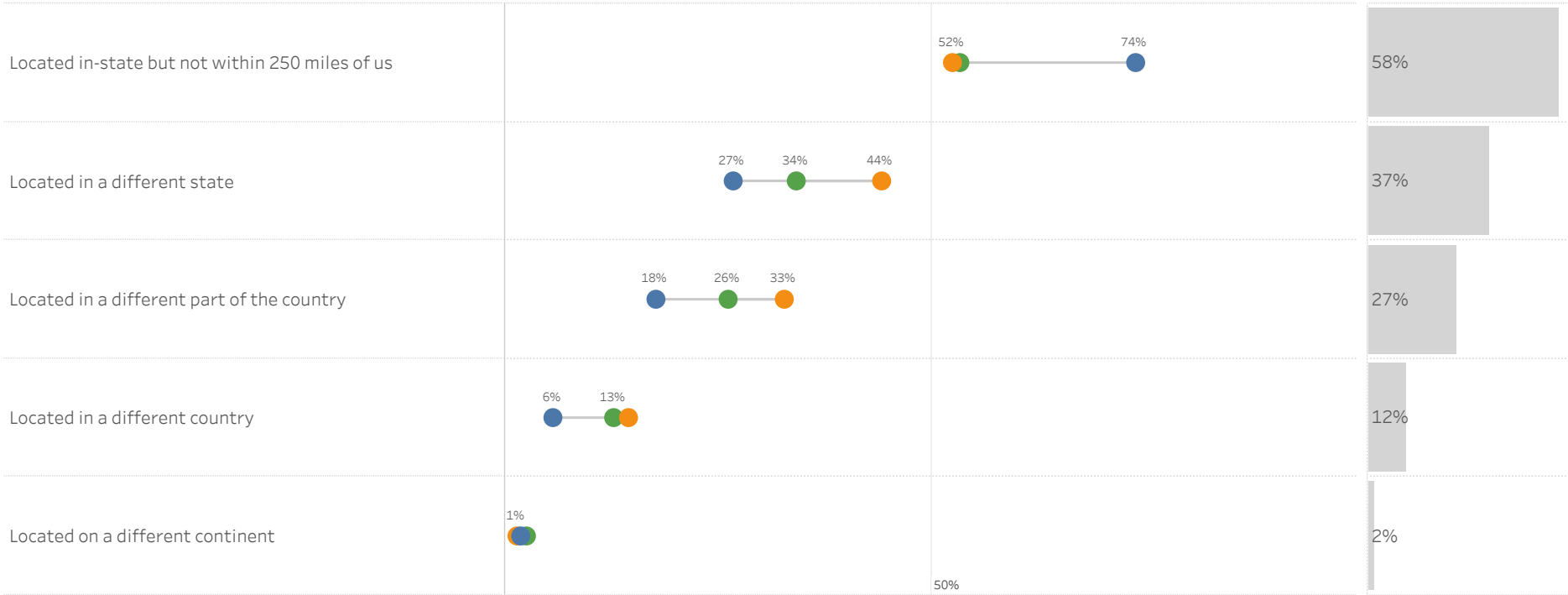
For many respondents, out-of-market agencies are still in-state. 37% work with agencies out of state, and 12% with agencies out of the country.

View Selector  
By Segment

View Group

- 1: Looking for ..
- 2: Playing the ..
- 3: Single and S..

Where Their Non-Local Agencies are Located - By Segment



Which of the following apply to marketing or advertising agencies you work with? Choose all that apply.

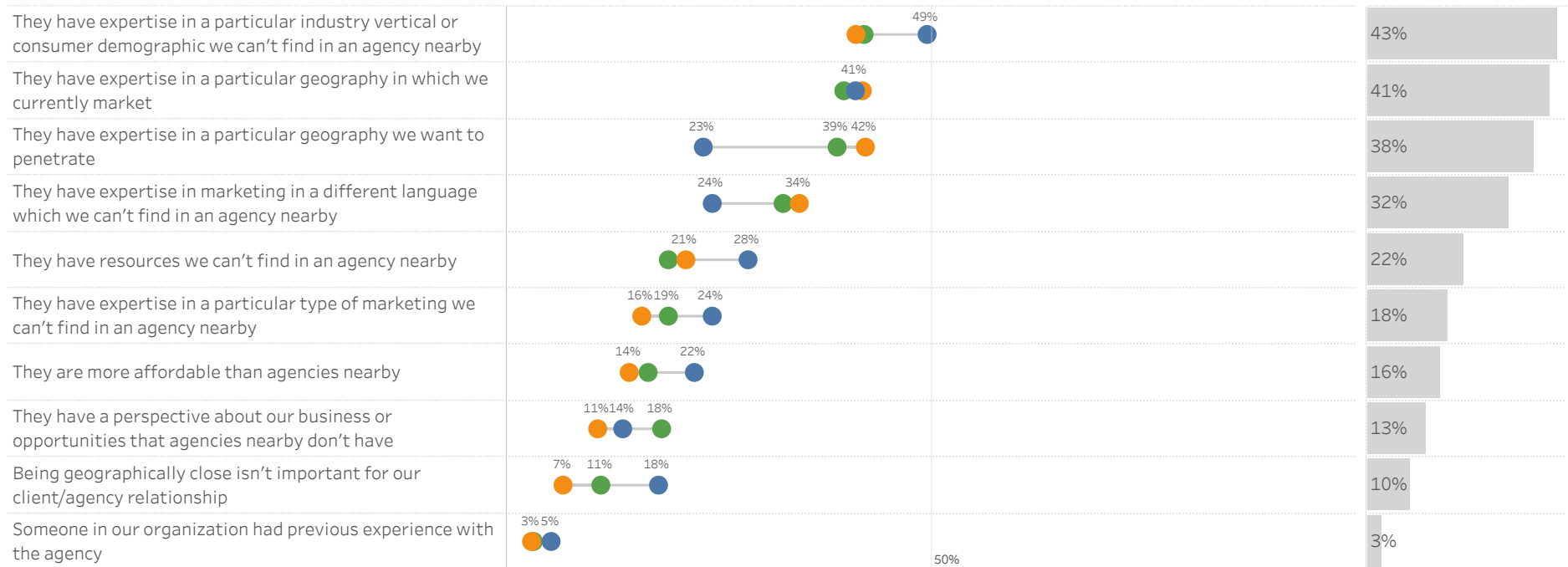
Segments by Work with Out-of-Market Agencies	Work with Out-of-Market Agencies by Budget	Where Out-of-Market Agencies are Located	Why Use Out-of-Market Agencies	Why Use Out-of-Market Agencies (by Distance)	Concerns with Out-of-Market Agencies	Important for Agencies Title
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Those using out-of-market agencies often say it's due to a specific industry, audience or location-based expertise. Cost is only cited by 16%.

View Selector  
By Segment

View Group  
 1: Looking for L..  
 2: Playing the F..  
 3: Single and S..

### Why Use Out-of-Market Agencies - By Segment



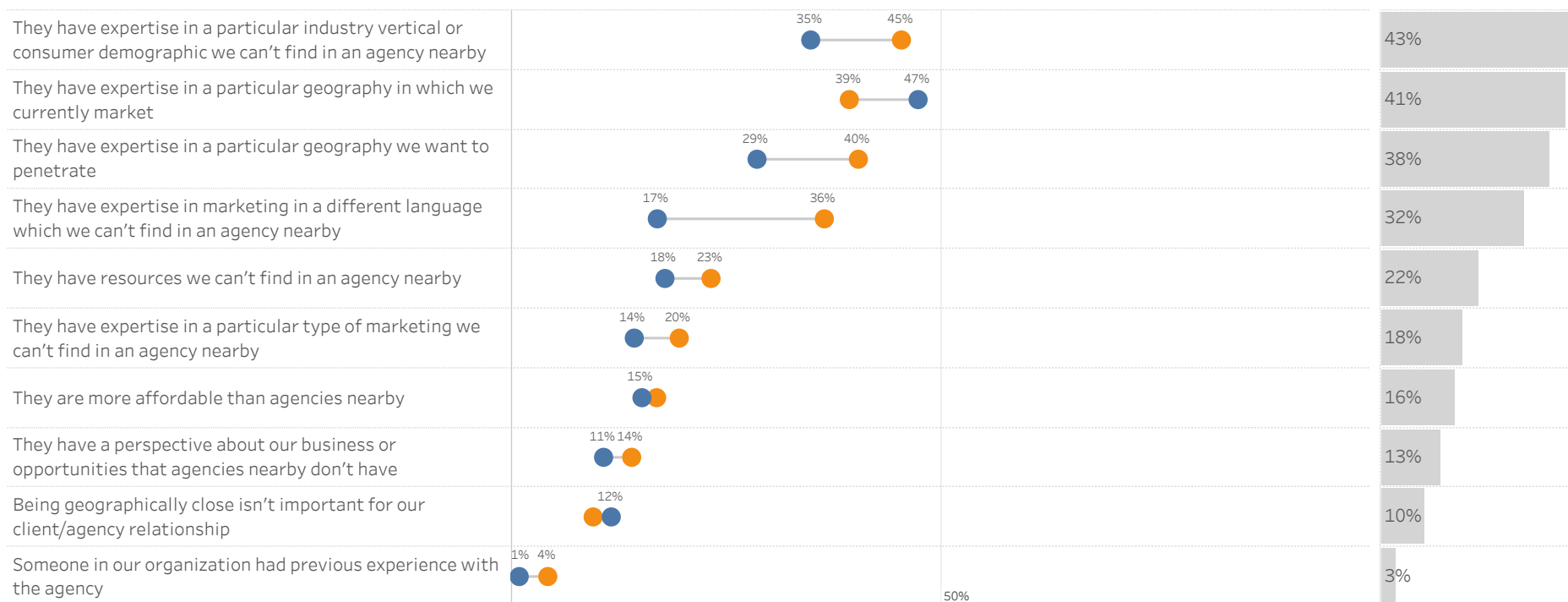
Why do you work with an agency or agencies that aren't located nearby? Check all that apply.

Work with Out-of-Market Agencies by Budget	Where Out-of-Market Agencies are Located	Why Use Out-of-Market Agencies	Why Use Out-of-Market Agencies (by Distance)	Concerns with Out-of-Market Agencies	Important for Agencies Title	Appealing Agency Descriptors
--	--	--------------------------------	--	--------------------------------------	------------------------------	------------------------------

Clients working with agencies out of state or further are more likely to cite expertise in a geography they're trying to penetrate as a reason.

Out-of-Market Agencies  
■ In-State  
■ Out of State

### Why Use Out-of-Market Agencies - by Distance



Why do you work with an agency or agencies that aren't located nearby? Check all that apply.



Nearly half say that less frequent in-person meetings are a concern. Playing the Field respondents share more concerns than other segments.

View Selector

By Segment

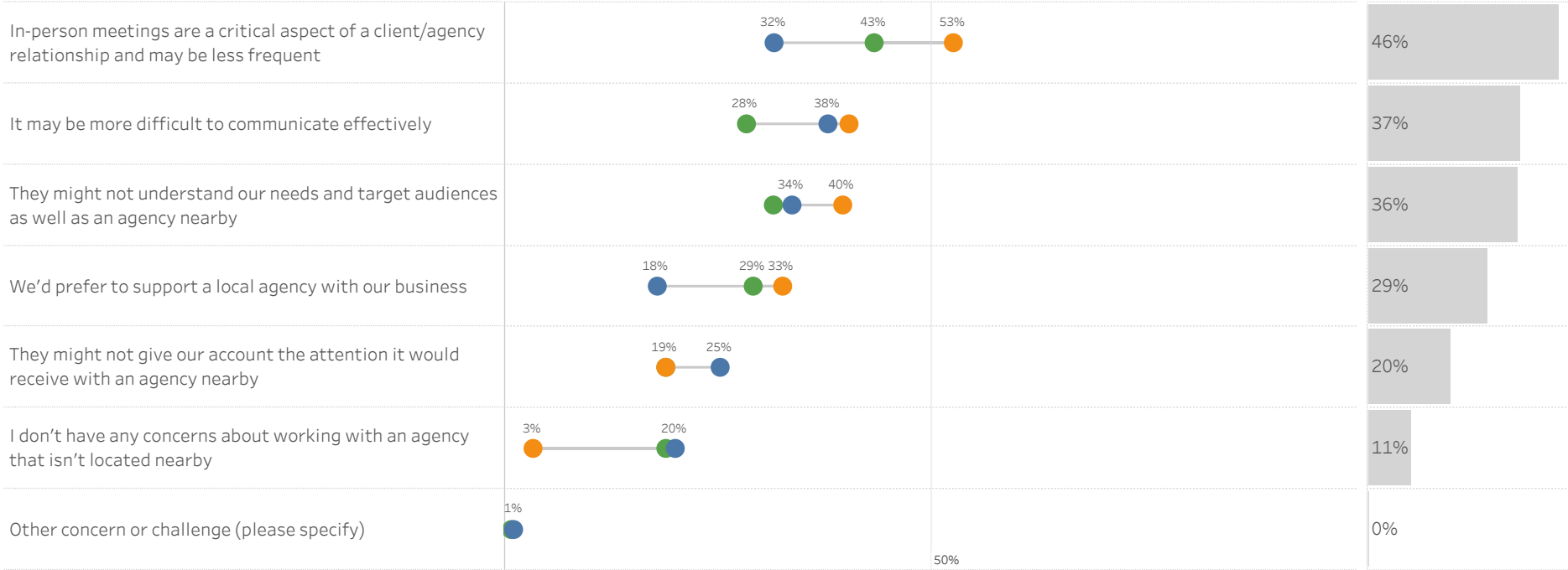
View Group

1: Looking for L..

2: Playing the F..

3: Single and S..

Concerns About Working with Out-of-State Agencies - By Segment



Do you have any concerns or challenges with respect to working with agencies that aren't located nearby? Choose all that apply.

Why Use Out-of-Market Agencies	Why Use Out-of-Market Agencies (by Distance)	Concerns with Out-of-Market Agencies	Important for Agencies Title	Appealing Agency Descriptors	Most Important Agency Qualities - Looking for Love	Most Important Agency Qualities - Playing the Field
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## The Agency Edge

RESEARCH SERIES

# What's Important with Respect to Agencies?



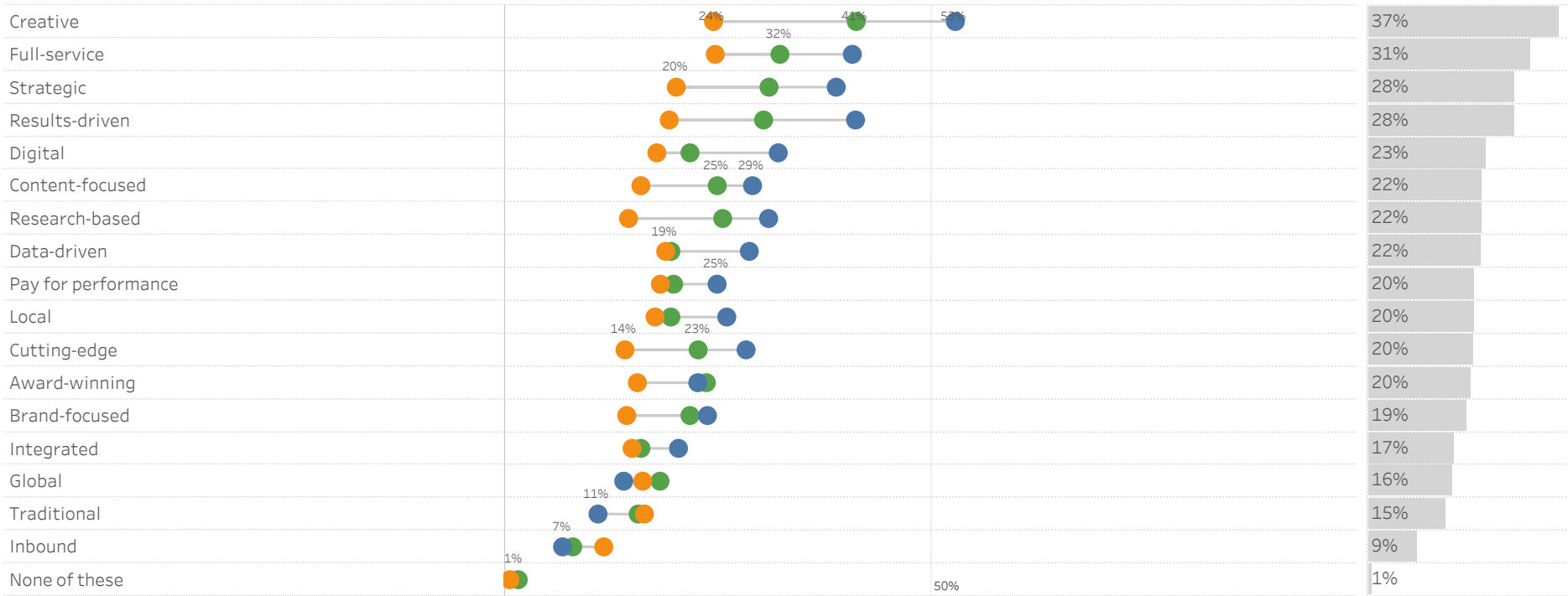
Looking for Love respondents are the most likely to cite many agency descriptors as being appealing. Playing the Field respondents are the least likely.

View Selector  
By Segment

View Group

- 1: Looking for ..
- 2: Playing the ..
- 3: Single and S..

Most Appealing Agency Descriptors - By Segment



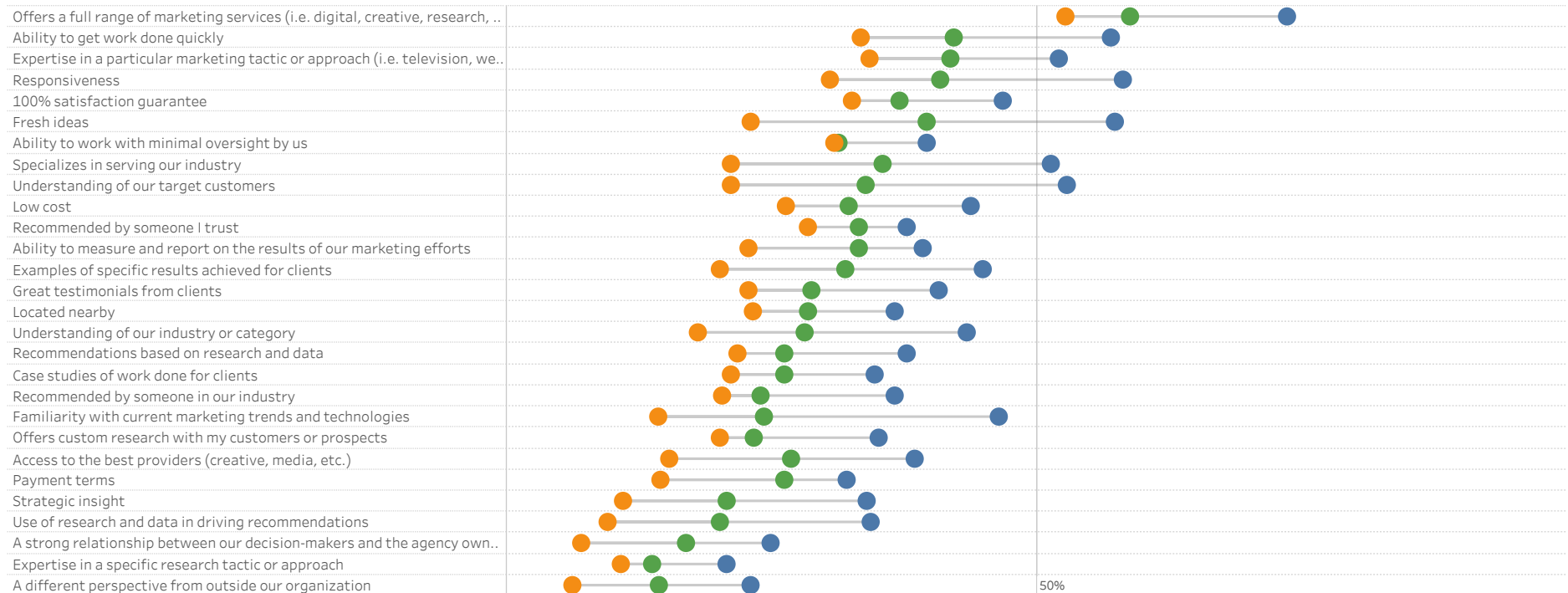
Which of the following descriptions of an agency most appeal to you? Choose all that apply.

Concerns with Out-of-Market Agencies	Important for Agencies Title	Appealing Agency Descriptors	Most Important Agency Qualities - Looking for Love	Most Important Agency Qualities - Playing the Field	Most Important Agency Qualities - Single and Satisfied	Agency Owners Title
--------------------------------------	------------------------------	------------------------------	--	---	--	---------------------

Looking for Love respondents particularly value a full range of services, responsiveness, fresh ideas, understanding target customers and many more characteristics.

View Group  
 ■ 1: Looking for Love  
 ■ 2: Playing the Field  
 ■ 3: Single and Satisfied

### Most Important - Looking for Love - By Segment



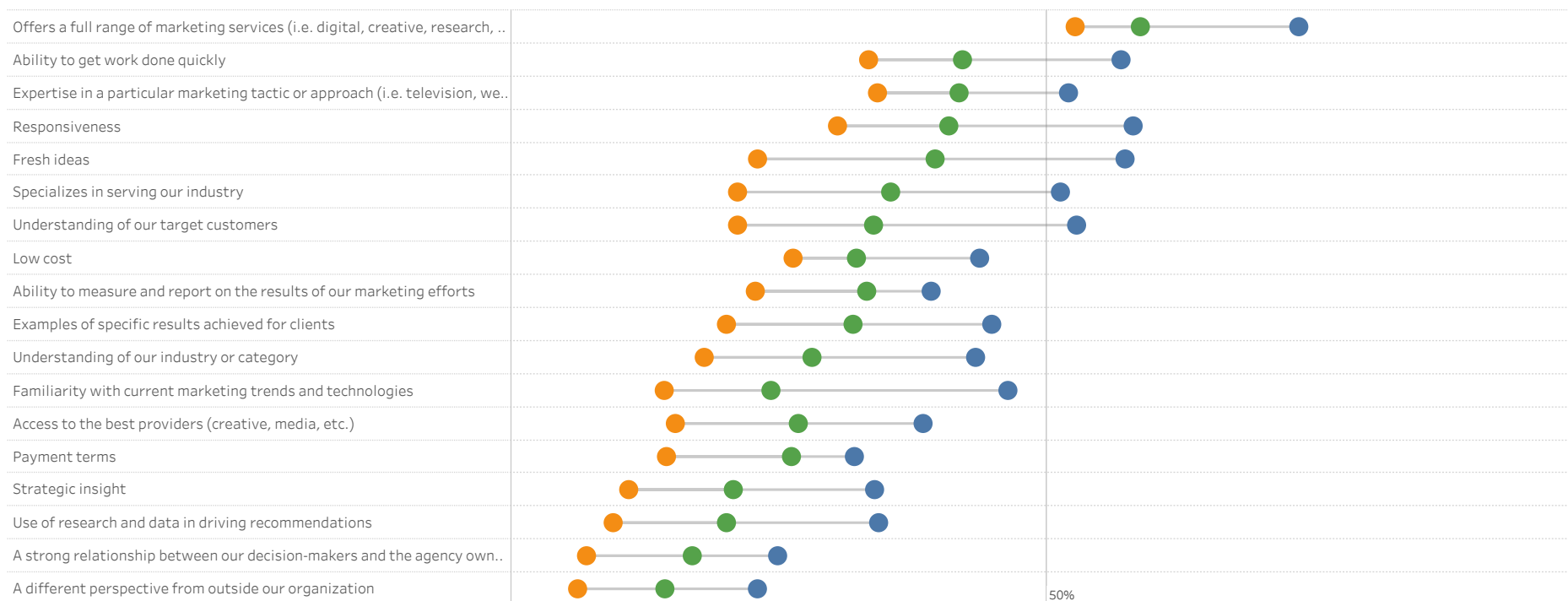
Which of the following are the most important characteristics of an ideal marketing or advertising agency? Choose all that apply.

Important for Agencies Title	Appealing Agency Descriptors	Most Important Agency Qualities - Looking for Love	Most Important Agency Qualities - Playing the Field	Most Important Agency Qualities - Single and Satisfied	Agency Owners Title	When Agency Owners Have Been Present
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While a full range of services is cited as important by half of Playing the Field respondents, they are much less likely to assign importance to most characteristics.

View Group  
 ■ 1: Looking for Love  
 ■ 2: Playing the Field  
 ■ 3: Single and Satisfied

### Most Important - Playing the Field - By Segment



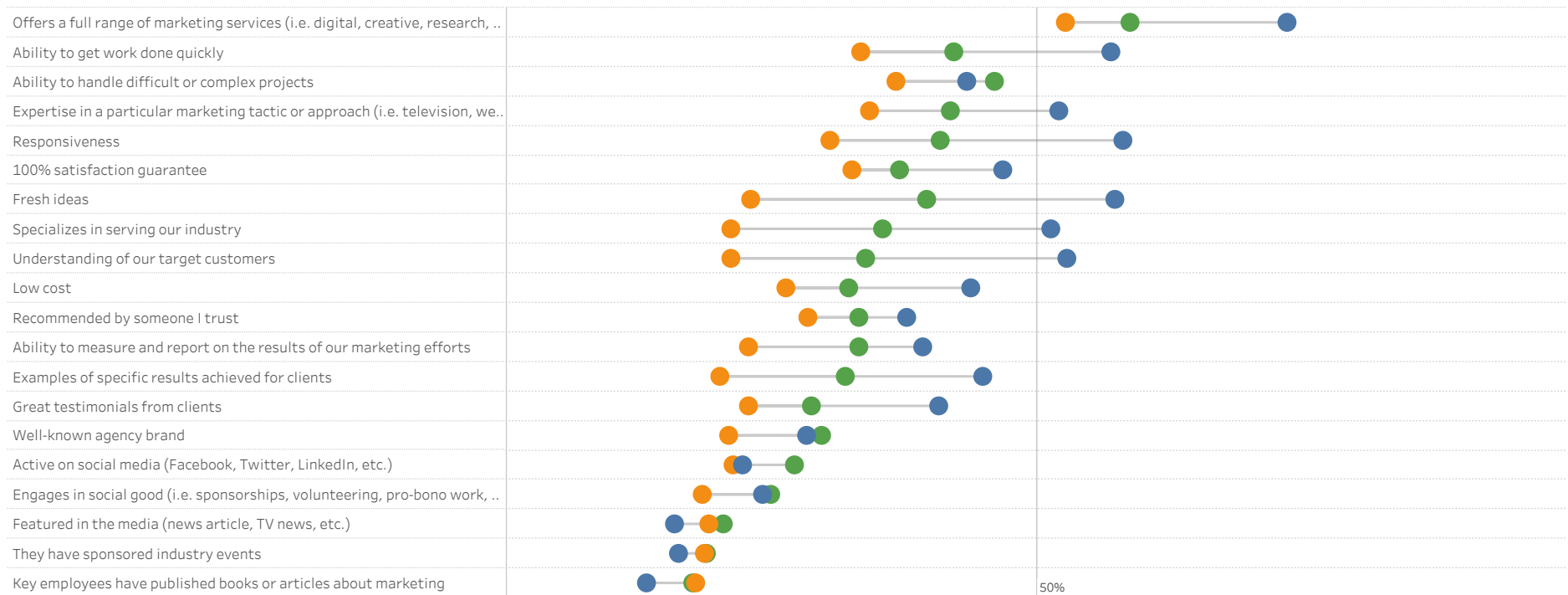
Which of the following are the most important characteristics of an ideal marketing or advertising agency? Choose all that apply.

Appealing Agency Descriptors	Most Important Agency Qualities - Looking for Love	Most Important Agency Qualities - Playing the Field	Most Important Agency Qualities - Single and Satisfied	Agency Owners Title	When Agency Owners Have Been Present	When Agency Owners Have Been Present by Budget
------------------------------	--	---	--	---------------------	--------------------------------------	--

Single and Satisfied respondents are more likely to value the ability to handle difficult or complex projects, and put more weight on a well-known agency brand.

View Group  
 ■ 1: Looking for Love  
 ■ 2: Playing the Field  
 ■ 3: Single and Satisfied

### Most Important - Single and Satisfied - By Segment



Which of the following are the most important characteristics of an ideal marketing or advertising agency? Choose all that apply.

Most Important Agency Qualities - Looking for Love	Most Important Agency Qualities - Playing the Field	Most Important Agency Qualities - Single and Satisfied	Agency Owners Title	When Agency Owners Have Been Present	When Agency Owners Have Been Present by Budget	When Owners Should be Present
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The Agency Edge

RESEARCH SERIES

Involvement of Agency Owners



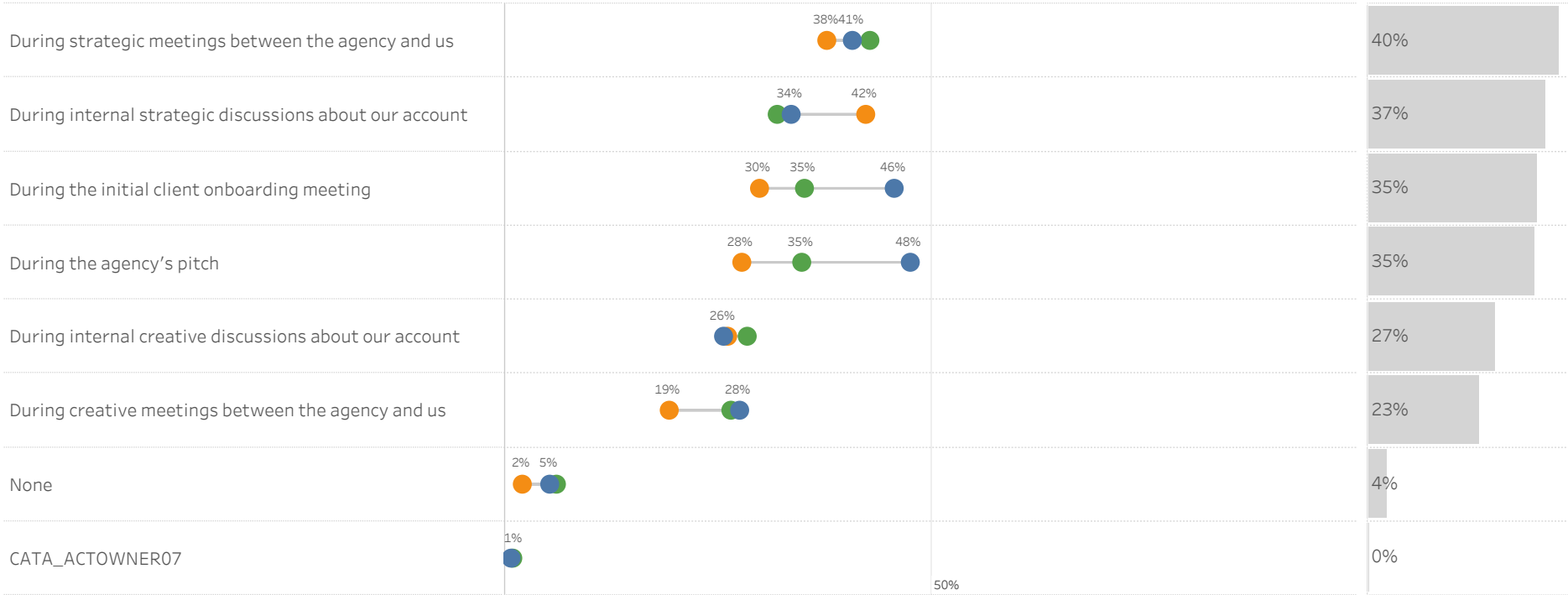
Most Important Agency Qualities - Playing the Field	Most Important Agency Qualities - Single and Satisfied	Agency Owners Title	When Agency Owners Have Been Present	When Agency Owners Have Been Present by Budget	When Owners Should be Present	When Owners Should be Present by Budget
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Respondents are most likely to say that agency owners have been present during strategic meetings, during the pitch and initial onboarding.

View Selector  
By Segment

View Group  
 1: Looking for ..  
 2: Playing the ..  
 3: Single and S..

When Agency Owner Has Been Present - By Segment



In which meetings has the agency owner ACTUALLY been present? Choose all that apply.



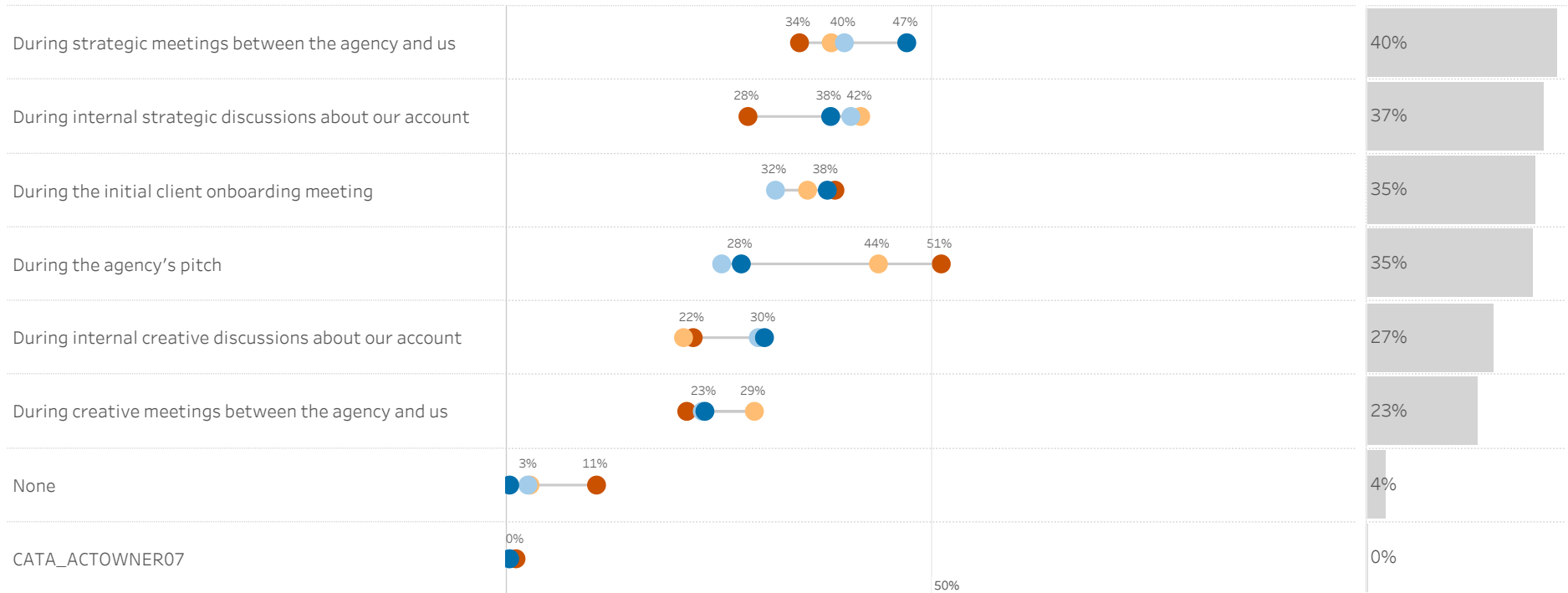
Most Important Agency Qualities - Single and Satisfied	Agency Owners Title	When Agency Owners Have Been Present	When Agency Owners Have Been Present by Budget	When Owners Should be Present	When Owners Should be Present by Budget	How Feel About Level of Owner Involvement
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Those with the smallest budgets are least likely to say the agency owner has been present after the pitch.

View Selector  
By Budget

View Group  
■ \$10 - \$20 milli..  
■ \$1 - \$10 million  
■ \$250K - \$1 mill..  
■ Under \$250K

### When Agency Owner Has Been Present - By Budget



In which meetings has the agency owner ACTUALLY been present? Choose all that apply.

Agency Owners Title	When Agency Owners Have Been Present	When Agency Owners Have Been Present by Budget	When Owners Should be Present	When Owners Should be Present by Budget	How Feel About Level of Owner Involvement	When Have Spoken to Agency Owners
---------------------	--------------------------------------	--	-------------------------------	---	---	-----------------------------------

44% expect the agency owner to be present during strategic meetings, and 25% expect them to be present during creative meetings as well.

View Selector

By Segment

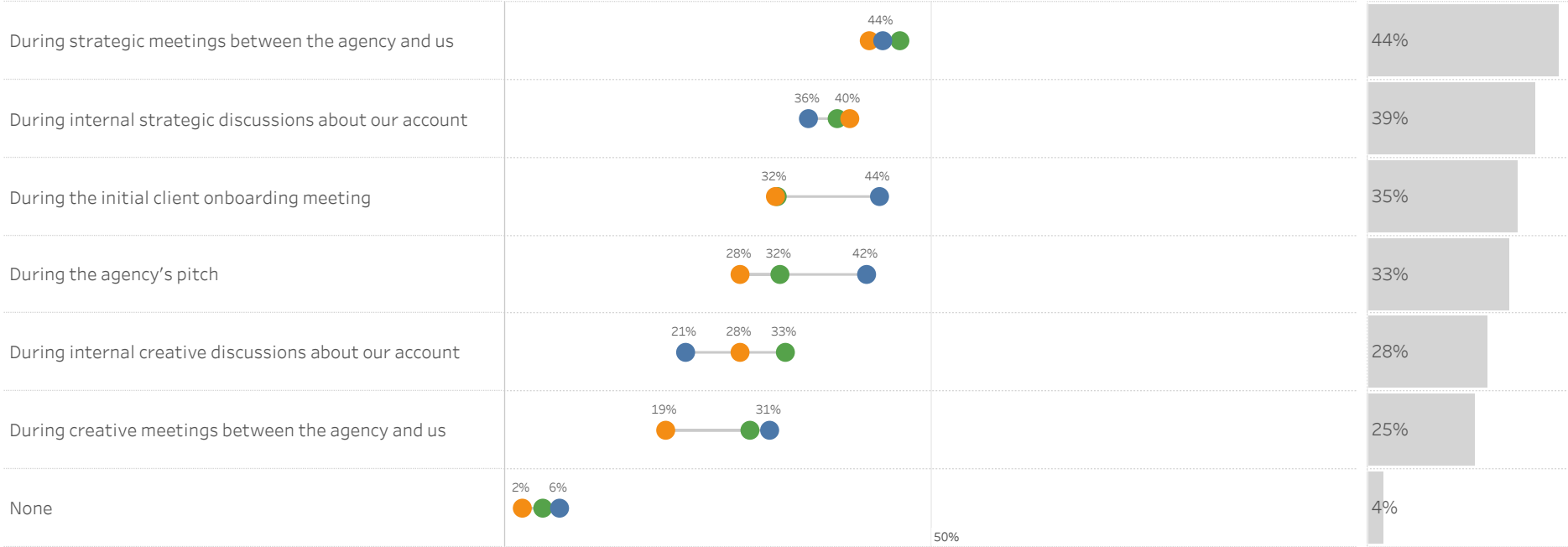
View Group

1: Looking for L..

2: Playing the Fi..

3: Single and Sa..

When Would Expect Agency Owner to be Present - By Segment



During which meetings would you EXPECT the agency owner to be present? Choose all that apply.

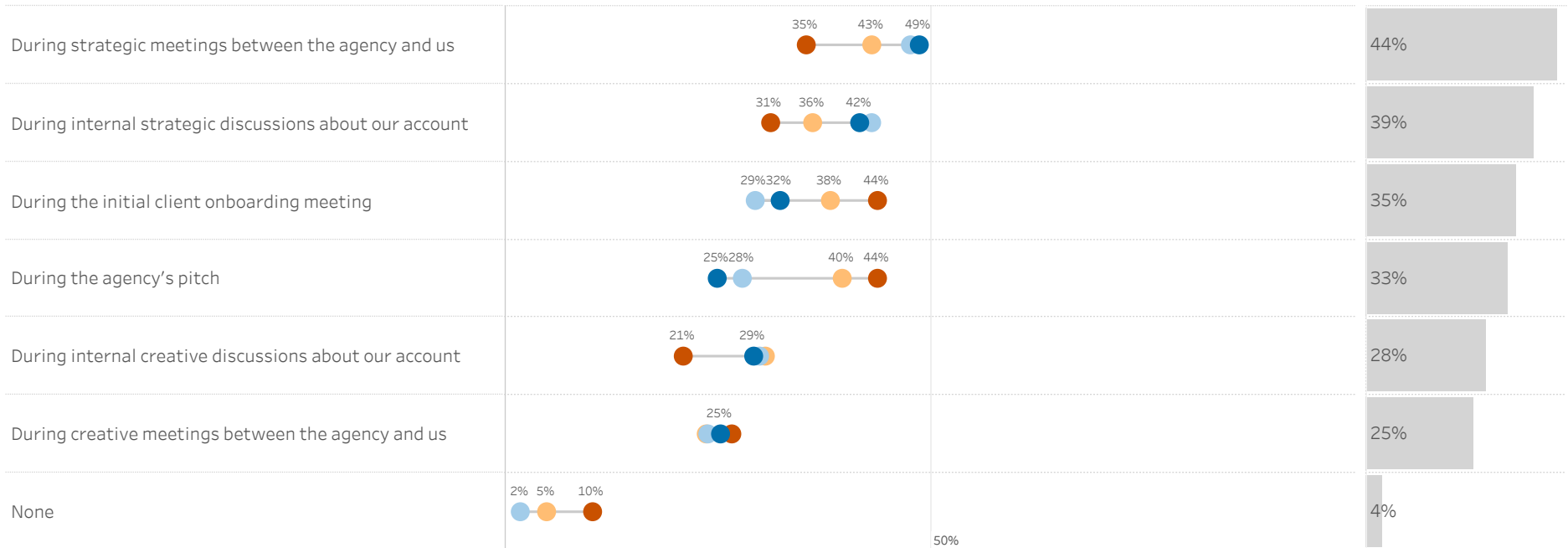
When Agency Owners Have Been Present	When Agency Owners Have Been Present by Budget	When Owners Should be Present	When Owners Should be Present by Budget	How Feel About Level of Owner Involvement	When Have Spoken to Agency Owners	Open to Friendly Relationship with Agency Owners?
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Those with larger budgets are less likely to expect owners during the pitch and onboarding, but more likely to want them present during strategic meetings and discussions.

View Selector  
By Budget

View Group  
■ \$10 - \$20 million  
■ \$1 - \$10 million  
■ \$250K - \$1 milli..  
■ Under \$250K

#### When Would Expect Agency Owner to be Present - By Budget



During which meetings would you EXPECT the agency owner to be present? Choose all that apply.

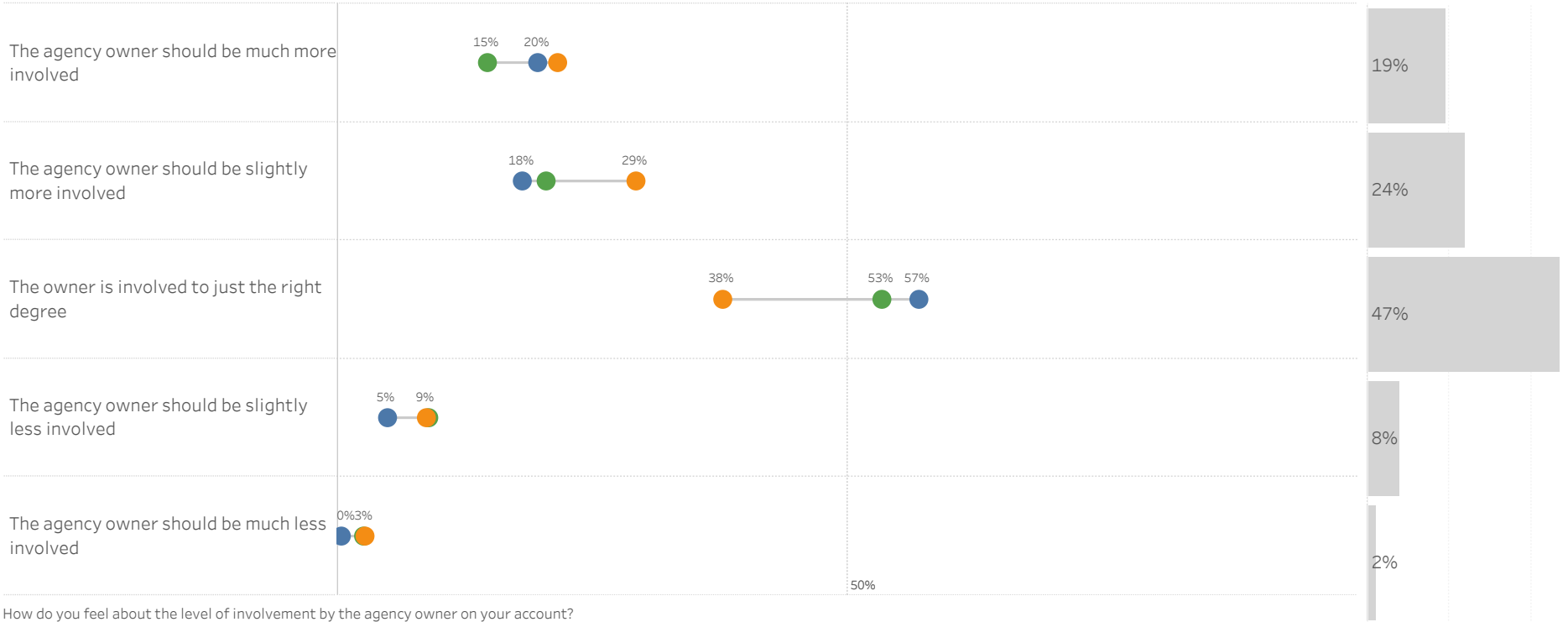
Playing the Field respondents are more likely to say the agency owner should be more involved in their account.

View Selector  
By Segment

View Group

- 1: Looking for L..
- 2: Playing the F..
- 3: Single and Sa..

Level of Agency Owner Involvement on Account - By Segment



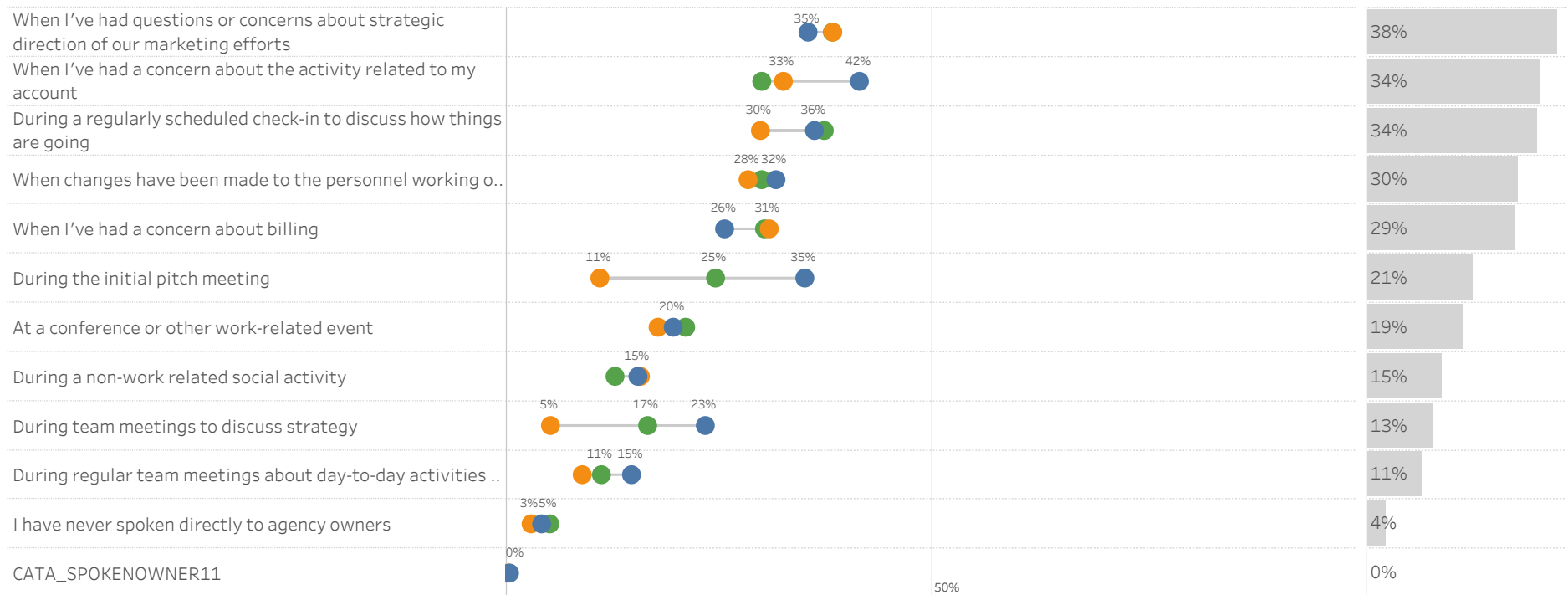
When Owners Should be Present	When Owners Should be Present by Budget	How Feel About Level of Owner Involvement	When Have Spoken to Agency Owners	Open to Friendly Relationship with Agency Owners?	Would Leadership Relationship Benefit Quality of Work with Agencies?	How Feel About a Friendly Relationship With Agency Owners
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71% say that concerns with strategic direction, account activities or billing have been at the root of conversations directly with agency owners.

View Selector  
By Segment

View Group  
■ 1: Looking for ..  
■ 2: Playing the ..  
■ 3: Single and S..

### When Have Spoken to Agency Owners - By Segment



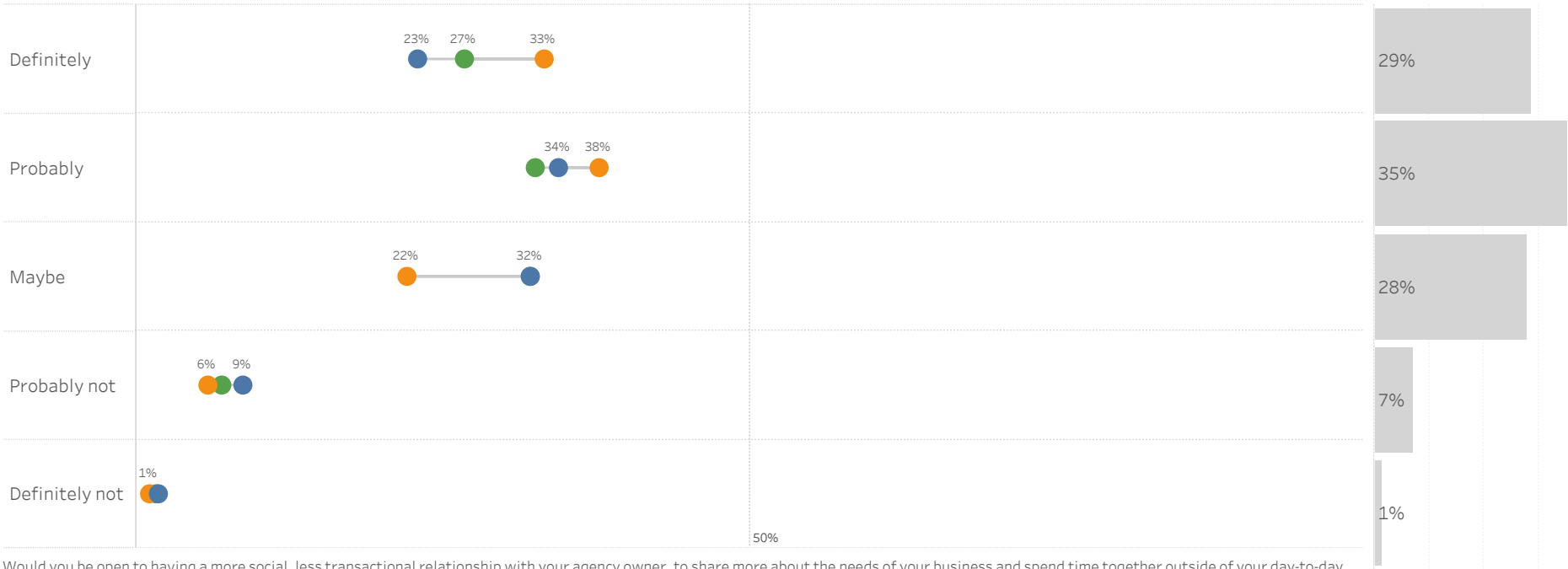
When have you spoken directly to agency owners? Choose all that apply.

Most respondents in leadership roles say they’d be open to spending time with agency owners outside of daily work requirements. Playing the Field are the most enthusiastic.

View Selector  
By Segment

View Group  
■ 1: Looking for L..  
■ 2: Playing the Fi..  
■ 3: Single and Sa..

Open to Having Social Relationship with Agency Owner - By Segment



Would you be open to having a more social, less transactional relationship with your agency owner, to share more about the needs of your business and spend time together outside of your day-to-day work requirements?

How Feel About Level of Owner Involvement	When Have Spoken to Agency Owners	Open to Friendly Relationship with Agency Owners?	Would Leadership Relationship Benefit Quality of Work with Agencies?	How Feel About a Friendly Relationship With Agency Owners	Willing to Facilitate Friendly Relationship between Leadership and Agency Owners	Why Not Interested in Friendly Relationship with Agency Owners
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63% of respondents feel such a relationship would benefit the quality of work they and their agencies do together.

View Selector

By Segment

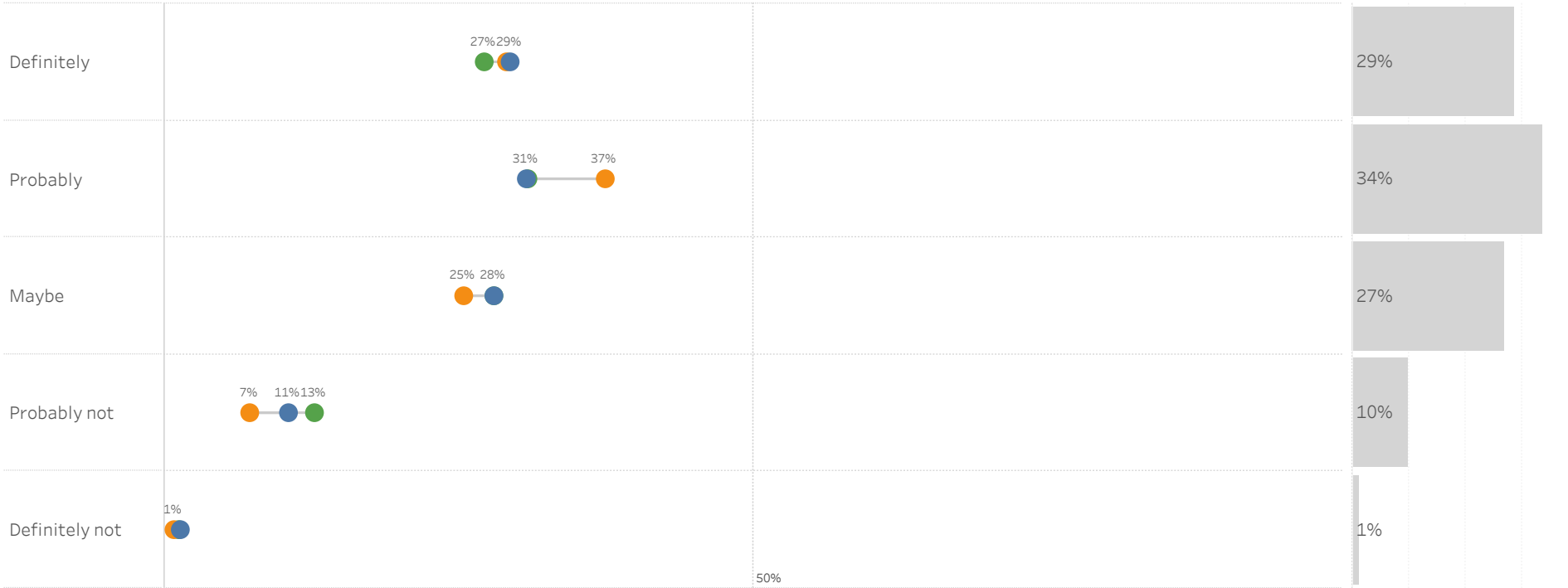
View Group

1: Looking for ..

2: Playing the ..

3: Single and S..

Benefit of Leadership Relationship for Quality of Work Done with Agency - By Segment



Do you think such a relationship would benefit the quality of the work you and the agency do together?

Most non-owner respondents think that friendly relationships between their leadership and agency owners is a good thing.

View Selector  
By Segment

View Group

- 1: Looking for L..
- 2: Playing the Fi..
- 3: Single and Sa..

How Feel About Friendly Relationship Between Leadership and Agency Owner - By Segment



How would you feel about your organization's owner, President, CEO or CMO developing a more friendly, casual relationship with the owner of your marketing or advertising agency?



Those respondents not in senior leadership roles overwhelmingly say they’d be willing to help facilitate a relationship between agency owners and company leadership.

View Selector  
By Segment

View Group

- 1: Looking for L..
- 2: Playing the Fi..
- 3: Single and Sa..

Willing to Facilitate Connection with Agency Owner - By Segment



Would you be willing to help facilitate this connection?

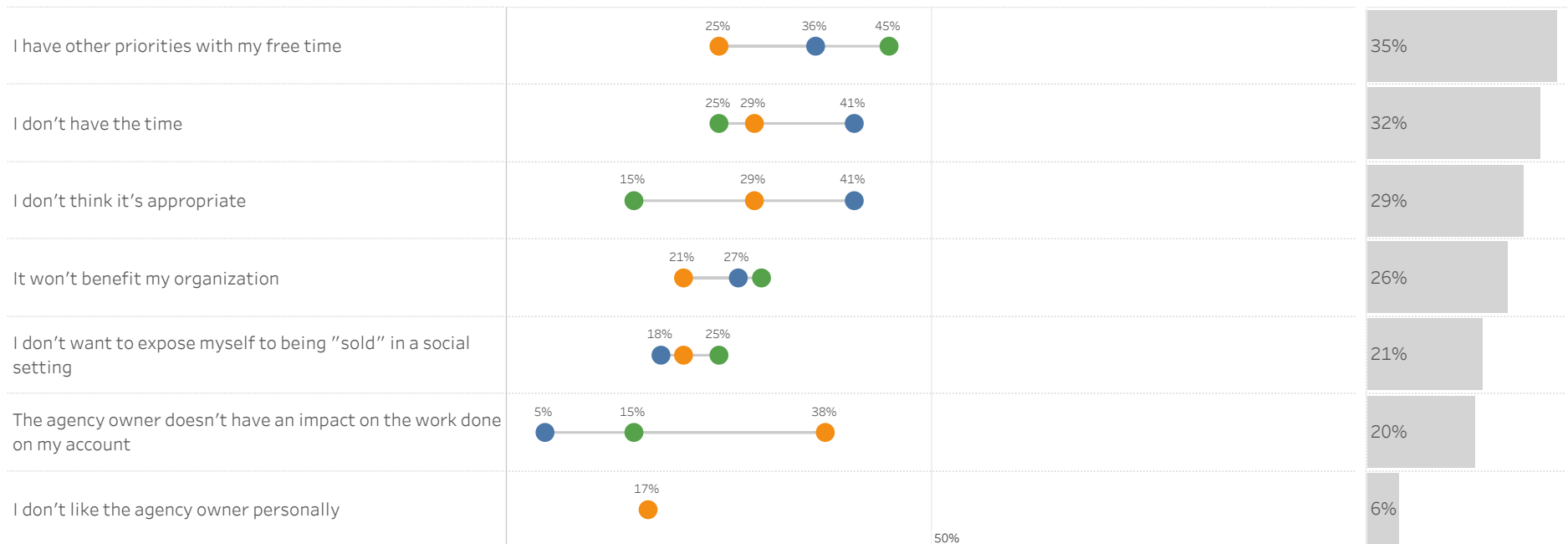
Would Leadership Relationship Benefit Quality of Work with Agencies?	How Feel About a Friendly Relationship With Agency Owners	Willing to Facilitate Friendly Relationship between Leadership and Agency Owners	Why Not Interested in Friendly Relationship with Agency Owners	Appealing Activities with Agency Owners	Questions?	Contact
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Among those who say that a friendly relationship with agency owners isn't appealing, often the reason is time-related. 29% of this group doesn't feel it is appropriate.

View Selector  
By Segment

View Group  
■ 1: Looking for L..  
■ 2: Playing the F..  
■ 3: Single and S..

#### Why Social Relationship with Agency Owner Doesn't Appeal - By Segment



Why doesn't developing a more casual relationship with an agency owner appeal to you? Choose all that apply.

Respondents are most open to quarterly meetings with owners or grabbing a meal or drink together periodically. Looking for Love are most interested in these activities.

View Selector  
By Segment

View Group  
 1: Looking for ..  
 2: Playing the ..  
 3: Single and ..

Appealing Activities with Agency Owner - By Segment



Which would most appeal to you for activities with an agency owner? Choose all that apply.

Would Leadership Relationship Benefit Quality of Work with Ag..	How Feel About a Friendly Relationship With Agency Owners	Willing to Facilitate Friendly Relationship between Leadership and Agency Owners	Why Not Interested in Friendly Relationship with Agency Owners	Appealing Activities with Agency Owners	Questions?	Contact
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The Agency Edge  
RESEARCH SERIES

Questions?



Would Leadership Relationship Benefit Quality of Work with Ag..	How Feel About a Friendly Relationship With Agency Owners	Willing to Facilitate Friendly Relationship between Leadership and Agency Owners	Why Not Interested in Friendly Relationship with Agency Owners	Appealing Activities with Agency Owners	Questions?	Contact
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## The Agency Edge

### RESEARCH SERIES



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