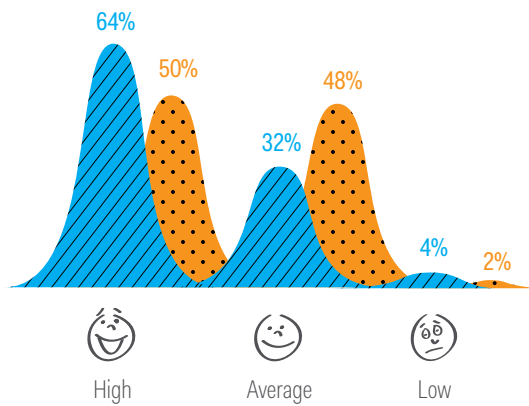


MARKETER SURVEY SAYS...

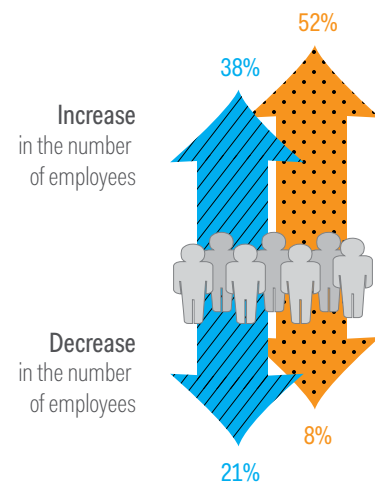
ABOUT THE JOB



The majority of respondents have **high job satisfaction** and more are highly satisfied this year than last year

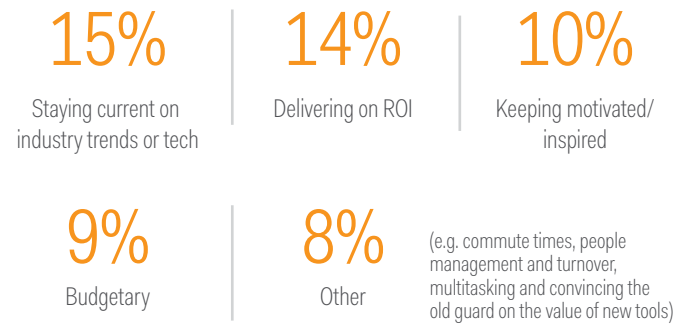
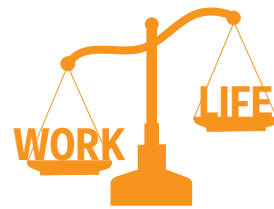


More marketing departments **shrank** in size and fewer **grew** this year

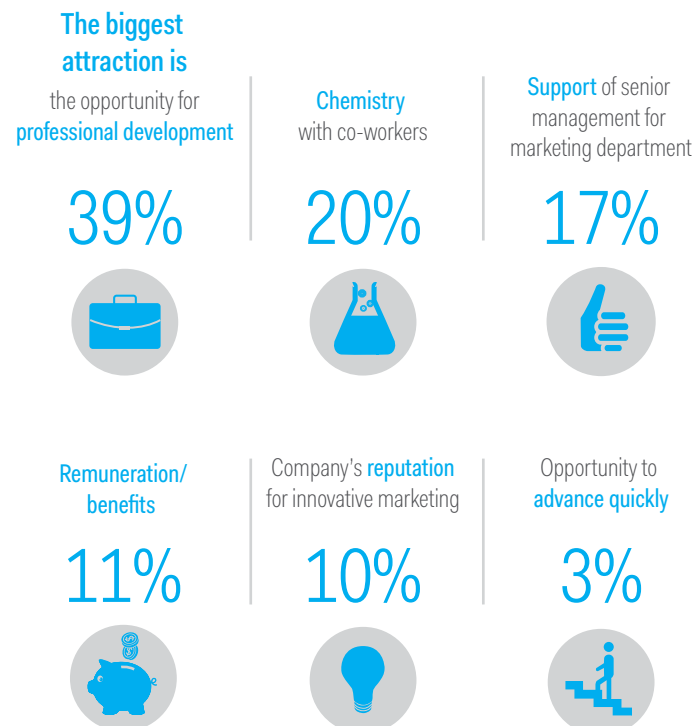


Stressors at work:

44% of respondents say that the greatest stressor is **work/life balance**

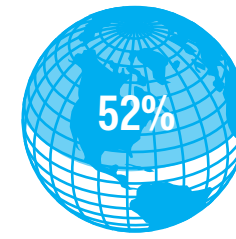


Attractions when planning a career move:



ABOUT THE BRAND

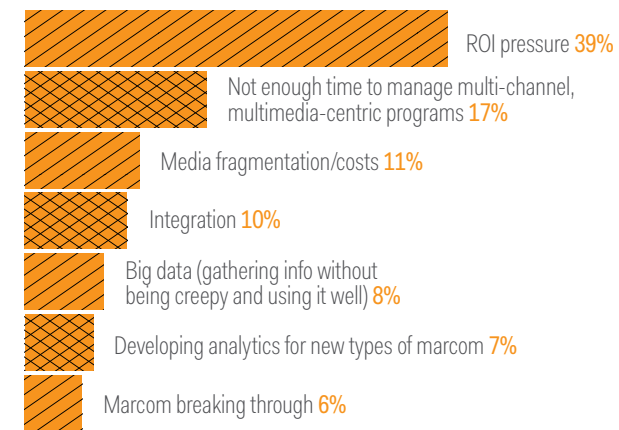
The majority of respondents say that **more than half** of their marketing strategy and brand assets come from global HQ



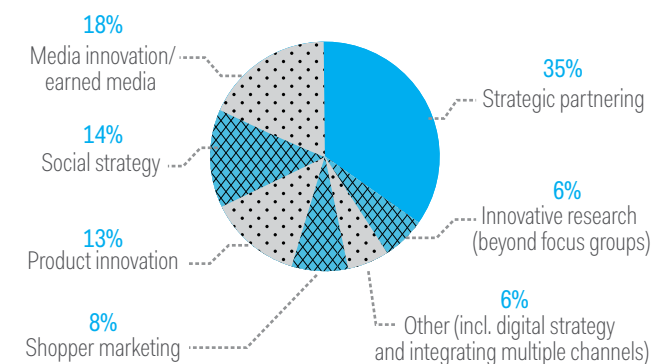
16% of respondents say **ALL** comes from global HQ
21% say **NONE** comes from global HQ

When marketing is led from global HQ, **25%** of respondents say **Canada-created strategy/creative is on the rise**. However **9%** believe that there is less scope for Cancon lately

Issues facing the marketing industry:

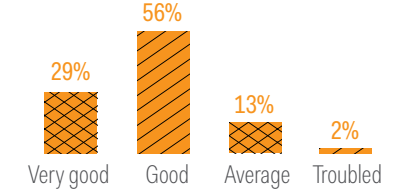


The top priority for brand development and reaching the consumer is **strategic partnering**

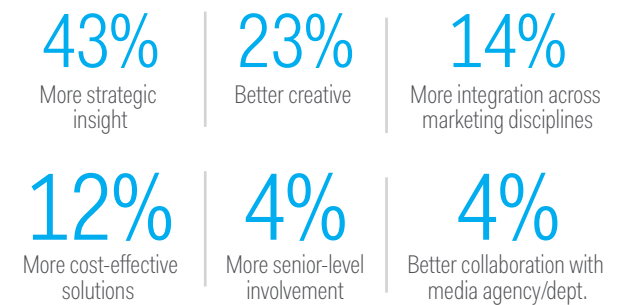


ABOUT THE AGENCY RELATIONSHIPS

85% describe the relationship with their principal creative agency (including their creative and strategic input) as **good or very good**



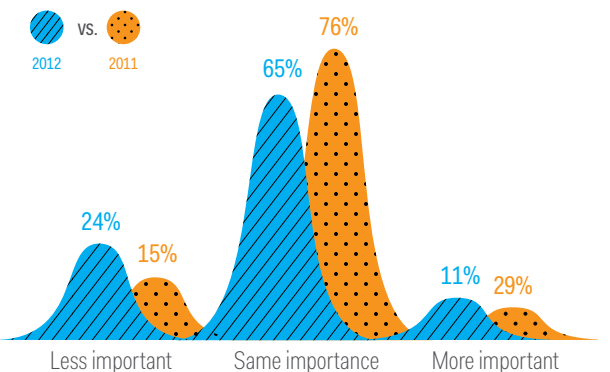
What respondents want from their principal creative agency:



Almost seven-in-ten (**69%**) say the **involvement of their media agency** has stayed the same during the last year

23% say it's increased
8% say it's decreased

The majority of respondents believe that their **media agency's strategic input** is as important as their principal creative agency's input



INFOGRAPHICS BY SANDRA TAVARES