



**warc**  
ideas and evidence  
for marketing people

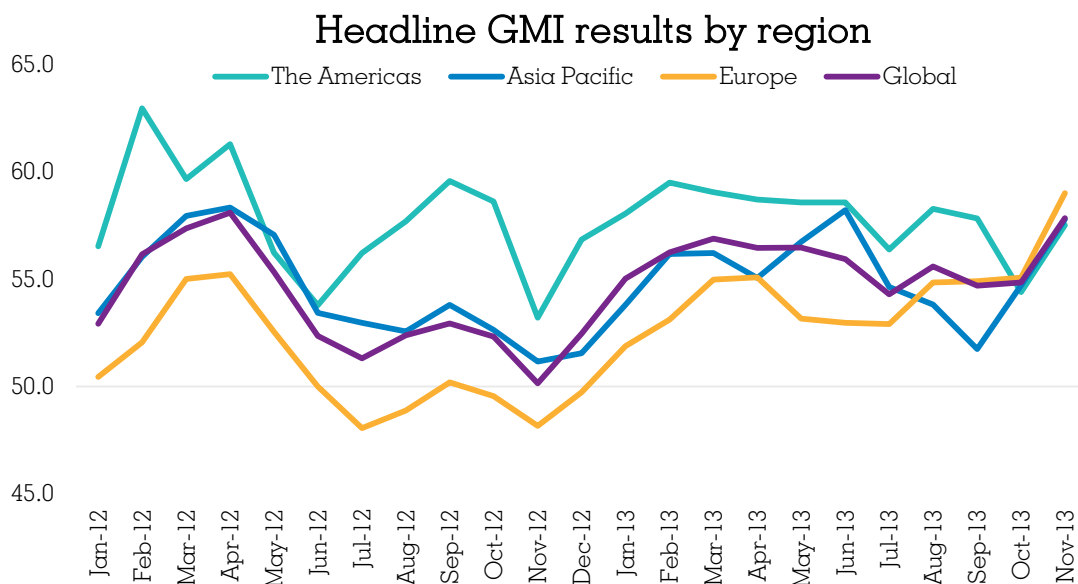
## Global optimism among marketers hits two-year high

- Headline GMI rises 3.0 points, driven largely by resurgence in Europe
- Global marketing budgets show a marked rise and reach their highest index value to date
- Trading conditions and staffing levels continue to improve

London, 21 November 2013

In November, the business outlook for marketers around the world remained positive, according to Warc's latest **Global Marketing Index**. The data show rising optimism across all regions, resulting in the highest global headline GMI reading since the Index began in 2011.

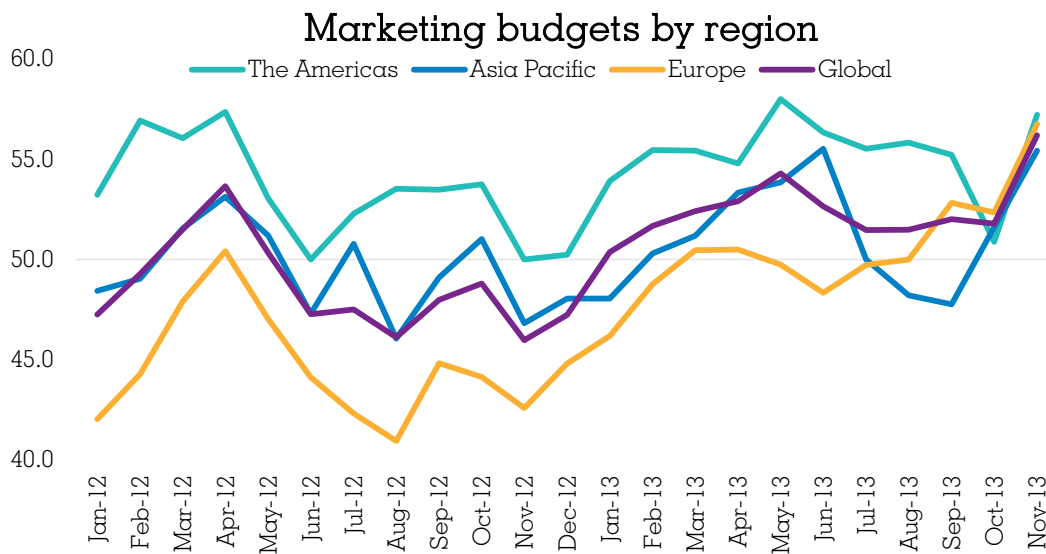
The global headline GMI – a metric combining all three components: budgets, trading conditions and staffing levels – increased by 3.0 points to 57.8 in November. Confidence improved across the board, with Europe exhibiting the largest regional rise: up 3.9 points to 59.0. Asia Pacific and the Americas also saw increases, both rising 3.1 points to 57.8 and 57.5 respectively.



*Above 50.0 = generally improving; below 50.0 = generally declining*

The GMI is a unique indicator of the state of the global marketing industry. Every month it tracks conditions among marketers within their organisation and region. It tracks marketing budgets, trading conditions and staffing levels. A reading of 50 indicates no change, and above 60 indicates rapid growth.

The global index for marketing budgets, one of the component parts of the headline GMI metric, rose 4.4 points to 56.2, suggesting a pronounced increase in planned expenditure. In Europe, the measure for budgets also rose 4.4 points, to 56.7: the region's highest reading since the Index began in October 2011. Asia Pacific recorded a strong rise in budgeted spend for November, building further upon October's growth. The region's index rose 3.8 points, to 55.4. The Americas recorded the strongest monthly increase on this same measure, on 57.2, marking a 6.3 point rise from October.



*Above 50.0 = generally improving; below 50.0 = generally declining  
 Combines data for trading conditions, marketing budgets and staffing.*

The global index of trading conditions, the second component of the headline GMI, was positive this month, on 60.9; a rise of 3.1 points from October. Europe's index rose to its highest recorded level – 62.0 – up 2.6 points. Conditions in Asia Pacific also improved, with the index rising by 3.2 points to 61.7, while the index for the Americas increased by 3.7 points to 58.1.

Lastly, the global index of staffing levels continued to indicate increased hiring overall, rising 1.5 points to 56.4, with the highest levels seen in Europe (58.3), followed by the Americas (57.2) and Asia Pacific (56.3).

Suzy Young, Data and Journals Director at Warc, said: "The latest GMI data indicate growing confidence among marketers worldwide, with the indexes for both trading conditions and marketing budgets at their highest level since Warc began the survey in October 2011. These results should provide a real boost to the industry."

Warc is recruiting for the Global Marketing Index panel. For more details, please visit: <http://www.warc.com/gmi>

END

**For enquiries:**

Suzy Young, Warc

[suzy.young@warc.com](mailto:suzy.young@warc.com), +44 (0)20 7467 8140

**Editors' Notes:****About the Index**

The Global Marketing Index provides a unique monthly indicator of the state of the global marketing industry, by tracking current conditions among marketers. Our global panel (1,225 members) consists of experienced executives working for brand owners, media owners, creative and media agencies and other organisations serving the marketing industry. The panel has been carefully selected to reflect trends in the three main global regions: Americas, Asia Pacific and Europe.

**Methodology**

Data collection period: 4–15 November 2013. The Global Marketing Index results are calculated by taking the percentage of respondents that report that the activity has risen ("Increasing") and adding it to one-half of the percentage that report the activity has not changed ("Unchanged"). Using half of the "Unchanged" percentage effectively measures the bias toward a positive (above 50 points) or negative (below 50 points) index. As an example of calculating a diffusion index, if the response is 40% "Increasing," 40% "Unchanged," and 20% "Reducing," the Diffusion Index would be 60 points ( $40\% + [0.50 \times 40\%]$ ). A value of 50 indicates "no change" from the previous month.

The more distant the index is from the amount that would indicate "no change" (50 points), the greater the rate of change indicated. Therefore, an index value of 58 indicates a faster rate of increase than an index value of 53, and an index value of 40 indicates a faster rate of decrease than an index value of 45. A value of 100 indicates all respondents are reporting increased activity while 0 indicates that all respondents report decreased activity.

**About Warc**

Warc is the global provider of ideas and evidence to marketing people. It has produced trusted and independent data on advertising expenditure and media costs for more than 25 years, and has partnerships with leading advertising organisations in more than 80 countries. Warc's premium online service, [www.warc.com](http://www.warc.com), is the largest single source of intelligence for the marketing, advertising and media communities worldwide.

**About World Economics**

World Economics is an organisation dedicated to producing analysis, insight and data relating to questions of importance in understanding the world economy. The primary research objective is to encourage and assist the development of better and faster measures of economic activity. In cases where we believe we can contribute directly, as opposed to through highlighting the work of others, World Economics produces our own measures of economic activity. The work of World Economics is mainly of interest to investors, organisations and individuals in the financial sector and to significant corporations with global operations, as well as governments and academic economists. Find out more at [www.worldeconomics.com](http://www.worldeconomics.com)