

2015 MARKETER SURVEY

BY EMILY WEXLER

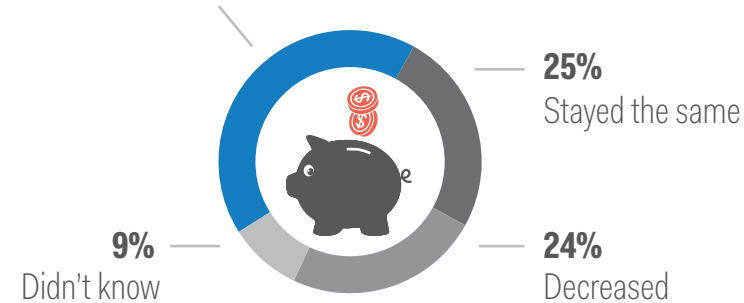
The more things change, the more they stay the same. This year's survey of marketers revealed that budgets continue to shift towards digital and social media, and away from television and print. ROI pressure is still the biggest issue for most marketers, and work-life balance is still causing stress. When it comes to changes, marketing departments are shrinking, media agencies are increasingly important and certain social platforms, like Pinterest and Vine, are losing appeal.

Graphic designer **Sandra Tavares** helped sum up this year's results in this handy infographic. Read on to get an overview of the Canadian industry this year.

BUDGETS AND GROWTH

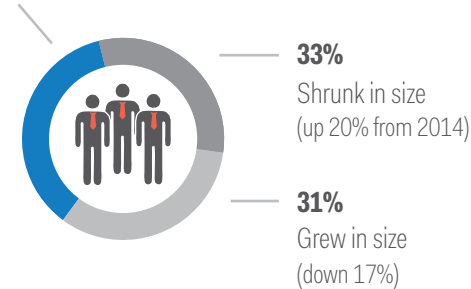
Marketing budget

42% Increased



Department size

36% Remained the same



Where does your company spend the most when it comes to advertising?

49% Television

19% Digital advertising

7% Sponsorship

Noteworthy: only 3% said print, down 21% from last year.



Spending more on:

43% Digital advertising

13% Social media

11% Television

8% Sponsorship

7% Branded content

6% Experiential

3% or less Print, OOH, radio, PR, in-store, mobile, shopper marketing, innovative tech, predictive analytics

Spending less on:

31% Television

25% Print

11% No change from last year

6% Radio

6% Sponsorship

5% Out of home

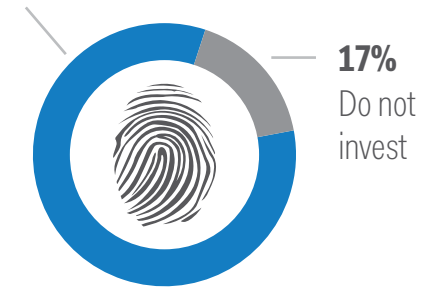
4% PR

3% or less Digital, social media, experiential, branded content, in-store

DEVELOPING FOR THE FUTURE

Branded content

83% Invest



48% Are working with a creative AOR
14% Are working with a digital agency
14% Are creating it in-house

Big data

49% Utilize



38% Analyze it in-house
24% Use research companies, like Ipsos (up 6%)
16% Rely on their media agency
12% Rely on their creative agency

Top 3 priorities for brand development

Strategic partnering to expand reach **24%**

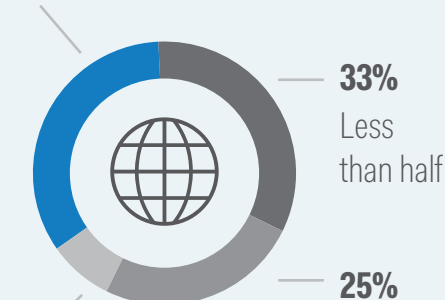
Media innovation/earned media **20%**

Social strategy **14%**



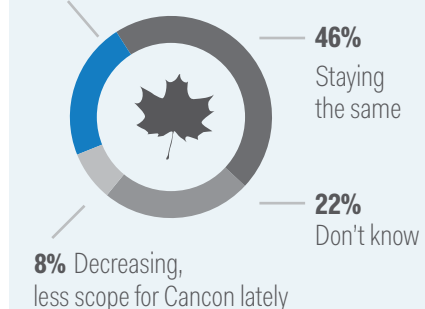
Marketing strategy coming from global HQ

34% None



Canada-created strategy/creative

24% It is on the rise



Brands on social media



93% Facebook



78% Twitter (down 7%)



68% YouTube



60% Instagram (up 8%)



35% LinkedIn (down 15%)



26% Pinterest (down 11%)



15% Google+ (new for 2015)



8% Tumblr



6% Vine (down 11%)



2% Other

2% Not on social media

Controlled in-house

25% All social media (down 20%)



29% More than half

21% Less than half

25% None, all is outsourced (up 19%)

If outsourced, handled by:

47% Creative agency (up 26%)

29% Digital agency

12% Social media agency (down 12%)

8% PR agency

4% Other

This year, over 300 marketers responded to a poll about the state of the industry, conducted from Oct. 19 to Nov. 6, 2015. Respondents skewed female, at 64%, with 39% being between the ages of 26 and 35, followed by 32% being 36 to 45. They mostly held marketing manager (33%) or VP/director of marketing (28%) positions. The majority of respondents (59%) made between \$76,000 and \$150,000 per year. Most of them have also been with their companies fewer than five years (68%), with 40% having only been with their companies two years or less.

WORK SATISFACTION

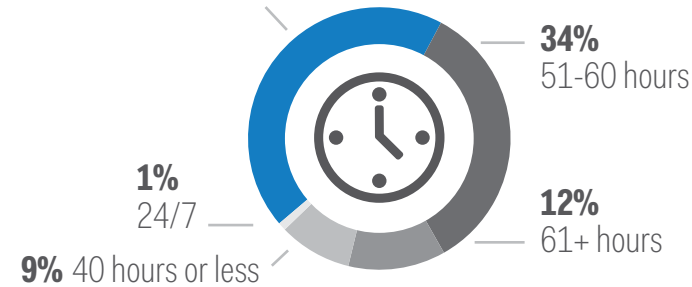
Job satisfaction
39% Above average



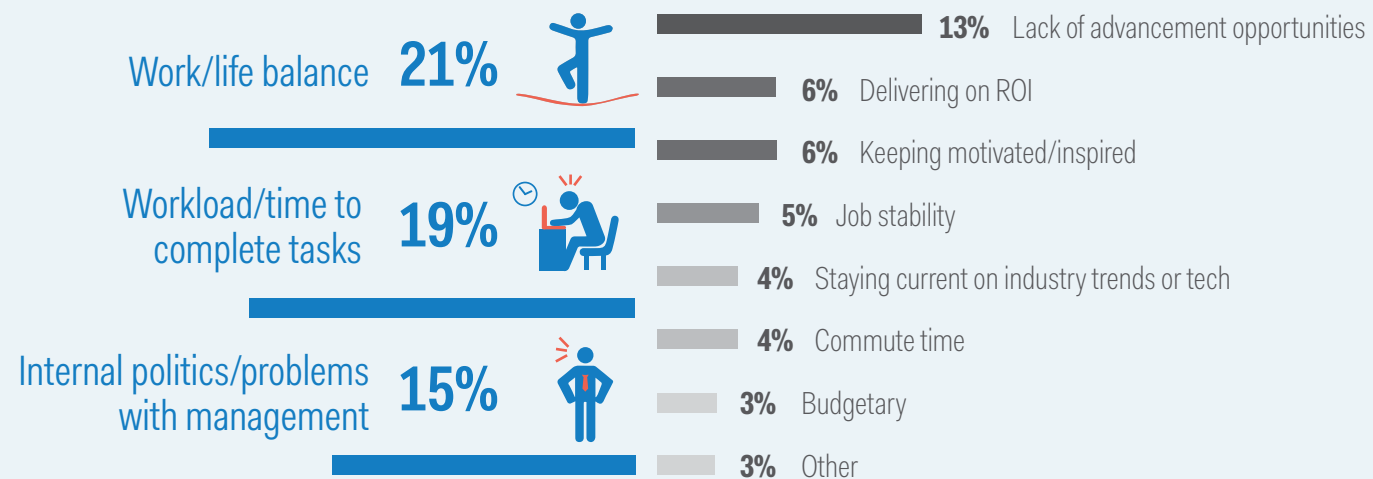
New employment opportunities
53% Not looking but open to them



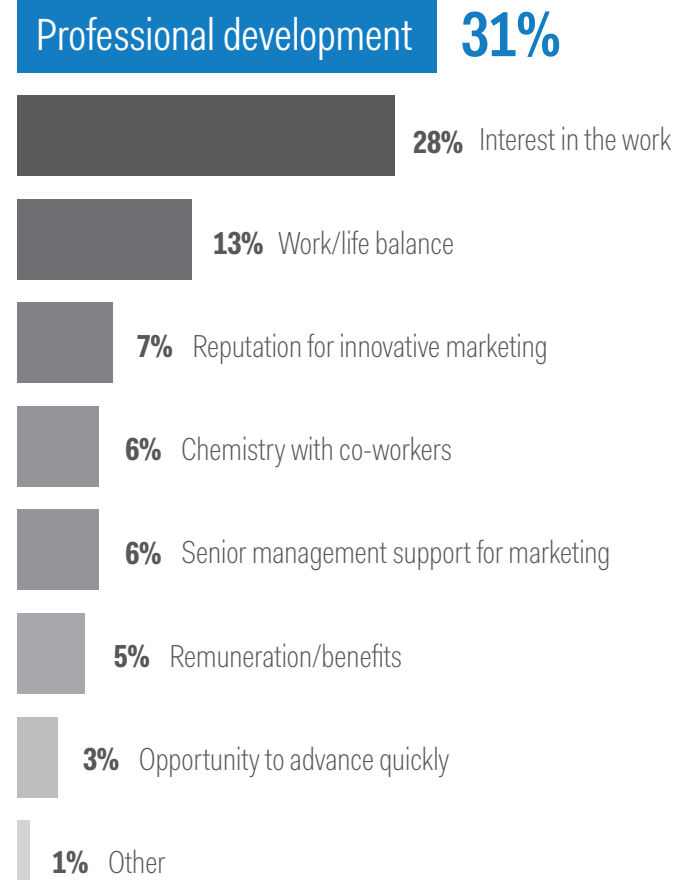
Length of work week
44% 41-50 hours



Greatest job stressors

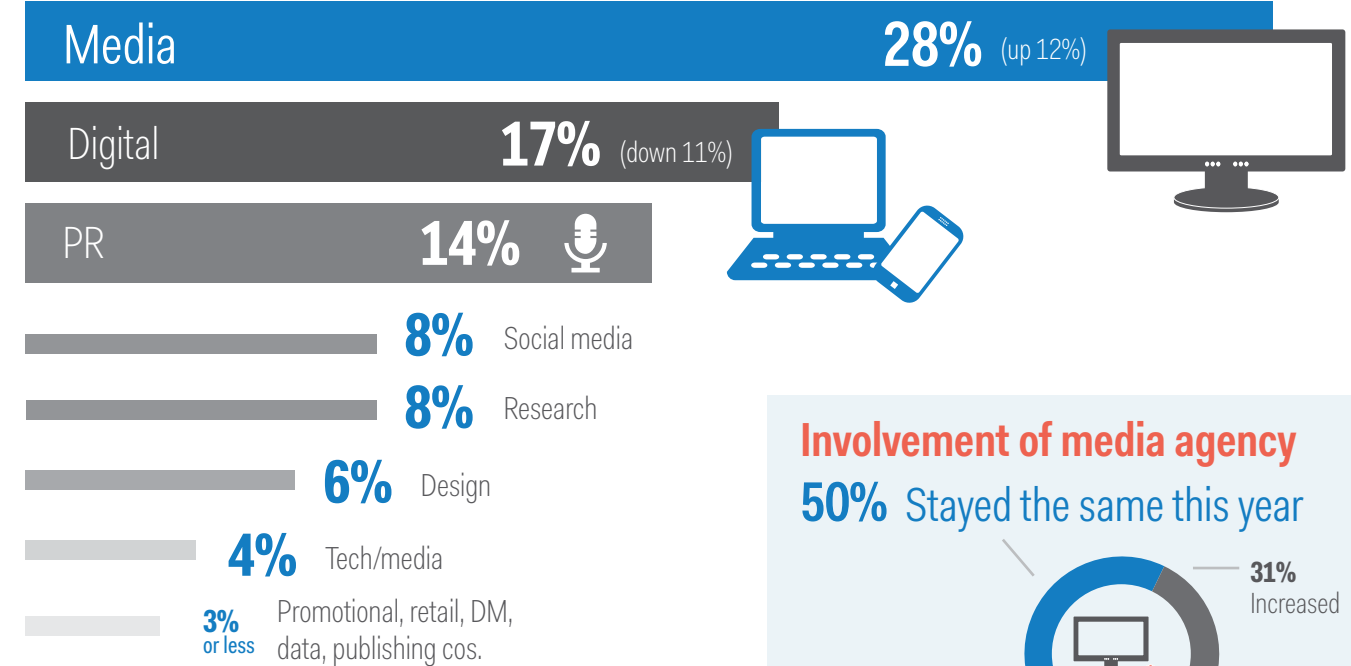


Attractions when planning a career move

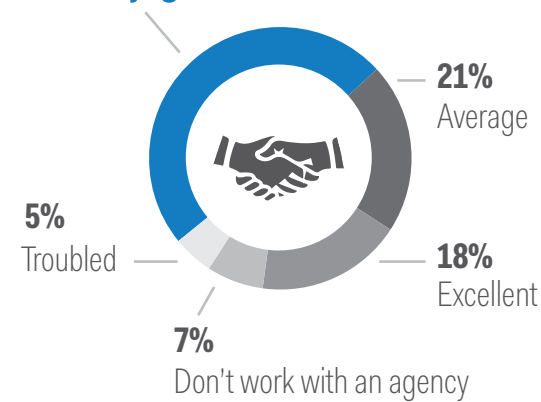


AGENCY RELATIONSHIPS

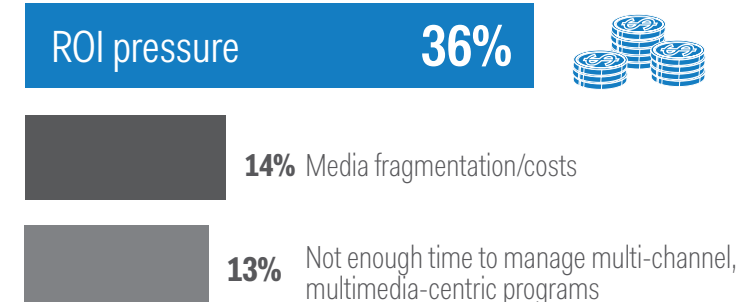
Increasingly important agency support



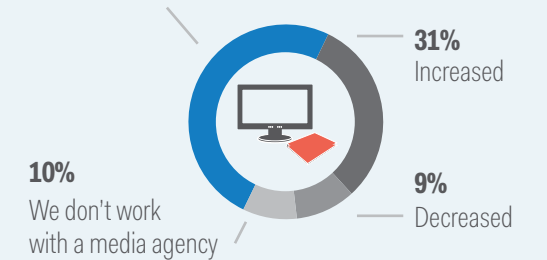
Relationship with creative agency
49% Very good



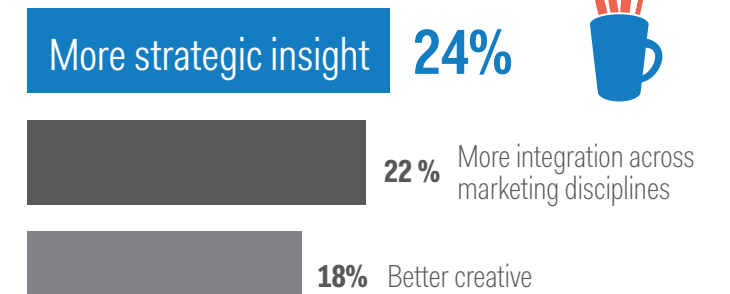
Top 3 issues facing the industry



Involvement of media agency
50% Stayed the same this year



Wanted from creative agency



Media agency's strategic input
70% As important as creative agency

