

# Advertising Age

## Agencies, You're on Notice: Your Clients Are Likely Prepping for Reviews in the Coming Year, Survey Finds

By [Jessica Wohl](#). Published on September 29, 2016.

Nearly two-thirds of leading U.S. advertisers are planning for creative agency reviews in the next year, according to a new report.

There's cause for concern at other types of agencies as well. The outlook is not much brighter for other disciplines, according to a new report from [Advertiser Perceptions](#).

While 66% of advertisers plan creative agency reviews, 65% plan to review search agencies, 64% will review media agencies and 61% are ready to review digital agencies.

"We were fairly surprised at the number," said Ken Pearl, co-founder and CEO of Advertiser Perceptions, which bills itself as a business intelligence firm that measures what advertisers think about marketing and media. "The data speaks for itself."

With this [study](#), Advertiser Perceptions has started to track what marketers think about agencies they work with and those they are familiar with. The report is based on responses, mostly delivered online, from more than 420 marketers. The respondents include people representing about 90% of the top 100 U.S. advertisers at the company level and 118 companies in all. (Multiple brands within one parent company, for example, may have been interviewed, with their findings grouped together at the company level.)

When asked whether they agree or disagree with the statement "the industry is changing so fast now, it's unclear how agencies will be viable in the future," 48% indicated they mostly or strongly agreed. That thought was most pronounced at or above the VP level, Advertiser Perceptions said.

With cost and transparency a big topic, of course Advertiser Perceptions wanted to see what advertisers had to say. It found that 48% of advertisers claimed their agencies were not open and transparent on costs, and 34% said they were losing trust in their agencies as a result.

It was not all about bashing the agencies. Advertisers did place some blame on themselves as well. A total of 48% said their companies do not give agencies meaningful key performance



indicators (KPIs) that could help them be successful. And 40% said they do not share sales data with agencies.

Mr. Pearl said he plans for his company to conduct the study every six months. Agencies will be able to review the findings, without seeing company names, to get a broad picture of what current clients think of the agency and why, as well as what people who are not clients but are familiar with it have to say.

### **About Advertiser Perceptions**

Advertiser Perceptions is the #1 resource for business intelligence solutions serving the entire advertising industry. We track the heartbeat of the media and advertising marketplace, and provide a road map for using smart, unbiased, and timely research-based business intelligence for competitive advantage. Our singular focus is on the advertising marketplace, and our solutions are research-based - designed to be actionable - enabling our clients to strengthen their brands, while increasing sales, market share and competitive advantage. Learn more at [www.advertiserperceptions.com](http://www.advertiserperceptions.com).

### **About AIR for Agencies (AFA)**

AIR for Agencies is a first of its kind report revealing the perceptions of leading advertisers regarding their creative, media, search and digital agencies. Utilizing our proven method and panel of leading brand marketers, we have expanded our focus to deliver advertising agencies with the perceptions of top-level decision makers that influence agency selection and retention. AFA supplies actionable data-driven insights and the guidance necessary for improving marketer perceptions of your agency to strengthen your brand value, improve client retention, increase new business and gain a competitive advantage. This is what AFA delivers...

- Interviews with More than 500 Top-spending Advertising Decision Makers (Agency Clients)
- Specific Brand Perceptions of 100+ Creative, Media, Digital and Search Agencies
- Prospects' Overall Familiarity & Consideration of [Agency] vs. Competitors
- Prospect and Client (CMOs, CEOs, Procurement, VPs etc.) Drivers for Hiring and / or Retaining an Agency Including Who Makes Agency Acquisition Decisions
- Prospect and Client Perceptions of [Agency] Along Service, Talent, Creativity, Strategy & Execution, Scale, and Expense vs. Competitors
- Current Clients Likelihood to Review [Agency] in the next 12 Months

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