

## **Client Demographics - Executive summary.**

- Company classification: B2B 23%, B2C 21%, Both 57%
- Organisation's average annual turnover – £738m
- Average number of employees – 14,653
- Average organisation's annual marketing budget – £87.4m
- Average personal marketing budget – £14.1m
- Average number of employees working in marketing function – 43
- Average number that report to 'you' – 24
- Type of organisation;
  - Public company (e.g. Plc) – 36%
  - Private company – 47%
  - Public sector – 17%
- Position in company:
  - Head of business unit/department/function – 42%
  - Board director – 31%
  - Owner/partner/company director – 7%
  - Senior Manager – 20%

## **Please indicate which of the following products and services you are responsible for purchasing?**

	<b>%</b>
Advertising/Creative	82
Brand	62
Communications	76
Customer Insight	56
Customer Publishing	38
Customer Relationship Marketing	53
Data Services	47
Design	67
Digital	76
Direct Marketing	64
Enterprise Marketing Management	22
Event/Experiential/Field Marketing	49
Exhibition Stands	42
Full Service/Integrated	47
Market Research	62
Marketing Consultancy/Strategy	62
Media Agency	56
Media Owner	24
PR	60
Print	64
Production	44
Recruitment	40
Sales Promotion/Incentives	60
Sponsorship	49
Technology	29