



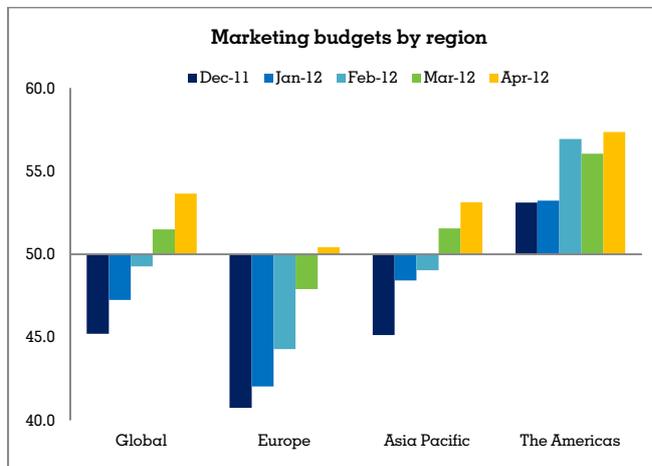
**WARC**  
ideas and evidence  
for marketing people

## GLOBAL MARKETING INDEX SIGNALS MAJOR RECOVERY IN MEDIA SPEND

- Warc's Global Marketing Index for April 2012 indicates that marketing spend increased in all regions measured
- Optimism among marketers is strongest in the Americas
- Trading conditions improve, but staffing levels trim gains made in previous months

April 19, 2012

Marketing spend expanded in all three of the regions measured by Warc's **Global Marketing Index (GMI)** in April 2012. The global measure of expenditure rose from a level of 51.5 in March to 53.7, with Europe rising above 50 (to 50.4) for the first time since the Index began collecting data.



*Above 50.0 – generally improving; below 50.0 – generally declining*

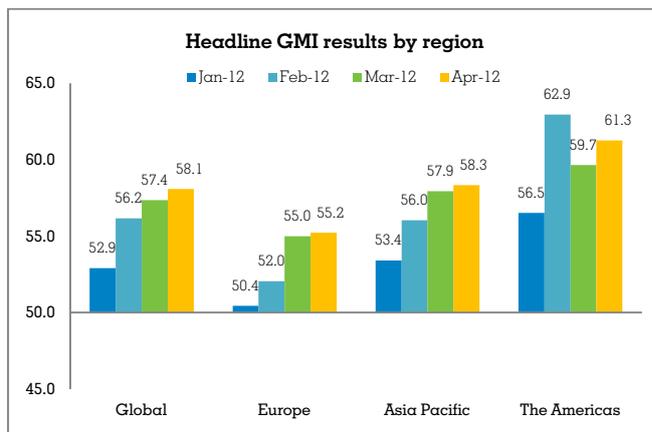
The GMI, launched in November 2011, provides a unique monthly indicator of the state of the global marketing industry, by tracking current conditions among marketers.

Our global panel consists of experienced executives working for brand owners, media owners, creative and media agencies and other organisations serving the marketing industry. The panel has been carefully selected to reflect trends in



the three main global regions: Americas, Asia Pacific and Europe. A GMI reading of 50 indicates no change, and a reading of over 60 indicates rapid growth.

The global headline GMI – which combines data from trading conditions and staffing as well as marketing budgets – rose from 57.4 in March to 58.1. This indicates that optimism in the marketing industry is still on the increase, despite the volatile market conditions of recent weeks and lingering concerns over the strength of the global economic recovery.



*Above 50.0 – generally improving; below 50.0 – generally declining  
Combines data for trading conditions, marketing budgets and staffing*

Marketers continued to reallocate budgets to new media in April. Digital (78.3) and mobile (70.2) were the top performers, with TV the only other channel to show net growth (51.6). Print recorded the lowest global reading on 37.1.

Data for trading conditions, another component of the headline GMI, also signalled increased optimism. The global average on this metric was 62.1.

But the third component of headline GMI, staffing levels, scored lower in April than in previous months. The global reading dropped from 59.8 in March to 58.5. This does not necessarily signal the start of a long-term trend, particularly when weighed against the general optimism indicated by the other two GMI components – budgets and trading conditions. Seasonal factors may have affected this month's results, and it is also worth noting that the labour market traditionally serves as a lagging indicator of general economic conditions, rather than a signal of trouble to come.

Commenting on the April 2012 GMI results, Suzy Young, Data Editor at Warc, added: "The second quarter of the year has started positively, with European budgets marking a reading of above 50 for the first time. That said, it remains to be seen whether or not this optimism will continue over the months to come, given the current economic conditions."



Warc is recruiting for the Global Marketing Index panel. Please refer colleagues and contacts to: <http://www.warc.com/gmi>

**ENDS**

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**Editors' Notes:**

### **About the Index**

The Global Marketing Index provides a unique monthly indicator of the state of the global marketing industry, by tracking current conditions among marketers. Our global panel (1,295 members) consists of experienced executives working for brand owners, media owners, creative and media agencies and other organisations serving the marketing industry. The panel has been carefully selected to reflect trends in the three main global regions: Americas, Asia Pacific and Europe.

### **Methodology**

Data collection period: 2–13 April 2012. The Global Marketing Index results are calculated by taking the percentage of respondents that report that the activity has risen ("Increasing") and adding it to one-half of the percentage that report the activity has not changed ("Unchanged"). Using half of the "Unchanged" percentage effectively measures the bias toward a positive (above 50 points) or negative (below 50 points) index. As an example of calculating a diffusion index, if the response is 40% "Increasing," 40% "Unchanged," and 20% "Reducing," the Diffusion Index would be 60 points (40% + [0.50 x 40%]). A value of 50 indicates "no change" from the previous month.

The more distant the index is from the amount that would indicate "no change" (50 points), the greater the rate of change indicated. Therefore, an index value of 58 indicates a faster rate of increase than an index value of 53, and an index value of 40 indicates a faster rate of decrease than an index value of 45. A value of 100 indicates all respondents are reporting increased activity while 0 indicates that all respondents report decreased activity.

### **About Warc**



Warc is the global provider of ideas and evidence to marketing people. It has produced trusted and independent data on advertising expenditure and media costs for more than 25 years, and has partnerships with leading advertising organisations in more than 80 countries. Warc's premium online service, [www.warc.com](http://www.warc.com), is the largest single source of intelligence for the marketing, advertising and media communities worldwide. With subscribers in over 100 countries, [warc.com](http://www.warc.com) is a unique resource relied upon by major creative and media agency networks, market research companies, media owners, multinational advertisers and business schools, to help tackle any marketing challenge. In addition to the online service, Warc publishes five magazines, provides industry data and runs events.

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