



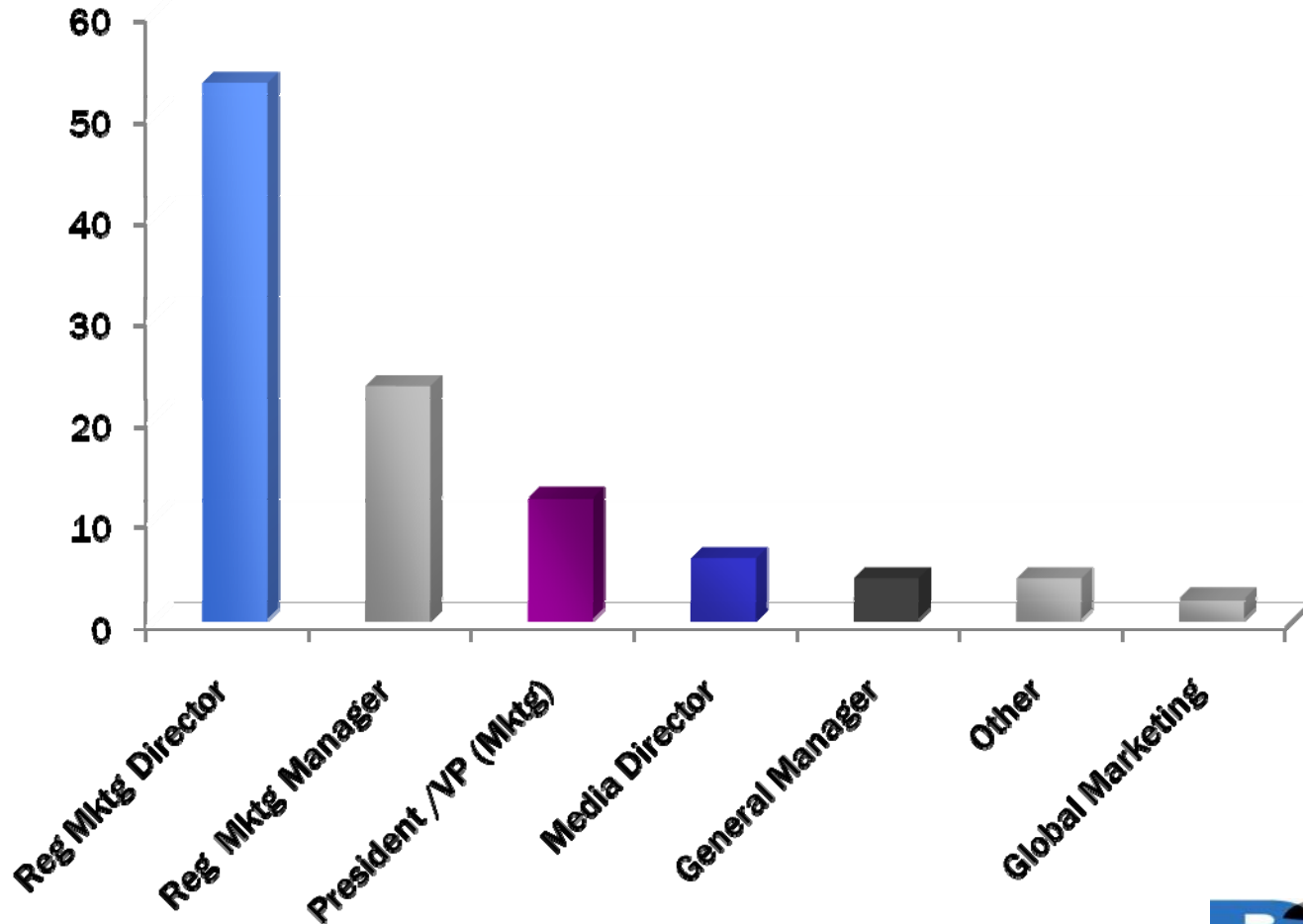
## **Regional Agency Scope 2009**

**A research study conducted by Grupo Consultores Europe, and R3 Asia, since 1978**

# Methodology



Respondents were key marketing decision makers

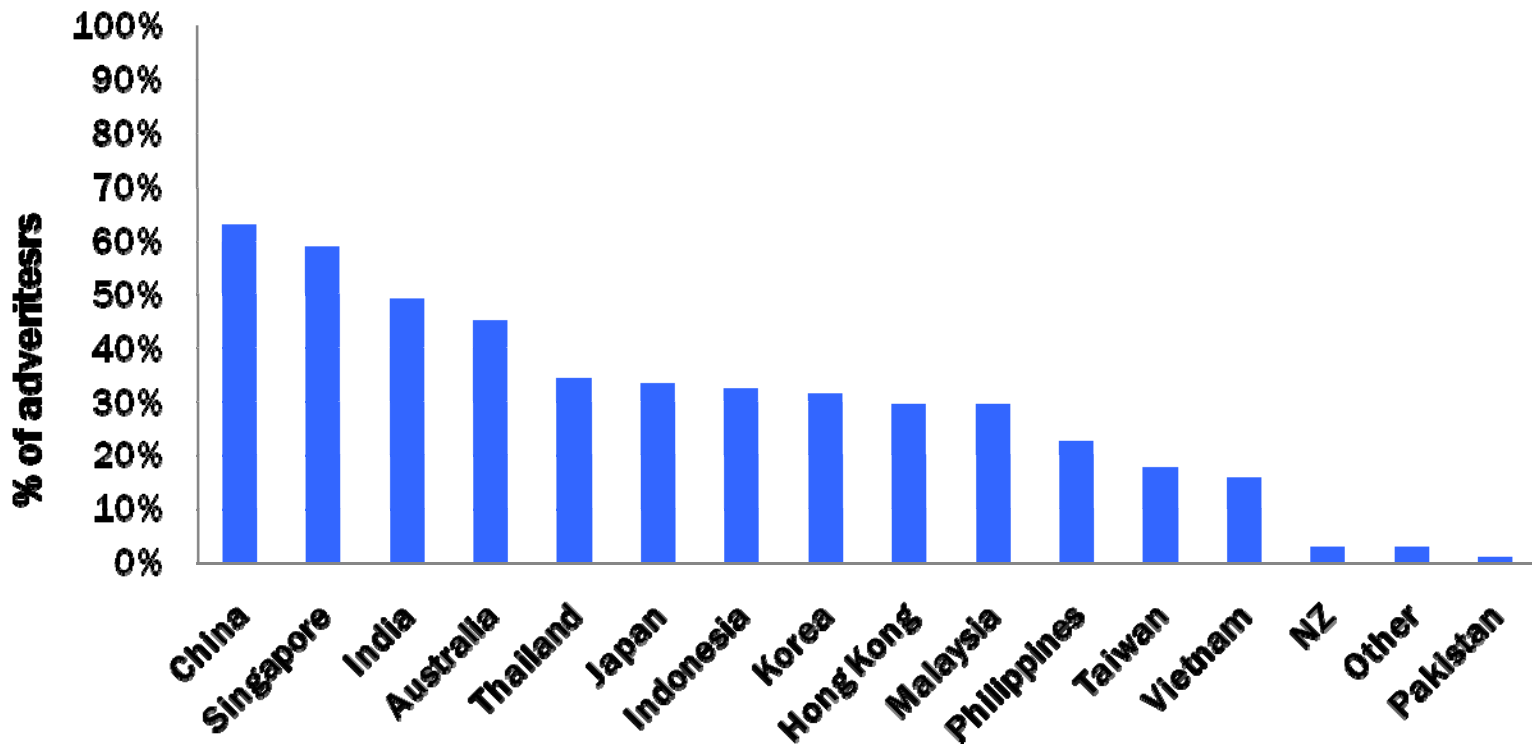


# Methodology



Respondents' had a remit of 3+ Asian markets.

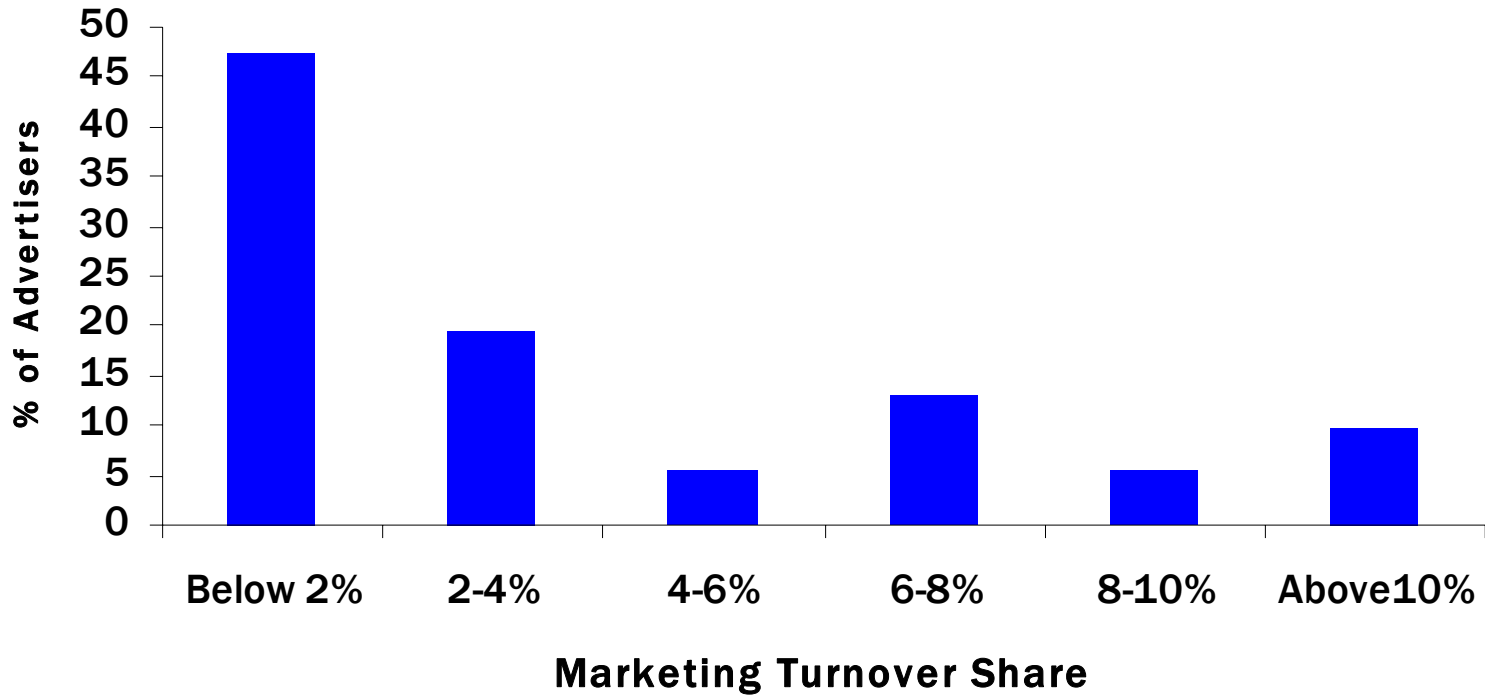
79% managed either one of China or India



# Methodology

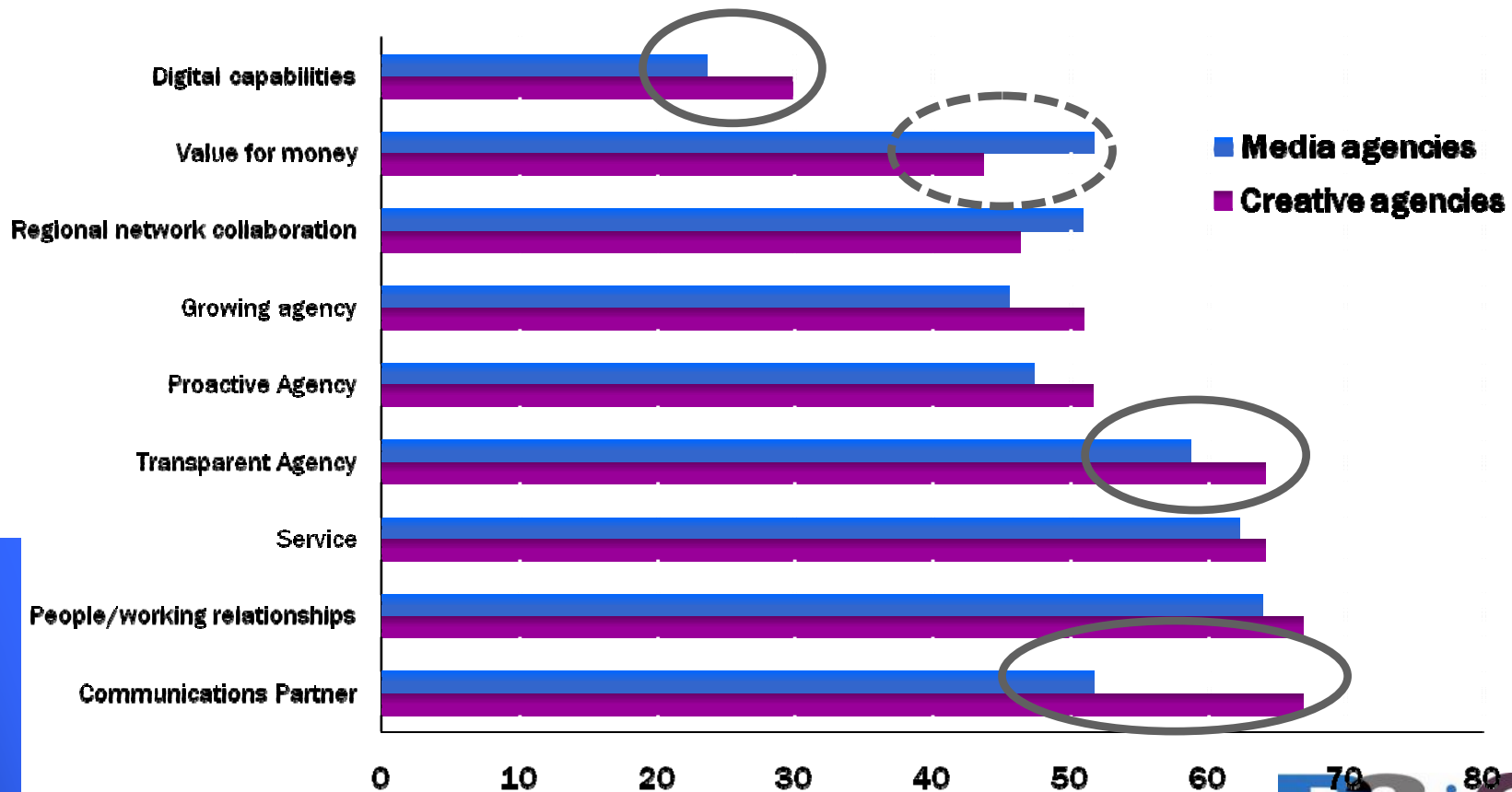


The average marketing turnover share of companies interviewed was 3.9%



# Client Satisfaction with Media vs Creative agencies

**Creative agencies are overall rated better at communications partner, more transparent and with better digital capabilities. Media agencies are rated better on value for money.**

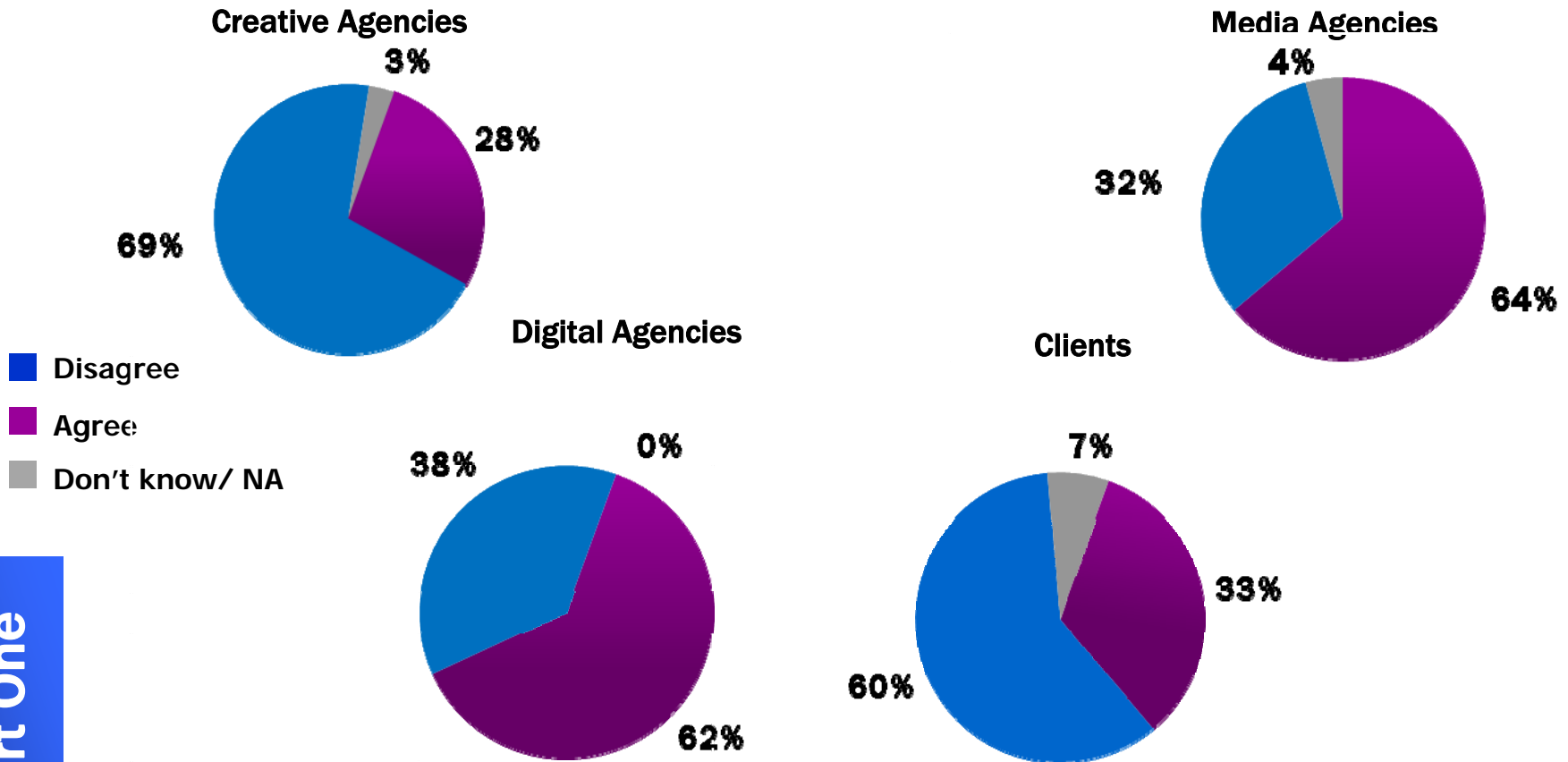


Base: 151 relationships in creative agencies and 114 in media agencies

# “Digital” strength and understanding



“The people in my agency \*generally have a strong enough understanding of digital”



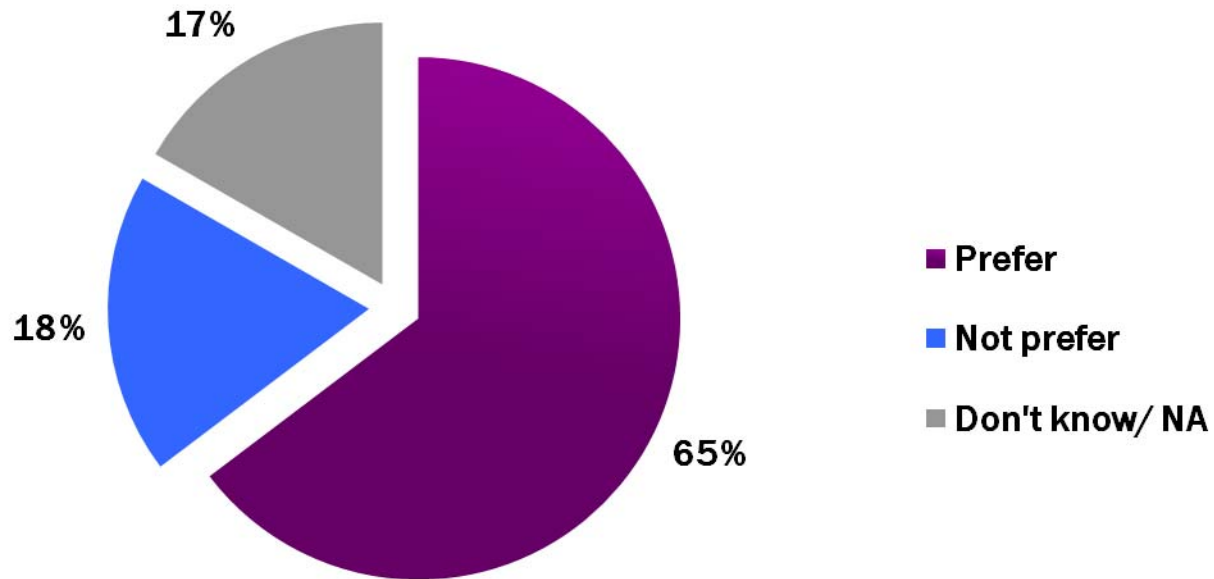
\*Clients asked – “in my marketing team”

Base: 115, creative, 55 media , 19 digital agency professionals, 102 clients

# Digital Agency Engagement



65% of clients would prefer to use a specialist digital agency than either of their current creative/ media agency.



# Digital Activity during Market Instability



Only 22% of advertisers believe the current market instability has made them cautious about trying new media and digital formats

