



DRIVING MARKETING SUCCESS

MARKETER'S PULSE

EXECUTIVE SUMMARY

- Marketers moderated their perception of business expectations and consumer confidence, anticipating more stable conditions and perceptions versus the modest optimism reported in May.
- Despite this, there is a significant increase in the number of respondents who reported 'stable/increasing' MarCom budgets, from 66% in May to 80% in September.
- Conventional budgeting based on 'historical MarCom spend levels adjusted for current year objectives' dominates.
- The vast majority of marketers indicate the use of at least one social media platform.
- Not surprisingly, the dominant choices for social media platforms mirror the dominant channels used by Canadian consumers.
- Marketers indicate an average of 3+ groups (various internal departments and/or external agencies) are involved in the management of social media.

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

This report contains results of what Canadian marketers are thinking, planning and experiencing at their workplaces, and with their 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 how you can realize value from your ACA membership, contact Susan Charles, Vice President, Member Services at (416) 964-1538 or scharles@ACAweb.ca.

