

Marketing Research's 'Agency Rankings & Strategy Toolkit 2014' report series



Marketing Research's annual series of reports on the “**Agency Rankings & Strategy Toolkit**” is essential to the agency strategy planning for both agency-side and client-side marketers in Asia. It represents the ‘**voice of the client marketer**’, providing insights for:-

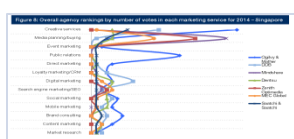
- 1. Client-side marketers:** Top agencies as mentioned by fellow client marketers, to facilitate the agency evaluation process
- 2. Agency-side marketers:** Client marketers' agency preferences & business environment analysis for agency strategy planning

The 2014 Agency Rankings & Strategy Toolkit is based on a survey of more than 1200 client marketers in Asia. It covers the following areas:-



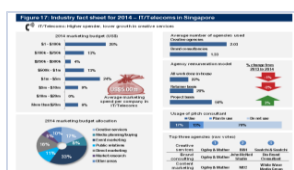
1. Marketing services opportunity & competitive analysis

- Creative services
- Media planning/buying services
- Public relations services
- Event marketing (including sponsorship)
- Direct marketing
- Market research
- Other newer marketing services: brand consulting, content marketing and digital marketing



2. Agency rankings and performance index

- Agencies that client marketers are most likely to engage with
- Agency performance among existing clients
- Agency preference share: Holding groups vs. independent companies



3. Industry prioritisation by marketing services & key industry fact sheets

- Key industry identification based on top spenders and highest growth in each marketing service area
- Industry marketing budgets size and allocation priorities
- Agency relationship: loyalty to agencies and preferred remuneration models

These reports can be purchased online via the Marketing Research Centre at www.marketing-interactive.com/research. For more information or offline purchase, please contact Jessica Li at jessical@marketing-interactive.com or +65 6423 0329.

The reports in the ‘2014 Agency Rankings & Strategy’ series address the unique needs of different agency types (Note: reports are sold as individual country reports for each report type listed below. Country reports available in 2014 are Hong Kong, Singapore and Malaysia):-

2014 Agency Rankings & Strategy Toolkit – report titles	Agency rankings & performance index coverage	Client marketers’ budget component for industry prioritisation	Who is this report is recommended for?
Creative Agency Rankings & Strategy Toolkit	<ul style="list-style-type: none"> • Creative agencies • Brand consultancies • Content marketing agencies 	Creative services	Creative agencies and clients looking for creative agencies
Media Agency Rankings & Strategy Toolkit	<ul style="list-style-type: none"> • Media agencies • Digital agencies • Brand consultancies 	Media planning/buying services	Media agencies and clients looking for media agencies
Public Relations Agency Rankings & Strategy Toolkit	<ul style="list-style-type: none"> • Public relations agencies • Content marketing agencies • Brand consultancies 	Public relations services	PR agencies and clients looking for PR agencies
Event Marketing Agency Rankings & Strategy Toolkit	<ul style="list-style-type: none"> • Event marketing agencies • Direct marketing agencies • CRM/loyalty marketing agencies 	Event marketing services (including sponsorship)	Event marketing agencies and clients looking for event marketing agencies
Direct Marketing Agency Rankings & Strategy Toolkit	<ul style="list-style-type: none"> • Direct marketing agencies • Event marketing agencies • CRM/loyalty marketing agencies 	Direct marketing services	Direct marketing agencies and clients looking for direct marketing agencies
Digital Marketing Agency Rankings & Strategy Toolkit	<ul style="list-style-type: none"> • Digital agencies • Social media agencies • Mobile marketing agencies 	Digital media services (including all digital such as online, mobile, social, search)	Digital marketing agencies and clients looking for digital marketing agencies

Reports are delivered in two document types for ease of reading, distribution & presentation within your organisation:



PDF report: detailed write-up of insights and recommendations



Powerpoint of charts: presentation format with charts and key findings/recommendations

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