

WHY AGENCIES NEED TO ACT NOW

Current Talent Trends for Advertising Agencies

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This is a critical time of inflection for the advertising agency

96% Of industry professionals
say they can find a job easily

\$45,000 Gap in average 1st year salary
compared to tech

0 Turnover for agencies has been higher
than competitive industries; gap is widening:

10% increase in gap over last year

Net talent loss of **25%** YoY globally among competitive industries



*Source – Bureau of Labor Statistics, Arnold Worldwide, Transforming Talent Management, <http://www.aaaa.org/careers/pages/transformingtalentmanagement.aspx>, 4A's Advertising Agency Salaries

Agencies have an uphill battle when it comes to perception

Advertising agencies ranked against 9 competitive industries

Excellent comp & benefits

8

A place I would be proud to work

6

Good work/life balance

9

Ability to make an impact

6

Strong career path

8

Job security

8

Challenging work

6

Long-term strategic vision

9

Culture that fits my personality

4

Values Employee Contributions

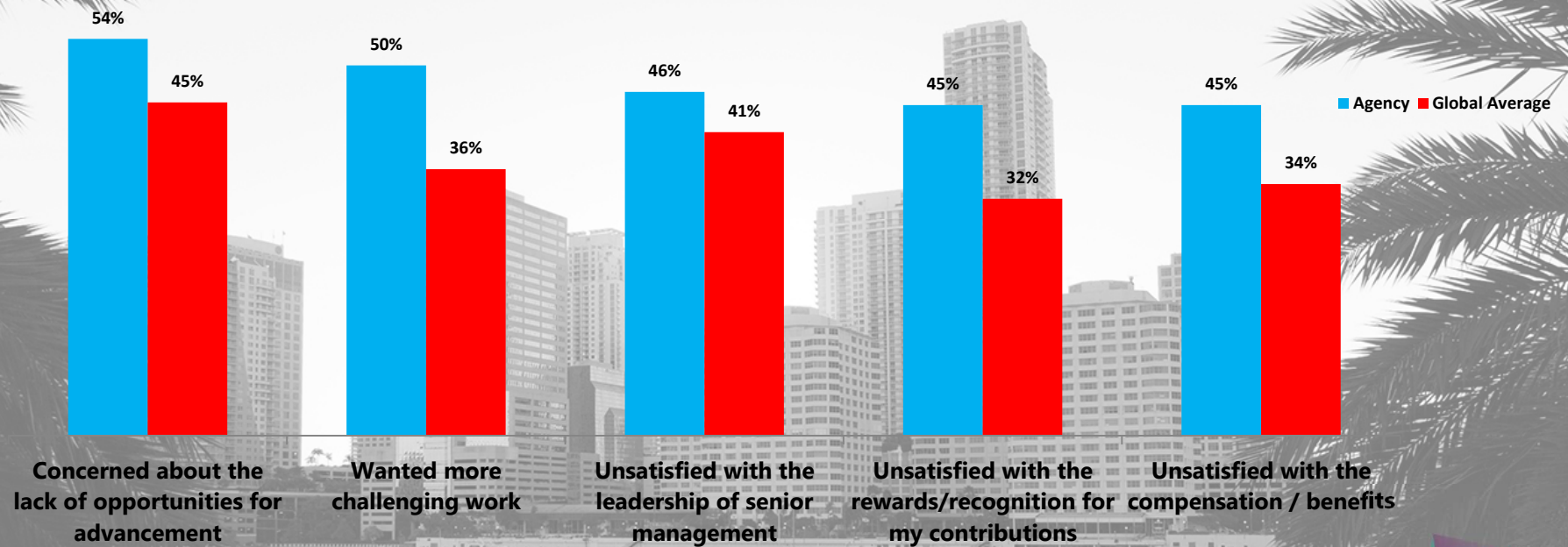
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Here is why they're leaving

Reasons why professionals left their last agency



Biggest barriers to switching jobs

What agency professionals find are the biggest barriers to employment

