



2023 Media Budgets Flash Survey Results

October 2022



World Federation
of Advertisers

ebiquity

Methodology

WFA and Ebiquity have partnered on this Flash Survey to generate insights into the 2023 media budgeting cycles and the expected impact of recessionary market conditions.

We are thankful for the 43 validated responses, submitted by global brand leadership responsible for over \$44B in annual advertising spend. This provides a robust indication of expected actions taken by leading advertisers to mitigate risks involved with uncertain times ahead.

For questions about this initiative, please reach out to:

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The study included:

5 of the **top 10** global advertisers

16 of the **top 50** global advertisers



43

Total validated participants



>\$44B

Total advertising spend*

*Convergence Advertiser Spend data for 2021



\$1B+

Average spend per participating brand



"2023 media budgets are hit hard by the recessionary climate, much more so than previously estimated by analysts. As brands will aim to achieve more with less, we increase our efforts to drive smart savings by cutting ineffective and wasteful spend first."

- Nick Waters, Ebiquity CEO



"These WFA and Ebiquity survey results show that budgets are under pressure and there are signs of retrenchment into short-term performance channels at the expense of brand building. But it is encouraging to see that a number of clients are planning on standing firm, and taking heed of the well-taught lessons which show that those who emerge from recession stronger, are those that continue or increase ad spending."

- Stephan Loerke, WFA CEO

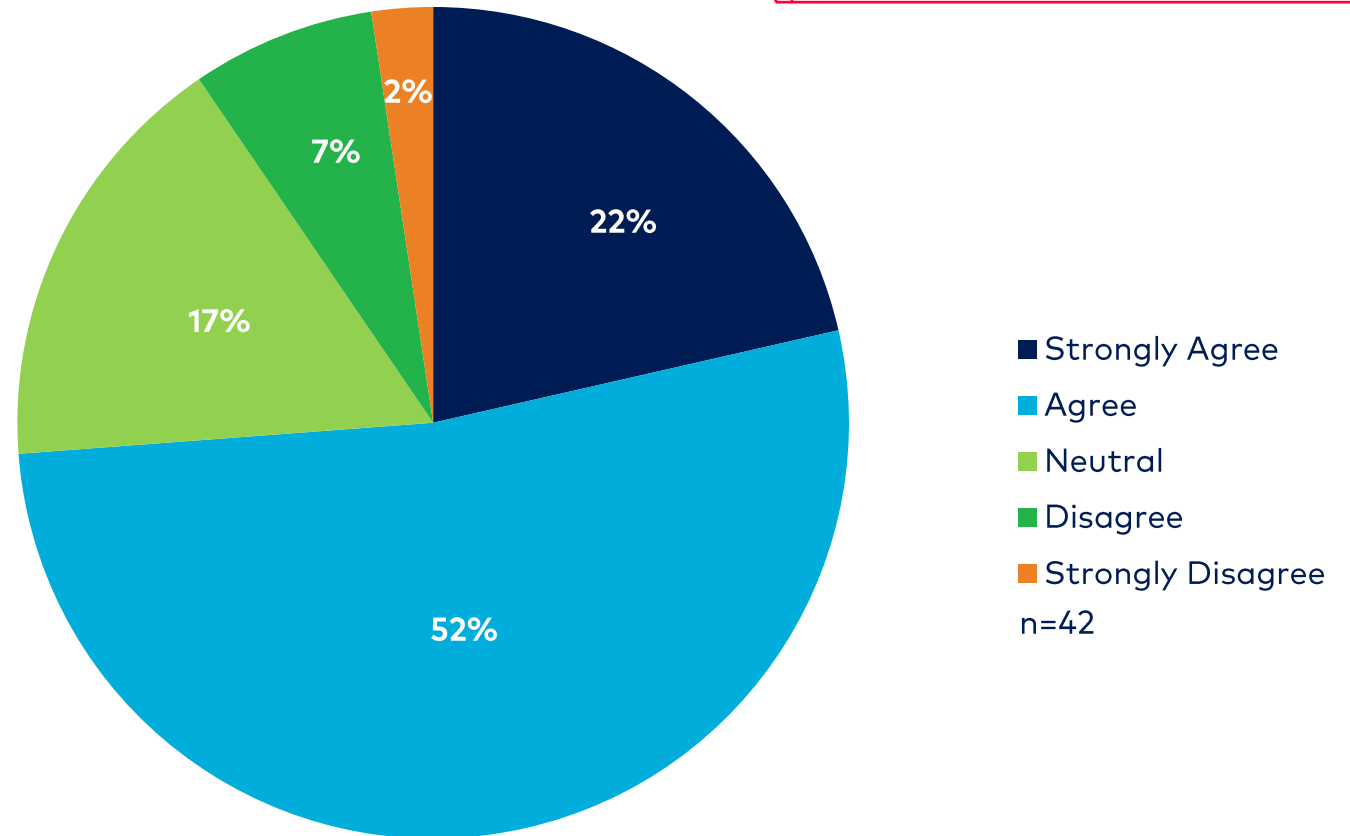


Is the (looming) recession influencing '23 budget decisions?

Recession impact on budget decisions

74%

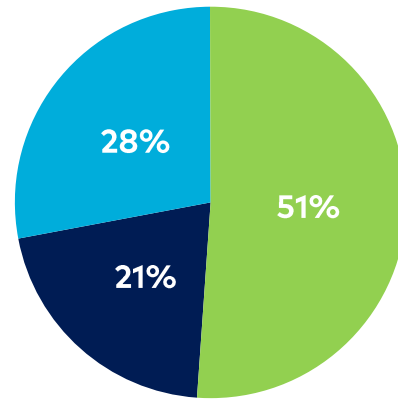
of respondents **agree** or **strongly agree** that their '23 budget decisions are influenced by the recession



How will your global mix of Performance and Branding change in 2023?

How will your global mix of upfront media buying commitments and short-term flexible buying change in 2023?

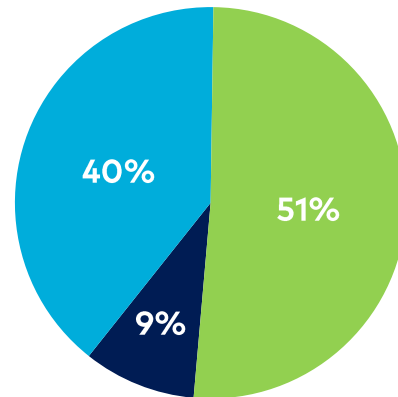
Strategy and Buying shift (2023 vs 2022)



- Increase share of Branding
 - Increase share of Performance
 - Maintain 2022 Mix
- n=43

28%

of respondents indicated they will **increase their share of Performance** in 2022



- Increase share of upfront commitments
 - Increase share of flexible/biddable buys
 - Maintain 2022 Mix
- n=43

40%

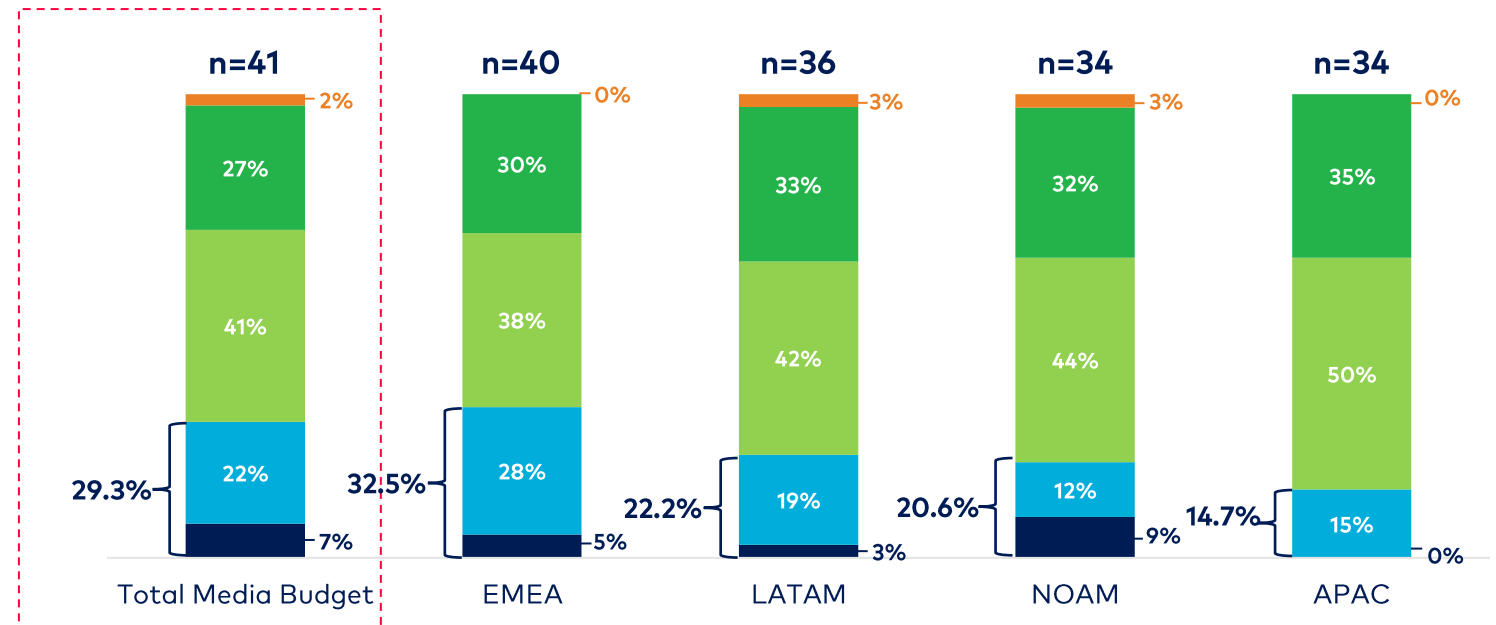
of respondents indicated they will **increase their share of flexible/biddable buys** in 2022

How do you expect your global and regional media budgets to shift in '23?

Media budget expectations (2023 vs 2022)

29.3%

of respondents will **decrease** their total media budgets in '23



1 - Significant Decrease (< -10%)

2 - Slight Decrease (between 0% and -10%)

3 - Maintain 2022 Budgets

4 - Slight Increase (between 0% and +10%)

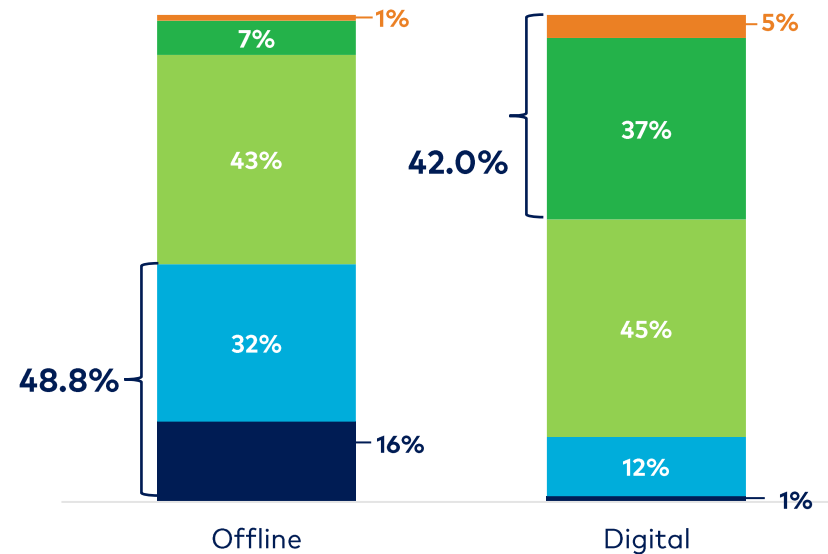
5 - Significant Increase (> +10%)

How do you expect your global media channel investments to change in '23?

Media channel expectations (2023 vs 2022)

48.8% of respondents will **decrease** their offline media budgets in '23

42.0% of respondents will **increase** their digital media budgets in '23



1 - Significant Decrease (< -10%)

2 - Slight Decrease (between 0% and -10%)

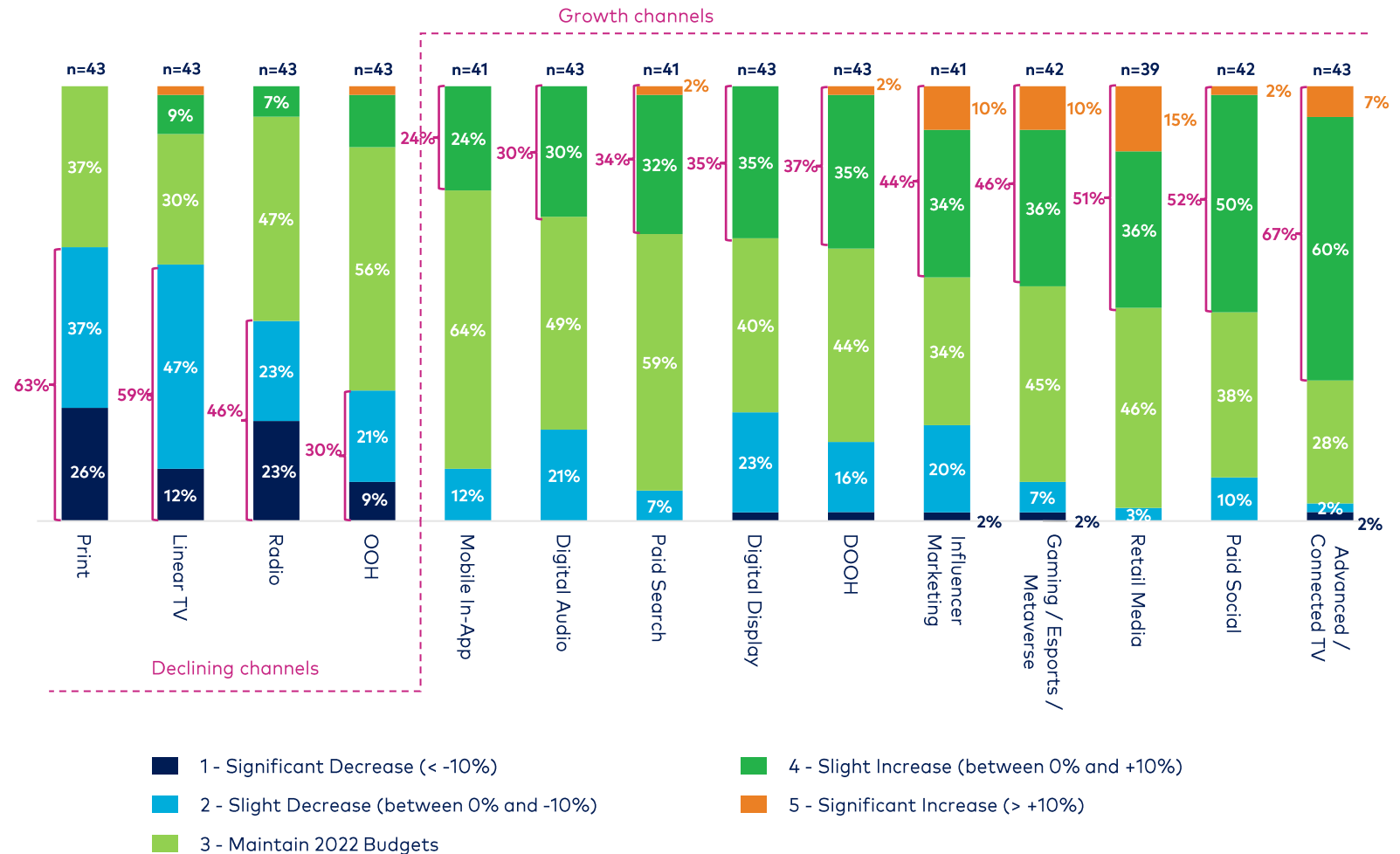
3 - Maintain 2022 Budgets

4 - Slight Increase (between 0% and +10%)

5 - Significant Increase (> +10%)

How do you expect your global media channel investments to change in '23?

Breakdown per channel



About the World Federation of Advertisers

The World Federation of Advertisers (WFA) is the voice of marketers worldwide, representing 90% of global marketing communications spend – roughly US\$900 billion per annum through a unique, global network of the world's biggest markets and biggest marketers. WFA champions responsible and effective marketing communications worldwide.

Find out more at: wfanet.org



Ebiquity is the world leader in media investment analysis

ebiquity

We harness the power of data to provide independent, fact-based advice, enabling brand owners to perfect media investment decisions and **improve business outcomes.**

We are a data-driven solutions company helping brand owners drive efficiency and effectiveness from their media spend, eliminating wastage and creating value.

We provide analysis and solutions through five Service Lines:

- › **Media management**
- › **Media performance**
- › **Marketing effectiveness**
- › **Technology advisory**
- › **Contract compliance**

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Ebiquity is able to provide **independent, unbiased advice and solutions** to brands because we have no commercial interest in any part of the media supply chain.



More than **500 media specialists** operate from our 19 offices worldwide, covering **80% of the global advertising market.**



Ebiquity has the most comprehensive, independent view of today's global media market. We **analyse \$55bn of media spend from 75 markets** annually, including trillions of digital media impressions. Our Contract Compliance division, FirmDecisions, **audits \$40bn of contract value** annually. As a result, more than **70 of the world's top 100 advertisers today choose Ebiquity** as their trusted independent media advisor.