



## **PRESS RELEASE**

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### **90% of sector believes in anti-cyclical investment**

That's according to research by PUB and Brandhome. All the same, only 32% of advertisers are planning to increase their budgets in 2012.

**Research into anti-cyclical investment by Brandhome and the PUB (People Unified around Brands) platform reveals a strong belief in raising investment in marketing communication when the economy is performing less well. Almost 90% of the 413 respondents support that view. Things are different in practice, however: no less than 55% of advertisers report that budgets have remained the same or have fallen in recent years. Anti-cyclical advertising won't be a feature of 2012 either: 26% of the sector expects budgets to decline, mostly by 10-24%.**

#### **Budget trend**

Some 30% of advertisers have seen their budget shrink over the past five years. Reasons for cutting back include a contracting market, lower spending by competitors and decisions from higher up. Of the advertisers who expect their budget to rise in 2012 (31%), half think this will be in line with the inflation index, with figures between 1% and 9%.

#### **Agencies more positive than advertisers**

One striking finding is that advertising and media agencies are more positive than the advertisers themselves: 73% expect budgets to remain constant, 7% that they will increase and only 20% that they will fall.

Oddly enough, half of all respondents think that budgets are generally sufficient to ensure continuing success. Satisfaction was slightly higher among the advertisers, but 46% of suppliers such as media and advertising agencies also think there is sufficient budget.

#### **Sector under pressure**

The study also clearly shows that pressure on the creative sector is intensifying. No fewer than 28% of respondents at agencies have already considered getting out of the business, with a figure of almost 35% among young people.

This finding was backed up by the fact that advertisers and agencies are united in their negative perception of the role of government. Seventy percent considered that the government does too little to encourage the creative sector.

#### About the research

The study organised by PUB (People Unified around Brands) and Brandhome was completed on-line by 413 respondents. 59% of the participants work at an advertising or media agency, or are active as freelancers or as some other form of partners or suppliers to advertisers. The other 41% work for advertisers. 77% of the respondents are primarily active in the Belgian market, 17% in the Dutch market, just 3% in the French market, and 12% in the Western European market. The study was performed between 8 and 24 November 2011.

Brandhome is a communication agency that works according to a unique and effective brand-building methodology, the Brandhome method®. The agency's key goals include constantly increasing brand knowledge. Brandhome is headquartered in Antwerp, Belgium.

#### About PUB (People Unified around Brands)

PUB is a bilingual (Dutch and French) platform on communication, marketing and media, published by Kluwer. PUB, which celebrated its 30th anniversary in 2006, has evolved over the years into the key point of reference for Belgian marketing, communication and advertising professionals. PUB consists of a magazine, published 16 times a year, an e-zine published four times a week, three yearbooks and the website [www.pub.be](http://www.pub.be).

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#### *Note for editors, not for publication:*

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