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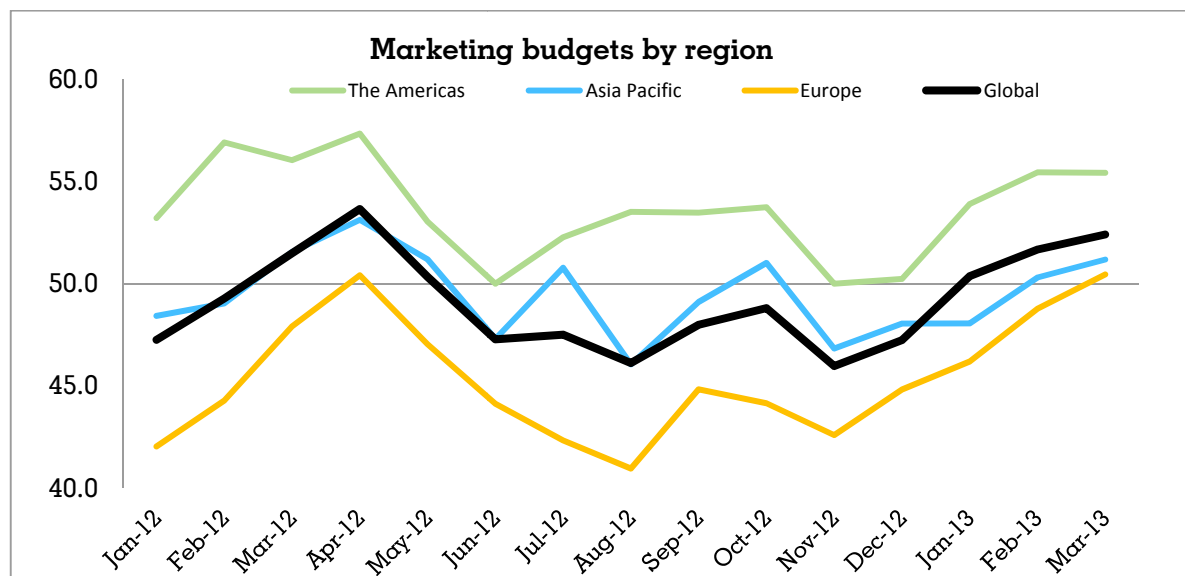
## European marketing budgets rise for the first time in 11 months

- Marketing budgets increase in all global regions in March
- Headline GMI shows an improvement for the fifth consecutive month
- Outlook for global trading conditions at its most positive for 12 months

London, 21 March 2013

Marketing budgets are set to rise in all global regions in March according to the latest data from Warc's **Global Marketing Index**.

For only the second time since the Index began in October 2011, European marketers reported net growth in budgets this month, with an index value of 50.5. This represents a 1.7 point increase from February.

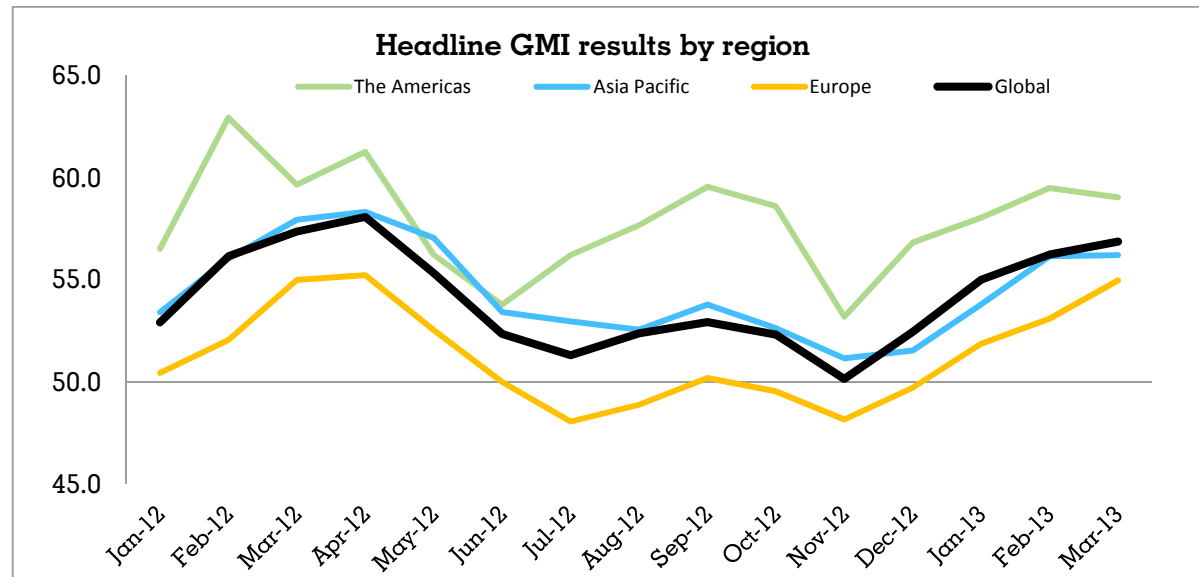


*Above 50.0 = generally improving; below 50.0 = generally declining*

Marketing budgets also rose in the Americas (55.4) and Asia Pacific (51.2). Globally, the index of marketing budgets improved from 51.7 in February to 52.4 in March, which is the index's highest reading in eleven months.

The GMI provides a unique monthly indicator of the state of the global marketing industry, by tracking current conditions among marketers. A GMI reading of 50 indicates no change, and a reading of over 60 indicates rapid growth.

The global headline GMI measure – which takes into account marketers' expectations for trading conditions and staffing levels as well as marketing budgets – registered a value of 56.9 points in March, an increase of 0.7 points from February. This is the second highest headline GMI reading since data collection started, bettered only by the 58.1 recorded in April 2012.



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

All three components of the headline GMI performed strongly this month. The index for global trading conditions continued to signify rapid improvement, standing at 60.0 (up 0.6 points from February). Region by region, the Americas remains the most positive for trading conditions (62.3), followed by Asia Pacific (59.5) and Europe (57.9).

The index of staffing levels rose by 0.6 points globally to register a value of 58.2 in March. Regional index values stood at 59.4 for the Americas, 58.0 for Asia Pacific and 56.6 for Europe.

Suzy Young, Data and Journals Director at Warc, said: "The latest GMI data are encouraging for marketers worldwide. Confidence also appears to be returning in Europe, which is reassuring in light of fresh concerns regarding economic stability in the eurozone."

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

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## **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 March 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)