

# YunoJuno

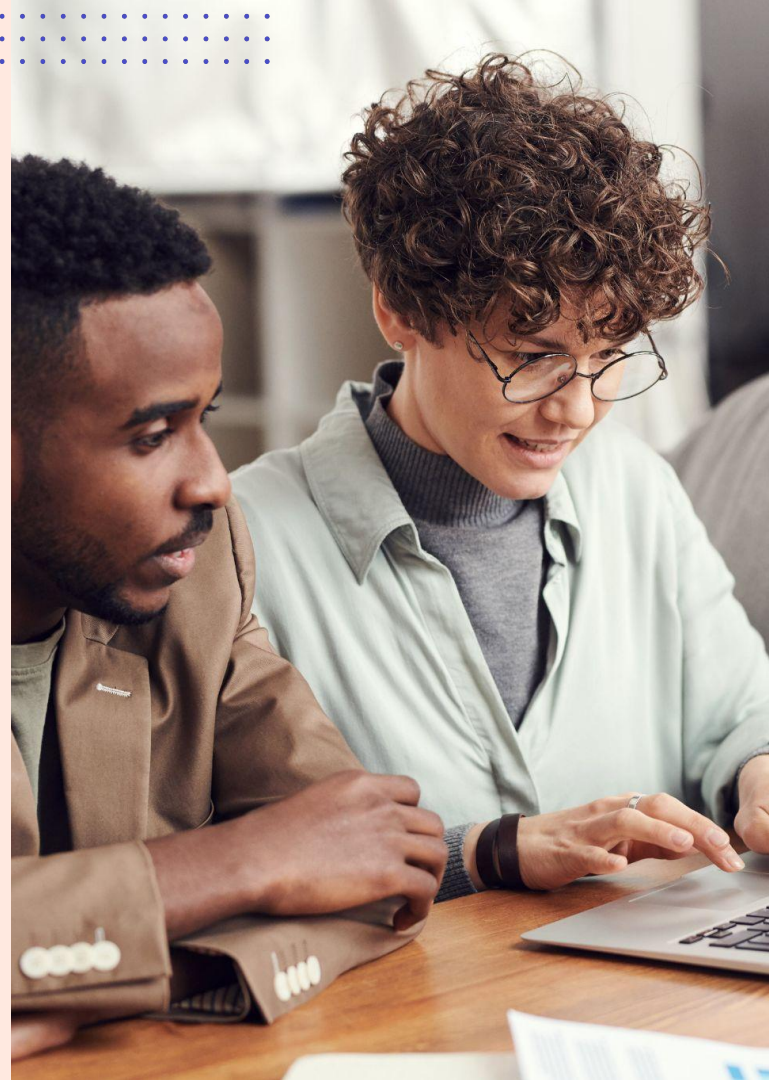
October 2024

**Spotlight:**

**Evolving from a Focus on  
Roles to a Skill-Centric  
Talent Model**



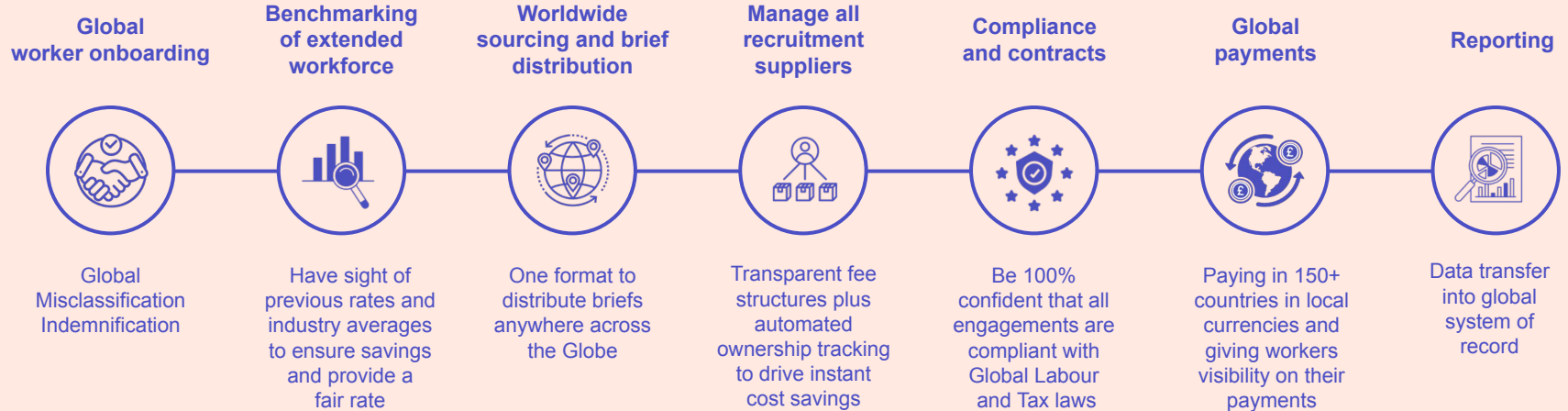
**World Federation  
of Advertisers**





# YunoJuno & Contingent Workforce Strategy

Unlocking value for procurement





# The economy continues to be a major concern to the global public

## Expectations for the economy to worsen in 2024

Large numbers expect the following to rise:

- Likely
- Neither
- Unlikely

Prices in my country will increase faster than people's incomes



Inflation in my country will be higher in 2024 than 2023

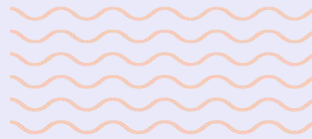


Interest rates in my country will be higher in 2024 than 2023



Unemployment in my country will be higher in 2024 than 2023





## Global ad spend expected to grow by 4.6% in 2024

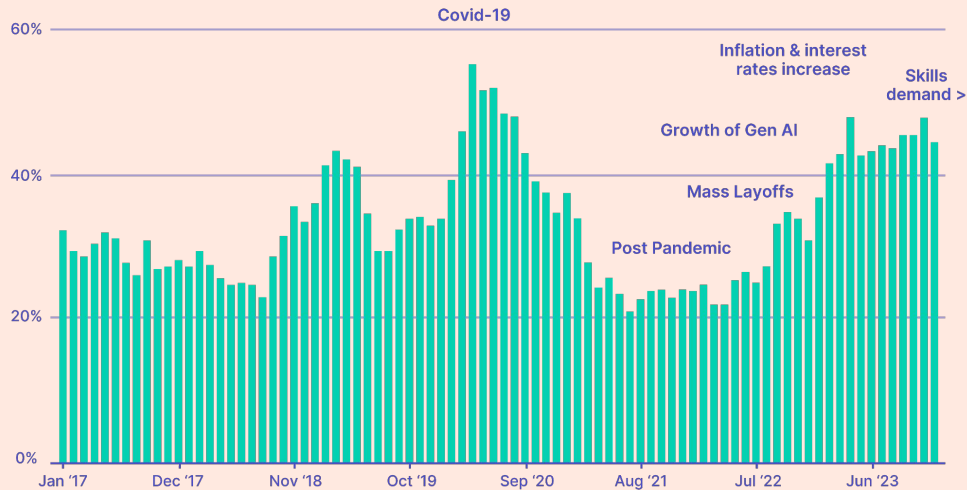
- **Ad spend growth forecast to accelerate in 2024**, after a bumpy start to 2023 stemming from macro uncertainty.
- **Ad spend will expand by \$33.0 billion** in 2024 to reach \$752.8 billion. This represents a **4.6% growth year-over-year** for the ad industry – much faster than the pace seen in 2023 (+2.7% vs. 2022).
- **Media price inflation** continues to have a **significant influence on Ad spend growth**, at constant prices **2024 Ad spend would increase by only 2.5%**.



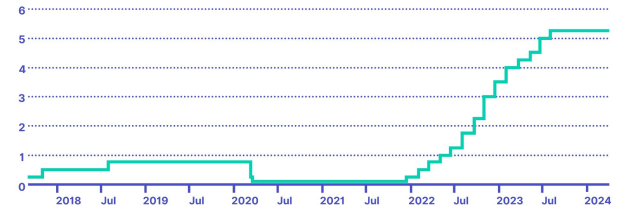


# Freelancer availability = macro indicator

Freelancer availability (Covid-19 & Interest rates impact)



Official Bank Rate



- **Contingent workforce availability** is a good indicator of where **economy is going**
- From a **client and freelancer availability** viewpoint, we are starting to see **stability**



## Skills-shortage data



**83%**

face challenges in securing talent **equipped with the necessary skills** for their organisations.



**76%**

say managers are **overwhelmed** by the growth of their **job responsibilities**.



**57%**

Acknowledge that **skills shortages** are **directly impacting** their capacity to maintain **corporate performance**.



## The Future workforce

# Shifting from jobs to skills-based hiring

Organisations are shifting from org-charts to skills-based mapping to proactively manage skills to increase their flexibility and competitive advantages.

  
**77%**

of executives feel **moving to skills hiring** is critical to navigating future disruptions

  
**65%**

of companies plan to **increase their use of contractors** in the next 2 years

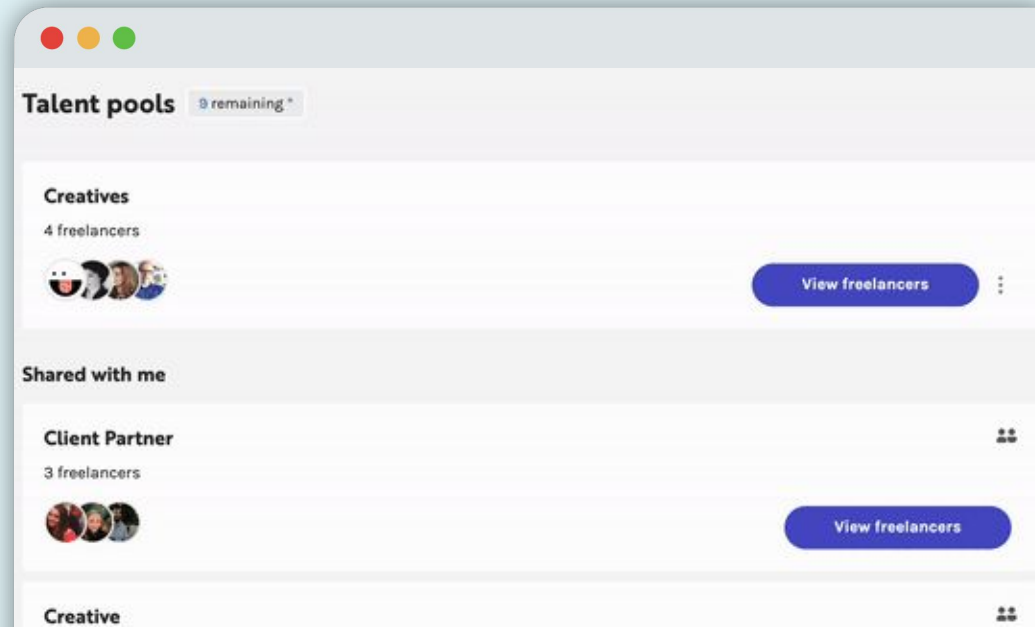
  
**80%**

of **global firms** are now using contractors



# Skills-based hiring driving quality, flexibility and diversity

- Leverage **highly skilled freelancers** or contractors to **deliver on projects** while **remaining flexible**
- **Tap into skills-based flexible talent marketplace** to source for **specific skills while driving diversity**
- Create skills-based **talent pools** to **direct source** existing and future strategic talent needs

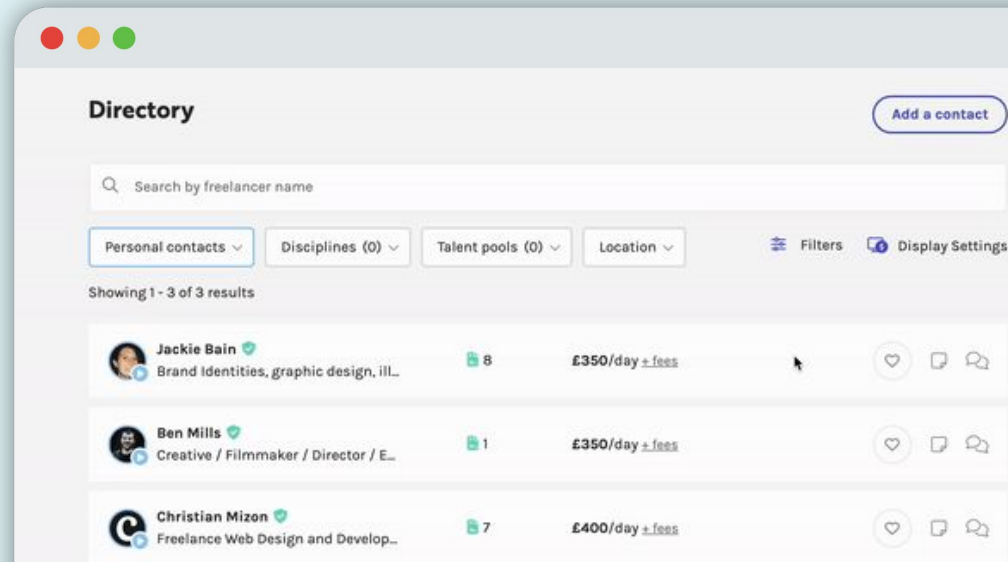






# Leveraging technology to create your own internal skills marketplace

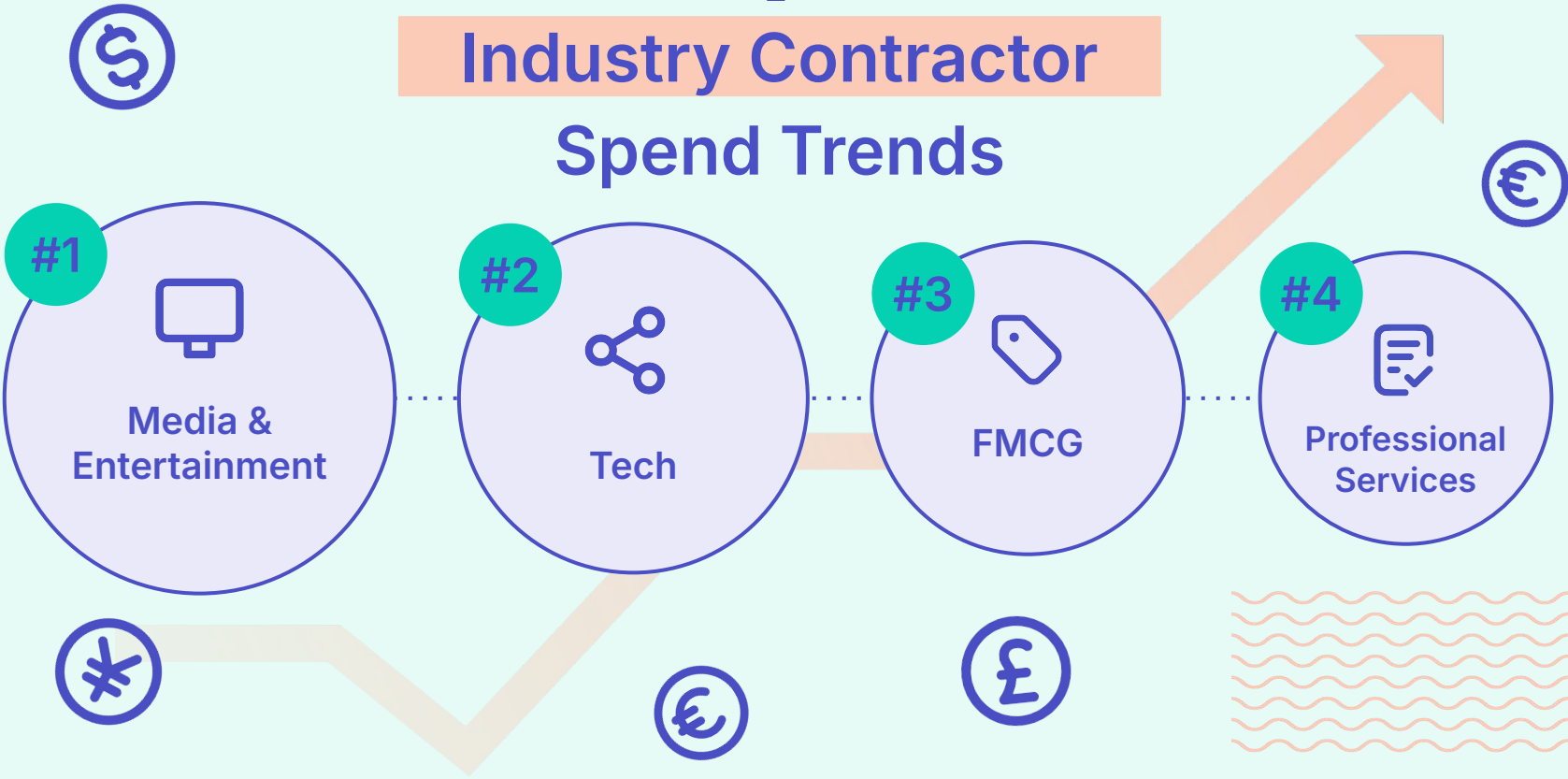
- Create **your own** skills-based **internal marketplace** for direct sourcing
- Leverage **technology** to create your own **freelancers "CRM"**
- Track **"availability"** and access a bench of talent reducing **time to hire to hours (< 6hrs)**





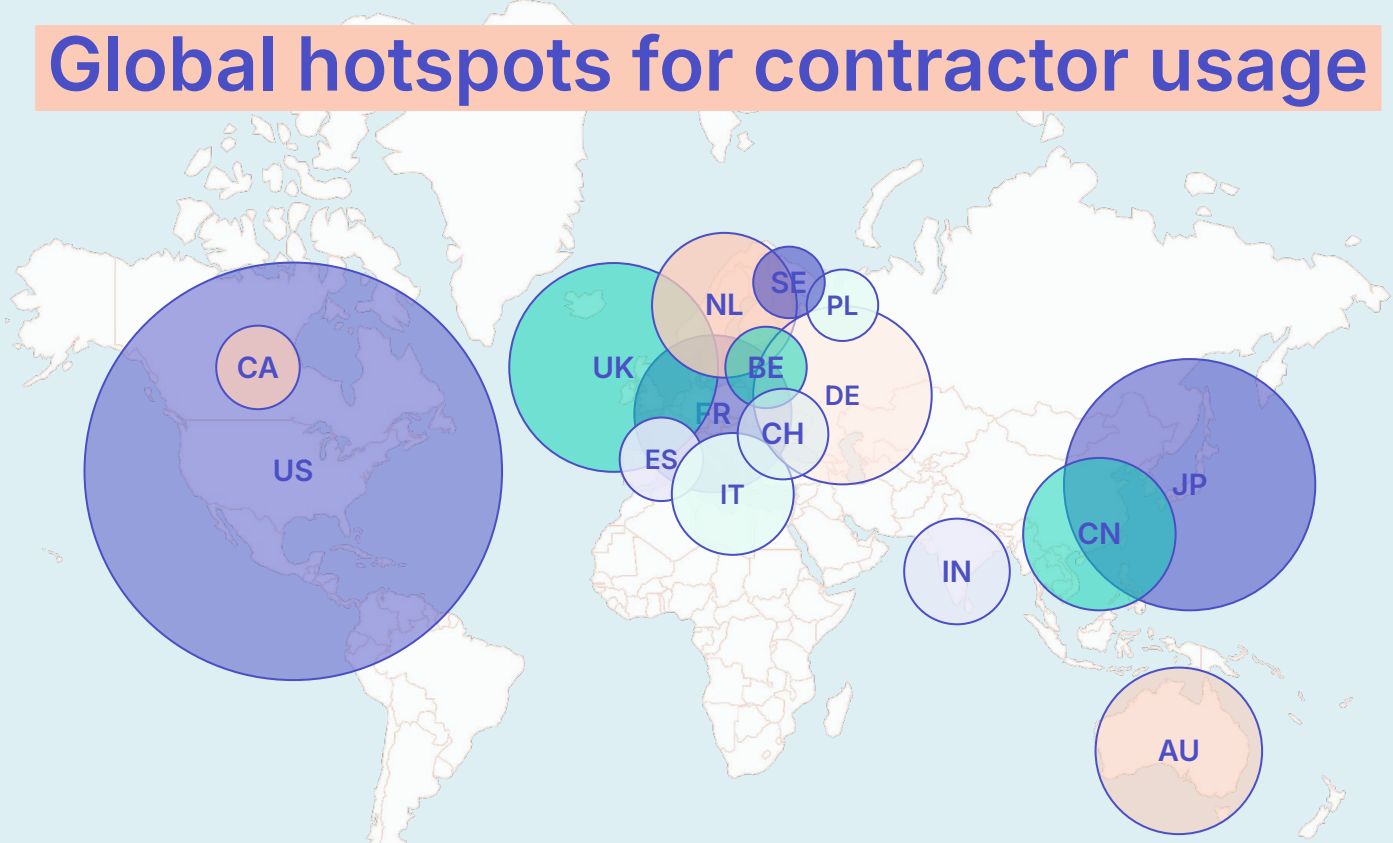
# Industry Contractor

## Spend Trends





# Global hotspots for contractor usage



# Stable, adaptable freelance economy

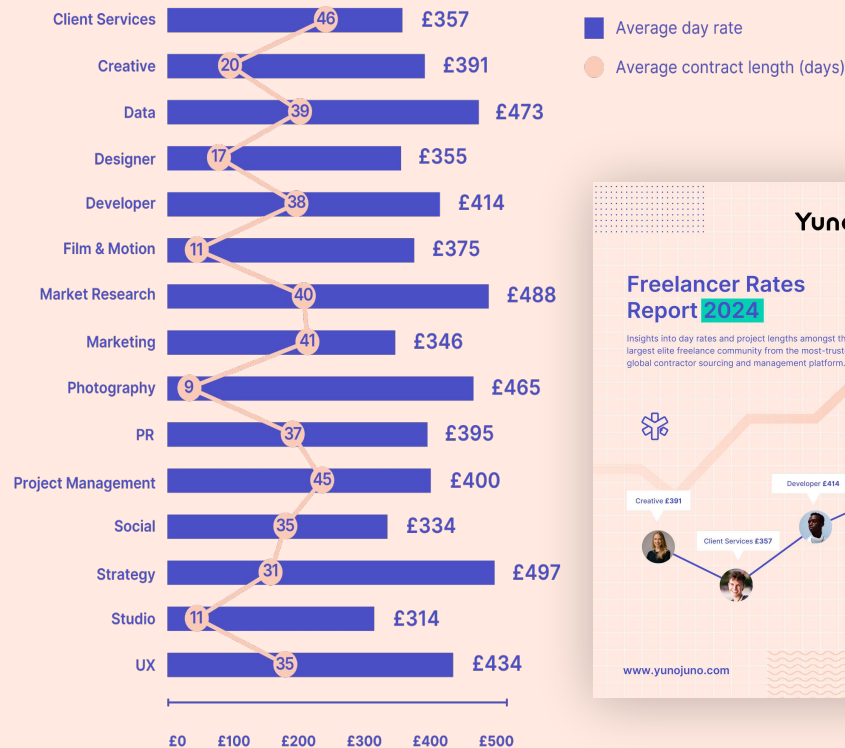
Despite challenging economic conditions in 2023, YunoJuno's **2024 Freelancer Rates Report**, based on **98,000+** contracts, revealed that **freelance rates remained stable overall**.

Average day rates continued to **increase in many disciplines**, (although at a slower pace than in previous years).

However, certain sectors saw a **drop in rates** as freelancers and companies swiftly **adapted** to the **changing business environment**.

This resilience and adaptability is why YunoJuno believes freelancers and contractors are the **future of work**.

## Freelance industries measured by contract length and day rate





# Marketing Freelancer Rates & Contract Insights



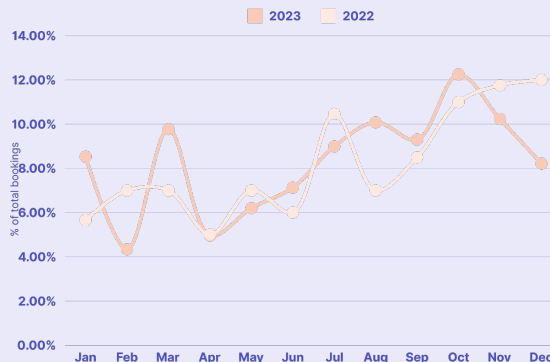
**Typical roles:** Analytics Consultant, CRM Consultant, Digital Marketing Specialist, Events Manager and SEO Consultant

**Average day rate year-on-year**

**-3% decrease**



Monthly distribution of bookings by year (%)



year-on-year increase in bookings

**39%**

2023 highest booking month: **October**

**12%**

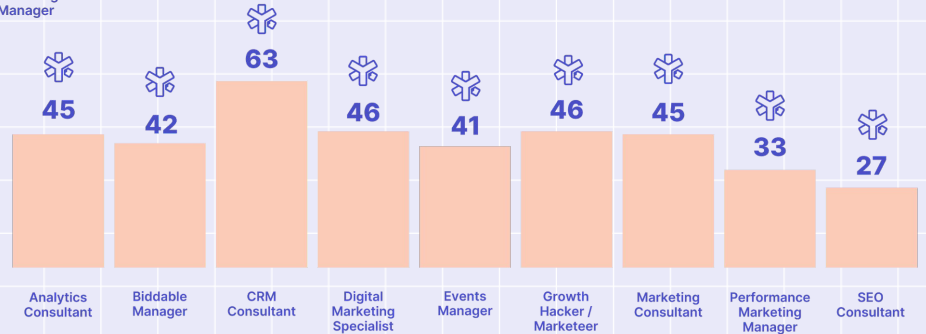
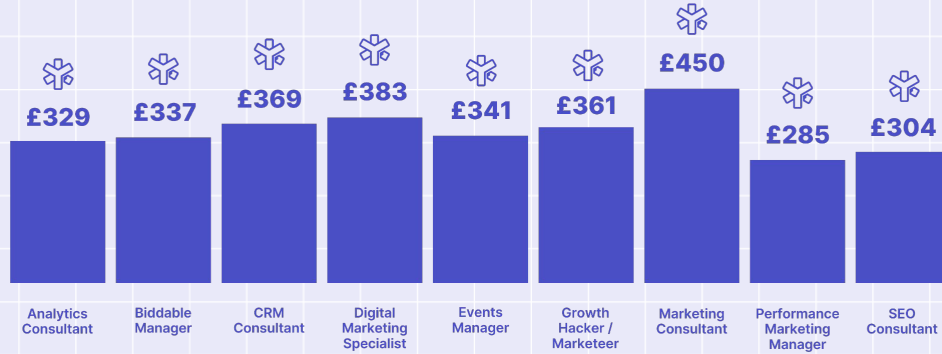
Average contract length (working days)



Average day rate (GBP)



# Rates & Contract Lengths by Marketing Roles





Hiring differences between permanent and freelance



Freelancer



Employee

Aspect	Employee	Independent Contractor
Control and Supervision	<b>Direct control</b> over how, when, and where to work	<b>Freedom</b> to set their own schedules and methods
Payment	<b>Regular wages</b> , taxes withheld by employer	<b>Paid per project</b> responsible for their own taxes
Benefits	<b>Health insurance</b> , retirement plans, paid leave	Must arrange their <b>own benefits</b>
Termination	Often <b>requires notice</b> and may include severance	Can usually be <b>terminated at any time</b> without benefits
Tools and Equipment	Provided by <b>employer</b>	Typically use their <b>own tools</b>
Compliance	Employer of Record ( <b>EOR</b> )	Worker classification
Skills	<b>Generalised</b> skills	<b>Elite/niche skills</b> , short-term contracts high flexibility
Flexibility	<b>Limited flexibility</b> , long-term contracts	<b>High flexibility</b> , short-term contracts



## Forward-looking solutions: The right tech for you

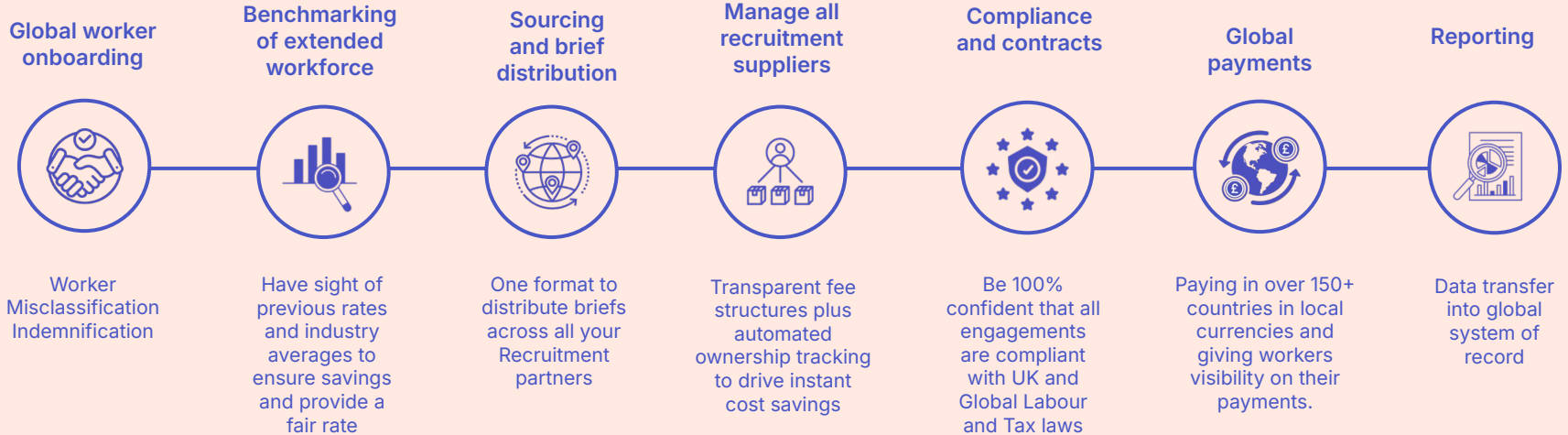
	Marketplace	ATS (Applicant Tracking System)	MSP (Managed Service Provider)	FAMS (Freelance Acquisition Management System)
Global Worker Classification	✗	✗	✓	✓
Candidate sourcing & onboarding	✓	✓	✓	✓
Timesheets, Billings, Invoices & PO Management	✗	✗	✓	✓
Employment & tax risk coverage, plus Global insurance	✗	✗	✓	✓
Built in IR35, SDC compliance with dispute resolution	✗	✗	✓	✓
Integrated Global Compliance	✗	✗	✗	✓
Global AoR & EoR payments	✗	✗	✗	✓
Aligned VMS, ATS all in one platform	✗	✗	✗	✓
Bespoke integrations	✗	✗	✗	✓
Real-time insights	✗	✗	✗	✓







# Driving Efficiency, Delivering Value and Ensuring Compliance

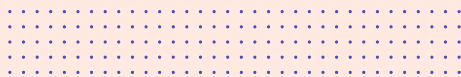
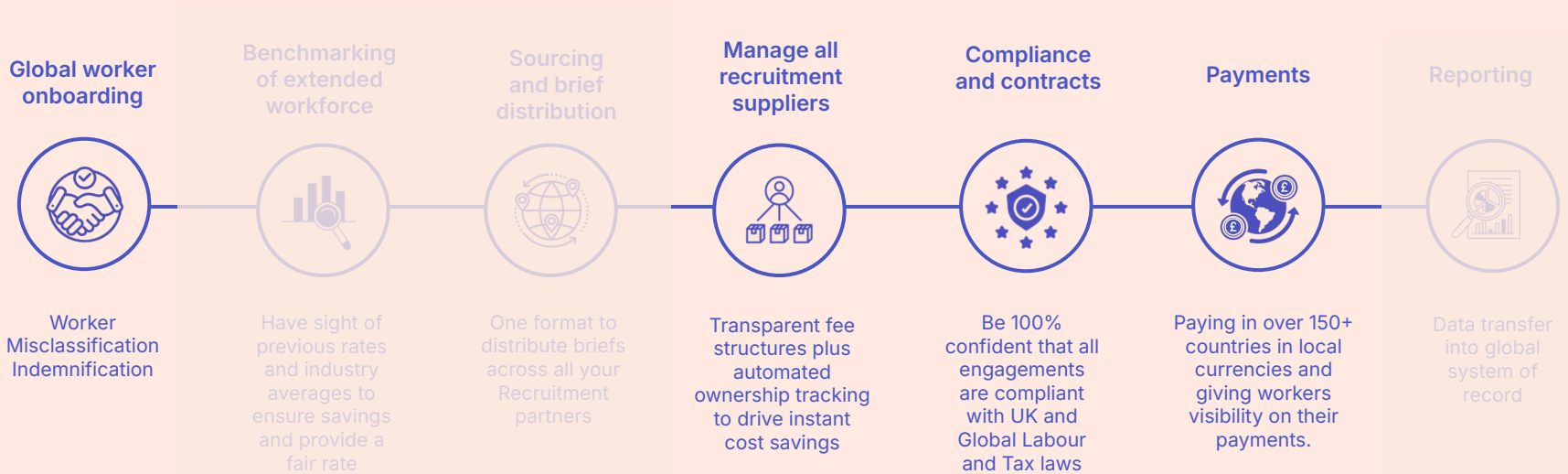




# Driving Efficiency

## Common challenges

No single source of truth  
 Leakage outside of the CW Programme  
 Fragmented service providers





# Delivering Value

## Common challenges

- No benchmarking to realise savings
- No data visibility across all markets
- No Supply Chain optimisation programmes

Global worker onboarding



Worker Misclassification  
Indemnification

Benchmarking of extended workforce



Have sight of previous rates and industry averages to ensure savings and provide a fair rate

Sourcing and brief distribution



One format to distribute briefs across all your Recruitment partners

Manage all recruitment suppliers



Transparent fee structures plus automated ownership tracking to drive instant cost savings

Compliance and contracts



Be 100% confident that all engagements are compliant with UK and Global Labour and Tax laws

Payments

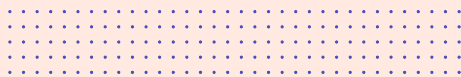


Paying in over 150+ countries in local currencies and giving workers visibility on their payments.

Reporting



Data transfer into global system of record

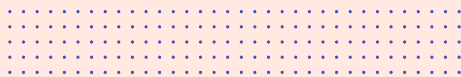
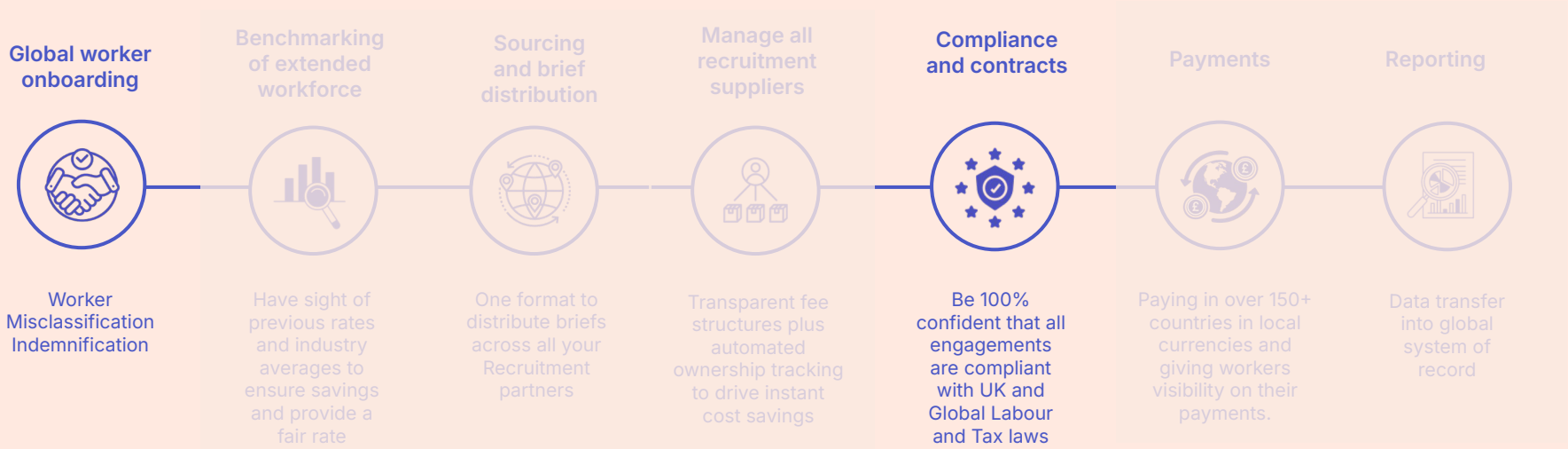


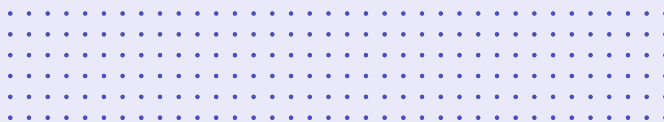


# Ensuring Compliance

## Common challenges

- Contractors risk management
- Contractors policies implementation
- Global compliance overheads





# Talent sourcing: The perfect match

Delivering value by identifying the right talent at the right time, across multiple channels

## Better informed

- Transparent Rating System
- Improved skills taxonomy
- Rich contractor profiles

## Better assisted

- Smart Talent Pools
- Improved Search Filters
- AI Brief Creation Assistant

## Reduced Time-to-hire

- Personalised Search Results
- Predictive Team Composition
- AI driven freelancer suggestions
- 3rd party marketplace integrations



# Seamless compliance and control

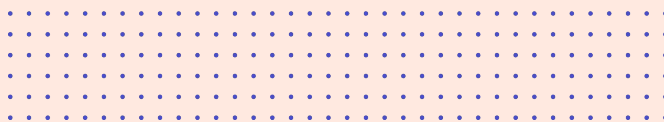
Reduced administrative costs, faster time-to-hire, compliance built-in

## Spend Management & Controls

- Budget management
- Spend forecasting
- Custom approval flows

## Compliance & Reporting

- Integrated Worker Classification
- Enterprise API integrations (ERP, VMS, HCMS)



# Real time insights and global benchmarking

Delivering actionable insights

## Real-time insights

- In-platform dashboard
- Market rates benchmarking
- Spend insights

## Personalised insights

- Custom dashboards
- Scheduled reports
- DEI benchmarking

## Leverage AI

- Natural language queries
- Behavioural insights
- Workforce forecasting
- AI analytics and insights



# Tech enabled services a consumer like experience

Metrics Name	Industry Benchmark	Tech Enabled
Sourcing Costs (% of day rates)	20% - 25%	4% - 12%
Sourcing Time to submit candidate profiles	24h - 48h	<12h
Worker Classification	3 days - 5 days	<5min
Time to Contract	3 days	< 1 day
Time to hire	>7 days	< 3 days
Time to onboard new preferred supplier	>15 days	<12h
Support Response time	Days	<1min
Worker satisfaction	Not Tracked	>98%





**We're trusted** by Procurement, HR, Finance and Legal Hiring teams of the **world's most innovative companies**



**Problem**



**Solution**



**Impact**



**PEPSICO**



**Fast access to high quality talent**



**100,000+ vetted talent pool of elite freelancers and contractors**



**Time to hire > 75% 90% fill rate in < 24 hrs**

**Canon**



**Global compliance**



**Automated compliance workflows with built-in global worker classification**



**100% worker classification coverage over 150+ countries**

# Key takeaways on the future of work



**Hiring** has become a **key operational challenge**, causing organisations to reevaluate requirements, and **shift** towards **skill-focused hiring models** to increase **competitive advantage**



**3 core benefits of this:**  
Expanded talent pools  
Better project outcomes  
Reduced bias and increased diversity

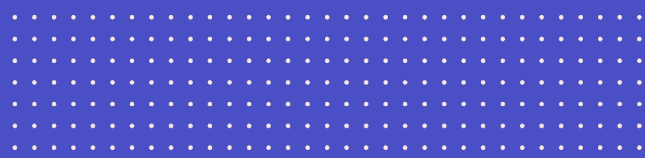
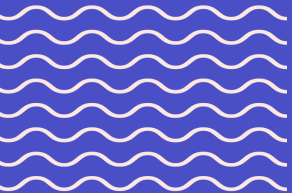


Increased need for **contingent workforce management programmes** that can help to **connect skills with flexible talent supply**, from contractors, freelancers and alumni





# Q&A





# Thank you

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