



MARKETER'S PULSE

EXECUTIVE SUMMARY

The Marketer's Pulse Panel of senior Canadian marketers has tracked three key indicators over the past five surveys. Results of the April 2013 survey indicate a moderating trend in the levels of reported optimism for business, and a slight decline in expected levels of consumer confidence versus the January survey. MarCom budget expectations remained unchanged.

While all aspects of the MarCom budget are under intense scrutiny, we wanted to understand the relative importance of each component. To that end this latest survey asked a set of questions focusing on the video (TV and/or digital media) production component. The key findings are:

- In terms of budgetary items, advertising production is not scrutinized as highly as are media costs and MarCom agency fees.
- The actual costs of physically producing the commercial are of higher concern than talent or associated agency fees.
- The vast majority of respondents only work with agencies that are signatories to the ACTRA Agreement.
- On those occasions when a non-signator agency is engaged, the purpose is to reduce costs primarily for digital media videos.
- Almost half of respondents profess limited knowledge of the ACTRA Agreement and are therefore assumed to rely on the expertise of their MarCom agencies.

ACA is pleased to provide you with the fifth 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.