

# WHAT TO LOOK FOR IN 2023

BASED ON 2022 LEARNINGS

**77%** 77% of brands claim that there is "some" or "high" scarcity of talent in their organizations. (WFA and MediaSense)

**68%** 68% of advertisers rate talent churn as a top concern. (ID Comms)

**22%** 22% of brands say they have too many agency partners. (Setup)

**4%** 4% of leaders strongly agree that current internal and external media talent meets their needs. (ID Comms)

## AGENCY ROSTER

- Better talent
- Improved alignment
- Richer profiles
- Quicker access
- Productivity gains

Annual turnover rate in advertising is 30%. (ANA)

**+90%** +90% of marketers find training resources for agency management inadequate. (ANA)

**96%** 96% of brands prefer a three-month, paid-for project vs. a pitch. (Creativebrief)

**80%** 80% have an in-house agency. (WFA & The Observatory International)

## STRATEGY + MODELS

- Built for speed
- Higher demands
- Enhanced value
- Stronger partnerships

**38%** 38% of B2C CMOs plan to structure their agency relationships to increase marketing effectiveness. (Forrester)

**38%** 38% expect the number of people on their in-house team to grow in the next 12 months. (Lytho)

**60%** 60% of leaders say up to 30% of their total budget is lost to inefficiencies. (ANA)

## AGENCY BRIEFING

- Improved guidance
- Better collaboration
- Greater agility

CMOs' average tenure is 40 months. (Spencer Stuart)

**89%** 89% of agencies agree "it's difficult to produce good creative work without a good marketing brief". (BetterBriefs Project)

**80%** 80% of agencies indicate their clients have a poor or limited understanding of what they need from a brief. (BetterBriefs Project)

## SCOPE OF WORK

- Better planning
- Timely reconciliations
- Internal benchmarking
- Improved taxonomy
- Hybrid compensation

Only 53% of marketing decisions are influenced by data. (Gartner)

## AGENCY EVALUATIONS

- Higher expectations
- Better insight
- Improved actions
- Continuous improvement

**69%** 69% made or plan to make changes to their agency roster. (WFA & The Observatory International)

**38%** 38% are likely to end their current ad agency relationship within 6 months. (Setup)

**15%** 15% of agencies say their relationship with marketing procurement is "extremely or very healthy". (WFA)

### About Agency Mania Solutions

Agency Mania Solutions offers automated, SaaS based solutions, along with a broad array of consulting services, designed to significantly improve the ability of Brand Advertisers to effectively manage their valuable agency relationships. The outcome is more creative, cost effective, and consistent agency performance.

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