



DRIVING MARKETING SUCCESS

MARKETER'S PULSE

EXECUTIVE SUMMARY

Despite a continued stable business outlook, there are significant changes taking place within organizations to better meet today's marketing challenges. These include evolving organization structures, improving digital marketing acumen, bolstering digital marketing resources and employing the use of Procurement.

- A majority (59.3%) of respondent marketing organizations are currently in the process of changing their structure to meet today's changing marketing landscape, with almost 90% of total respondents looking to enhance digital marketing resources.
- A majority (57.4%) of respondents indicated that Procurement is involved with marketing to manage MarCom agency relationships.
- Overall expectations for business conditions were more optimistic (May versus March 2012), with almost 95% now reporting stable to improving business expectations.
- Status of MarCom budgets continues to be evenly split between increasing, decreasing and staying the same.
- Over 40% of respondents are planning to make a change to their agency roster by either increasing or decreasing their number of MarCom agency partners.
- There is an increase in the number of panelists reporting both 'stable/improved' business conditions and 'stable/increased' MarCom budgets. This aligns with an overall improved perception of consumer confidence levels.

ACA is pleased to provide you with the second report from the ACA Marketer's Pulse panel.

This report contains results of what Canadian marketers are thinking, planning and experiencing in their workplaces, and with suppliers, partners and consumers.

Thank you to the senior Canadian marketers who agreed to provide their perspectives and insights. The ACA will continue to monitor the pulse of the changing dynamics in the Canadian marketing environment, and to provide you with current results and trend lines as they develop.

To learn more about this report and other ACA products and services, please contact Susan Charles, Vice President, Member Services at (416) 964-1538 or scharles@ACAweb.ca.

