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**STRICTLY EMBARGOED UNTIL 00:00 23 MAY 2013**

## Global marketing outlook remains positive in May

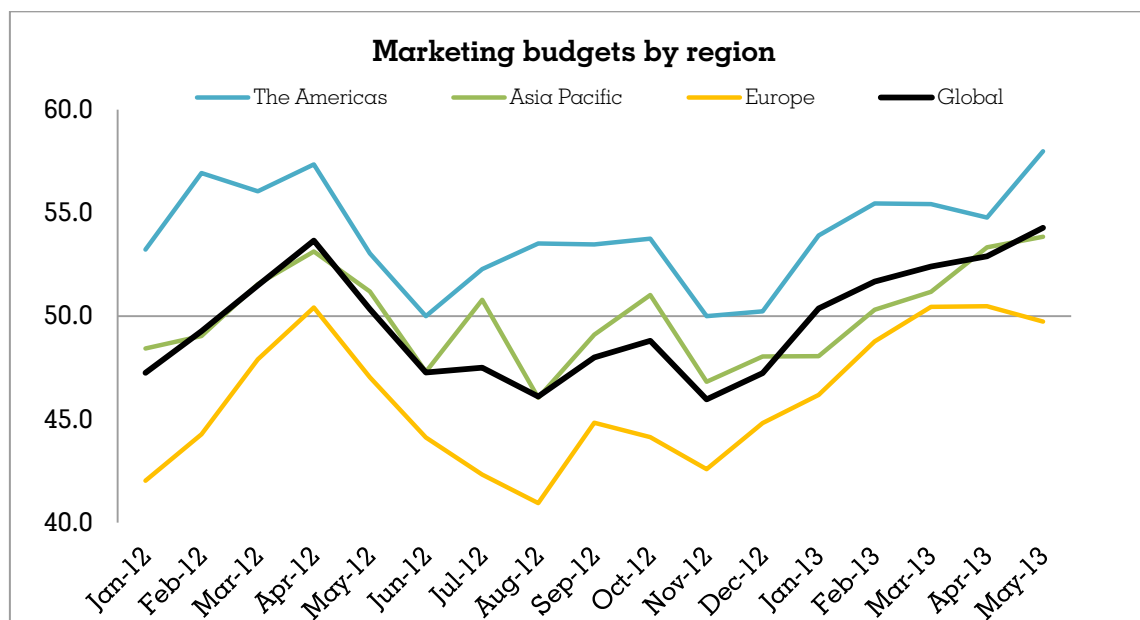
- Global marketing budgets rise for fifth consecutive month, but Europe slips back
- Headline GMI once again performs strongly in all regions
- Staffing levels continue to rise rapidly in all regions

London, 22 May 2013

Marketers are showing continuing confidence in the state of the industry, according to latest results from Warc's monthly **Global Marketing Index (GMI)**.

The index of marketing budgets rose for the fifth consecutive month, and reached its highest value since the index began in October 2011: 54.3 (up from 52.9 in April).

In the Americas, the index for marketing budgets rose 3.2 points to 58.0, the highest regional figure for marketing budgets recorded so far. Asia Pacific's index also increased, to 53.8. Europe, on the other hand, slipped back below 50 to 49.7.

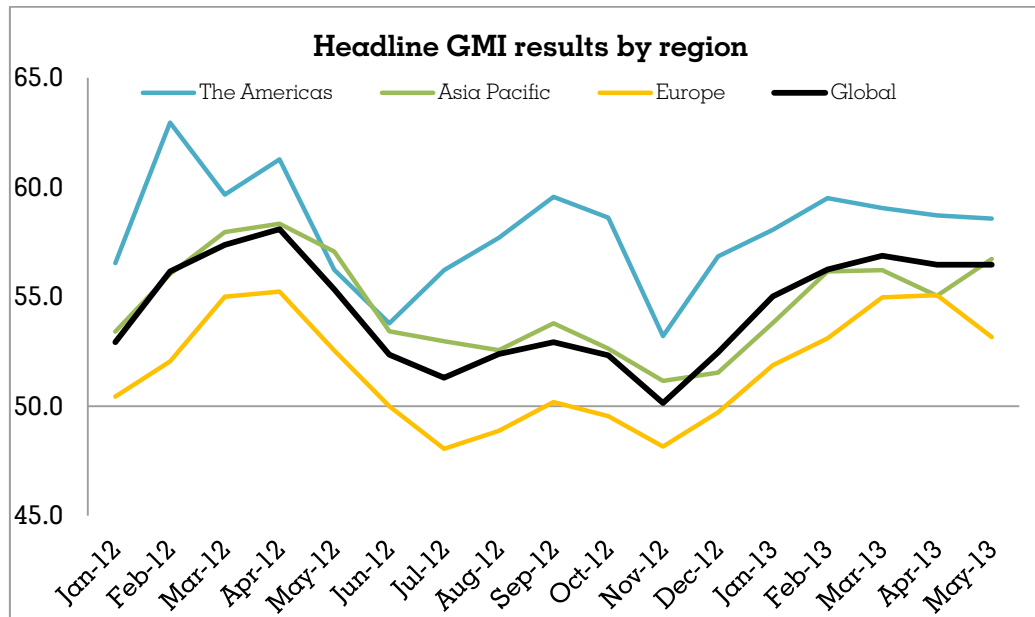


*Above 50.0 = generally improving; below 50.0 = generally declining*

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. A GMI reading of 50 indicates no change, and above 60 indicates rapid growth.

The headline GMI measure – which takes into account marketers' expectations for trading conditions, staffing levels and marketing budgets – registered a global value of 56.5 in May, identical to the reading from April.

Region by region, the headline GMI registered 58.6 for the Americas, 56.7 for Asia Pacific and 53.2 for Europe.



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

The index of global trading conditions, the second component of headline GMI, continues to perform strongly in May, registering a value of 59.1 globally – identical to April's result. Regional index values stand at 60.8 for the Americas, 59.9 for Asia Pacific and 56.1 for Europe.

The index of staffing levels remains positive, at 56.0 globally. Regional index values stand at 56.9 for the Americas, 53.7 for Europe and 56.4 for Asia Pacific.

Suzy Young, Data and Journals Director at Warc, said: "Global marketing budgets have been raised for a fifth consecutive month but, while budgets show growth in all global regions, European marketers are slightly less optimistic than they were in April. It will be interesting to see whether this trend continues next month."

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

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**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: 6–17 May 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)