

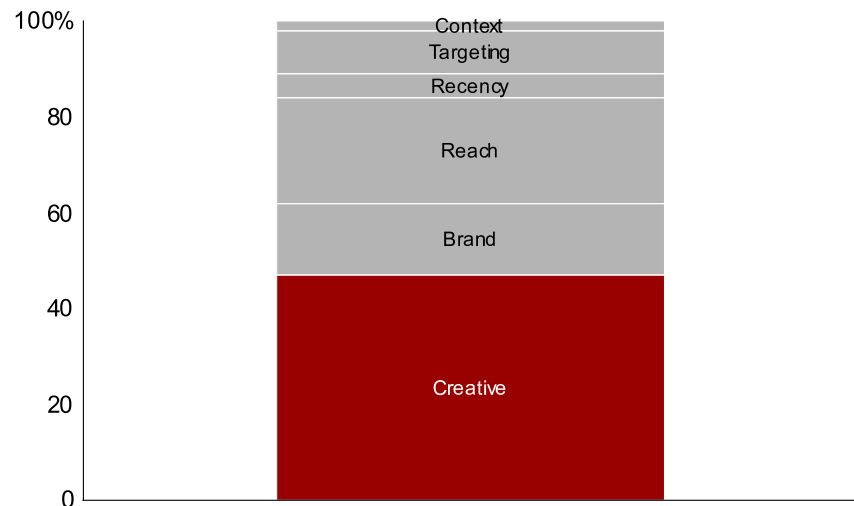
# Importance of creative: Creative remains a vital aspect of campaign success

## HISTORICAL TRENDS

PRELIMINARY

~50% of a campaign's sales can be directly attributed to the quality of creative

% Sales Contribution by Advertising Element

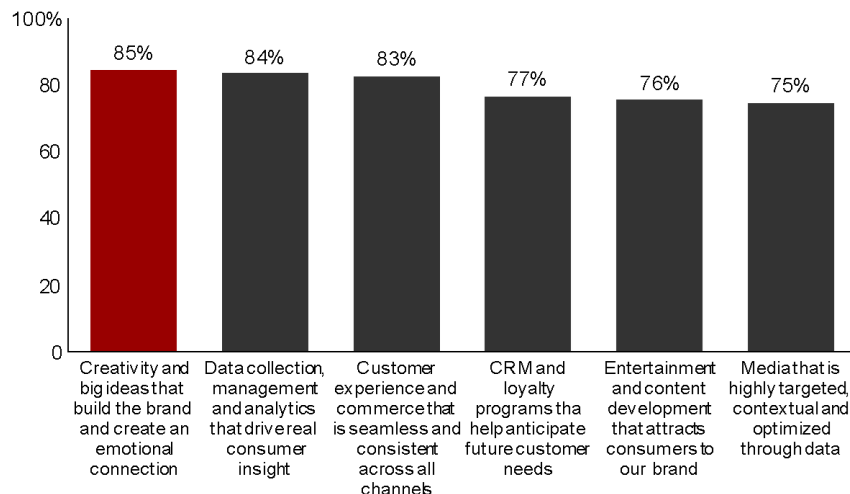


Source: Nielsen, Dentsu Aegis Network, Market participant interviews

CMOs believe creativity is most important to future business success

How important do you believe select marketing capabilities are to future business success?

% of respondents (worldwide CMOs), May 2019



*“There is going to be a creative renaissance...one of my biggest predictions is the rise of creativity”*

# In-house agencies: There has been significant growth in in-house teams, focused on creative adaptation and production work

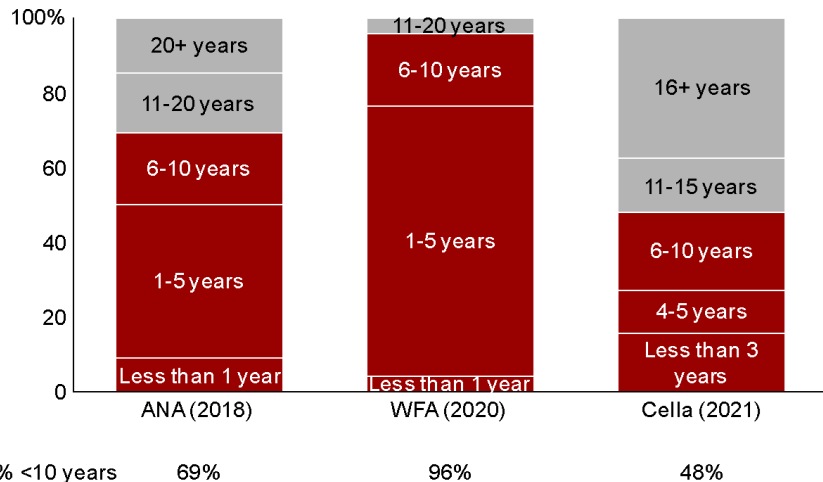
## HISTORICAL TRENDS

PRELIMINARY

Various surveys suggest the majority of in-house agencies have been established in the last 10 years

When was your in-house agency established?

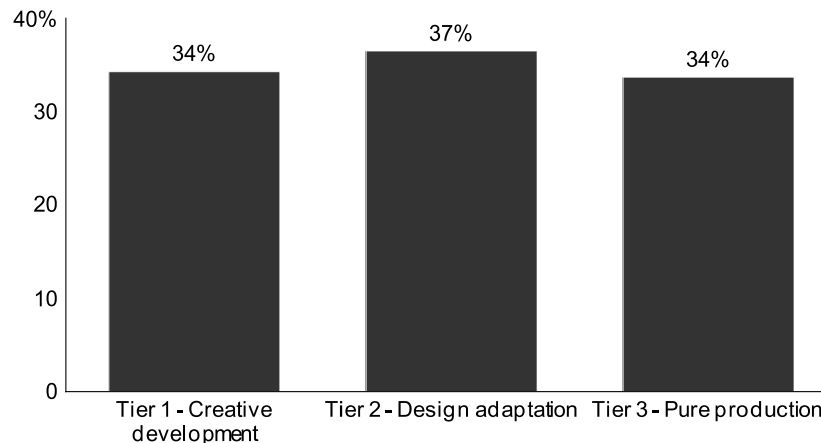
% respondents



Only ~1/3 of in-house hours are spent on creative development

What % of your team's hours were spent on tier 1, 2 and 3 work?

Average % hours spent on type of work



*“A lot of in-house agencies are focusing on post-production... businesses **in-source media buying and re-editing and outsource the big idea stuff**”*

# The creator market is growing rapidly

A NEW DEMOCRACY

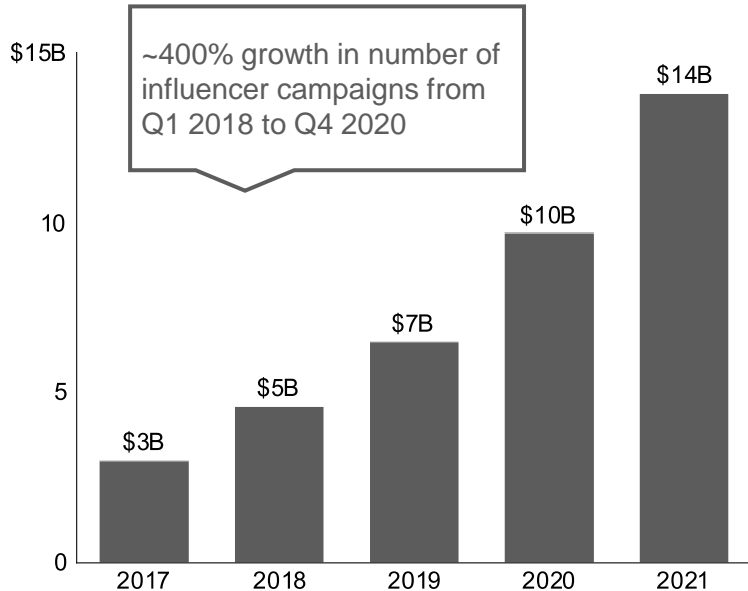
PRELIMINARY

**Global creator marketing spend reached \$14B in 2021, growing ~50% YoY**

**60+% of companies plan to increase creator spend, with ~40% allocating 20+% of their marketing budget**

Global influencer marketing market size

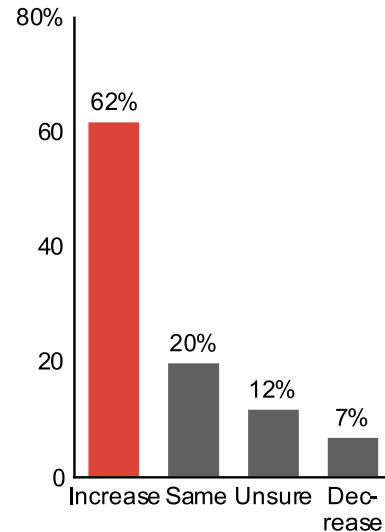
CAGR  
'17-'21



46%

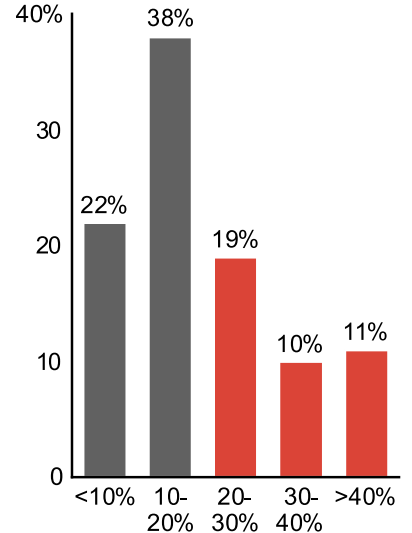
My influencer marketing budget over the next 12 months will:

Percentage of survey respondents



What % of marketing budget do you intend to spend on influencer campaigns?

Percentage of survey respondents



Source: Influencer Marketing Hub; Influencer Marketing Hub survey (n=5,000)



# Consumers in Control

PRELIMINARY

## Trends

- **Consumers take control of how they interact with brands**
  - Data regulations and privacy technologies will allow consumers to proactively choose who to share their data with, and to what extent
- **Consumers expect more in exchange for their data**
  - Consumers will expect not only great products and experiences in exchange for their data, but also engaging creative content that is personalized, relevant and additive to their lives
  - Brands that deliver on these dimensions will be rewarded with higher loyalty and advocacy

## Implications for creativity

- **Creativity will be critical to resonate in a world with less personal data**
  - With limited data to personalize and target on, brands will turn to creativity to reach new consumers, focusing on generating empathy and entertainment through common “surprise and delight” moments
- **Creativity will give brands the right to own consumer data**
  - Customers want and expect entertaining, creative brand content, and will reward it by allowing brands access to their data

## Brand imperatives

- Invest in culture-focused, empathetic **brand campaigns** to catch the eye of new customers
- Target micro-audiences **embodied by individual creators** through sponsorships and campaigns
- Adopt creative **testing and measurement** tools to validate resonance and ROI of creative campaigns
- Invest in in-house **consumer insights** resources to better profile key customer segments
- Invest in in-house **data management resources** and data management **tools**

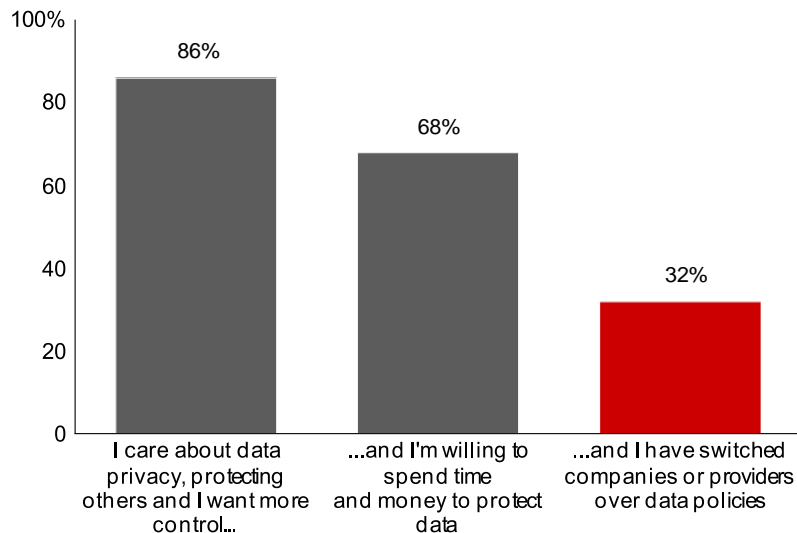
# Consumers are taking control of their data as brand trustworthiness gains importance

## CONSUMERS IN CONTROL

PRELIMINARY

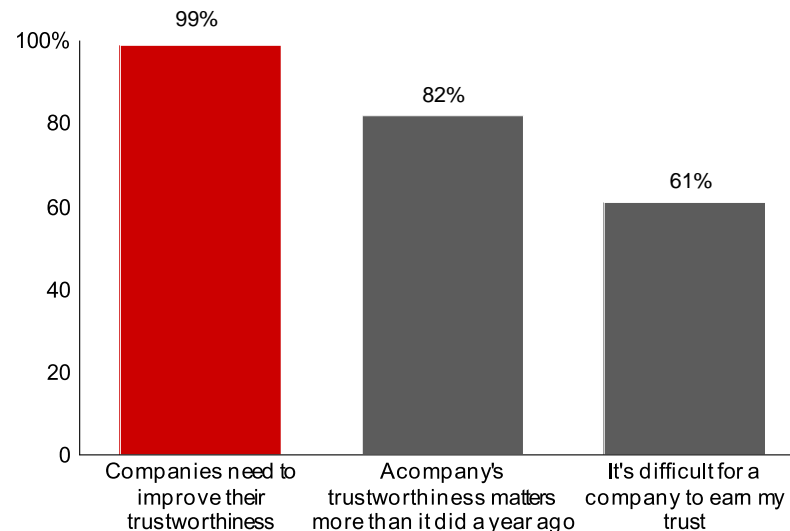
### ~32% of consumers have switched companies due to data policies

% of respondents who agree with the statements



### Nearly 100% of consumers believe companies must improve their trustworthiness

% of respondents who agree with the statements



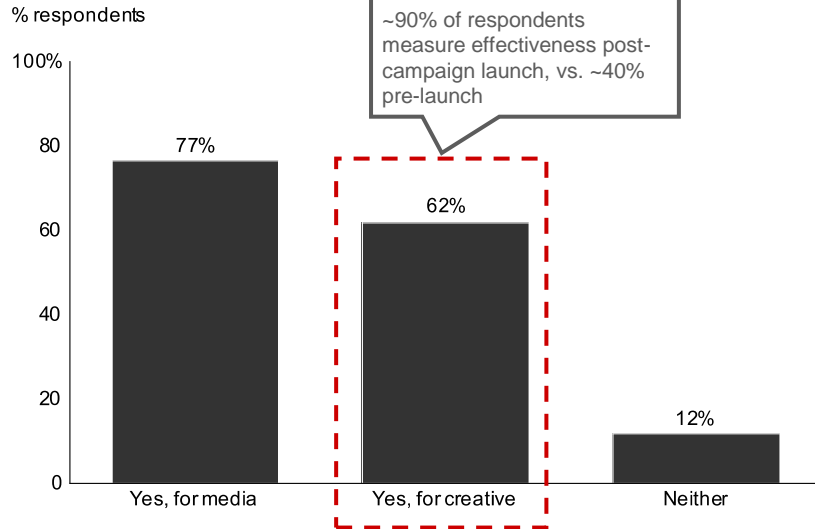
# Marketers increasingly see creative effectiveness measurement as a priority

## ENABLERS

PRELIMINARY

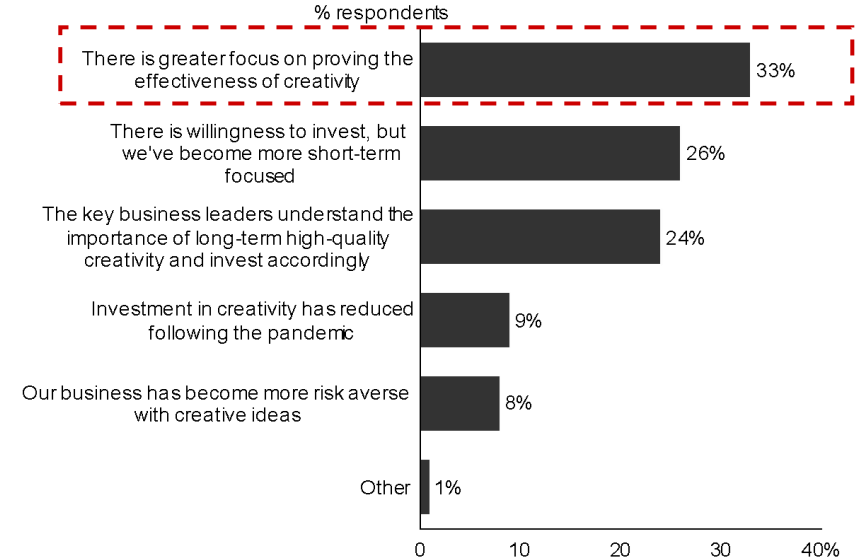
### ~60% of brand marketers surveyed measure creative effectiveness

Do you measure marketing effectiveness?



### Proving effectiveness is increasingly important to creatives

As a marketing leader, what has been your experience in “selling in” creativity to key stakeholders following the pandemic?



Source: Marketing Week, WARC Marketer's Toolkit 2021