STRICTLY EMBARGOED UNTIL 21 FEBRUARY 2013, 00:00

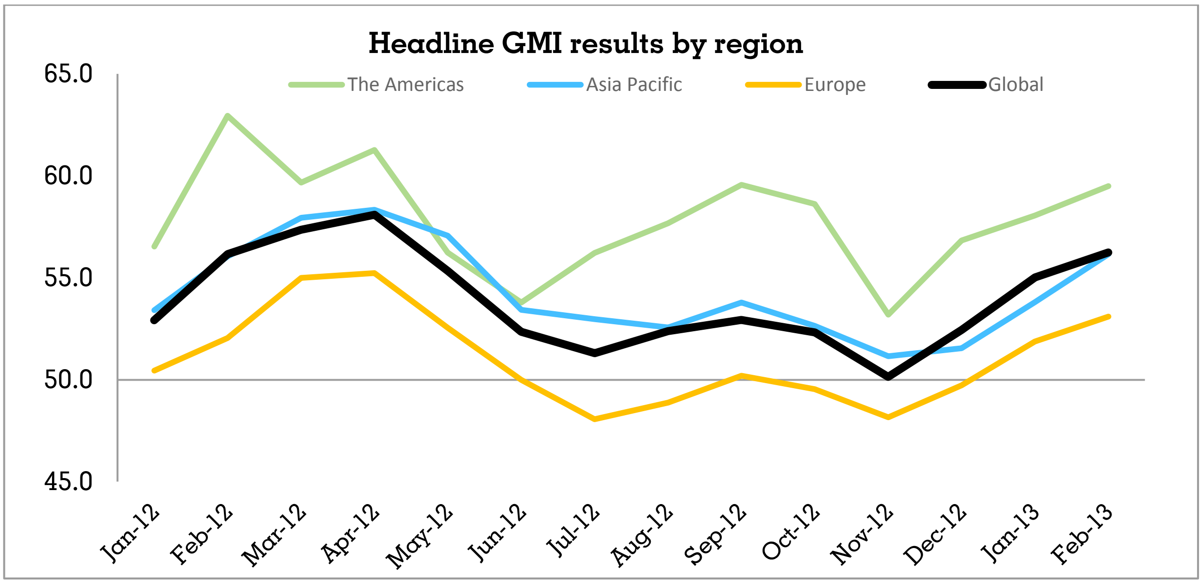
Global marketing budgets rise further in February

- Headline GMI continues to show growth in all global regions
- Index for global trading conditions records its highest value since April 2012
- Staffing levels rise in all regions
- Marketing budgets in Asia Pacific rise for the first time since October 2012

London, 21 February 2013

The outlook for global marketers continues to improve, according to the latest data from Warc's **Global Marketing Index**.

The headline GMI, a metric which combines trends observed in marketing budgets, trading conditions and staffing levels, registered a reading of 56.2 in February.



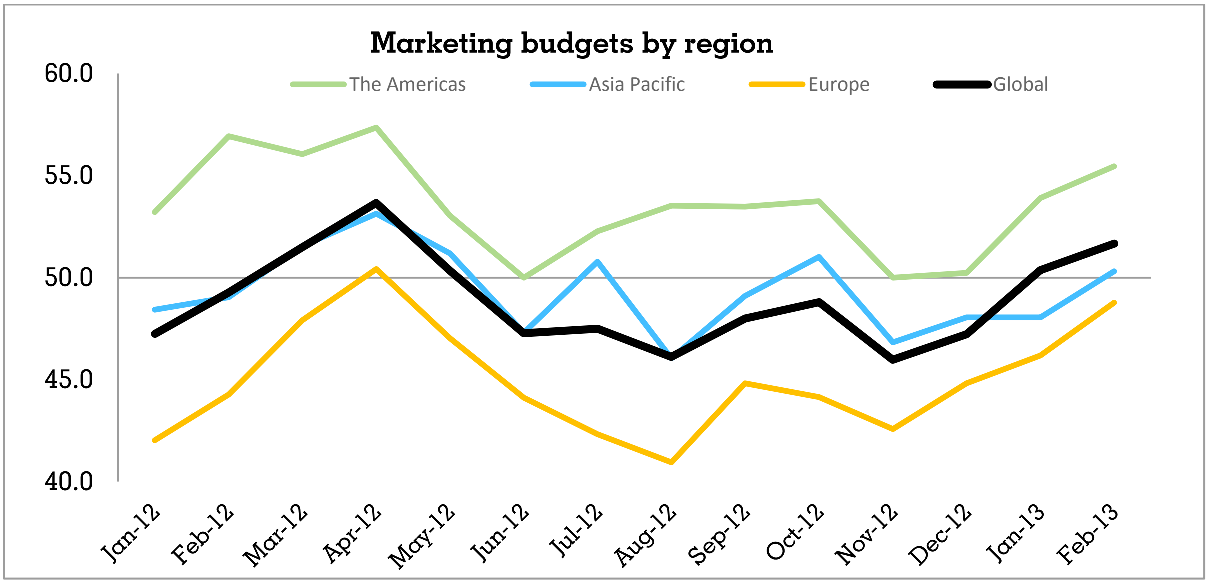
Above 50.0 = generally improving; below 50.0 = generally declining
Combines data for trading conditions, marketing budgets and staffing

The index has now recorded month-on-month improvement for three successive months. Marketers in Asia Pacific registered the strongest improvement in outlook, with the headline GMI rising from 53.8 last month to 56.2. The Americas continues to be the most positive region, with its headline GMI showing a strong reading of 59.5, up 1.5 points from January. The headline GMI for Europe also shows continued improvement, reaching 53.1 in February, albeit remaining slightly less optimistic than the other measured regions.

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 index for global trading conditions indicates rapid improvement for February and now stands at 59.4 (up 1.5 points from January). This is the index's highest reading since April 2012. The outlook for trading conditions remains most positive in the Americas on 60.9, followed by Asia Pacific (59.7) and Europe (57.4).

The index of global marketing budgets registered further growth in February (51.7). Marketers in the Asia Pacific region registered an increase for the first time in four months. The index rose by 2.2 points compared with last month to record a marginal net expansion on 50.3. Marketers in the Americas continue to display the greatest confidence (55.5). Marketing budgets continue to be cut across Europe, but the European index recorded a value of 48.8 in February, an increase of 2.6 points compared with January.



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The global index of staffing levels – the third component of headline GMI – registered further improvement in February (57.6). Staffing levels continue to rise in all global regions, with the Americas on 62.1, Asia Pacific on 58.5 and Europe on 53.2.

Suzy Young, Data and Journals Director at Warc, commented: "The continued upward trajectory in headline GMI is encouraging. The outlook for global marketing budgets has improved since the start of the year with both the Americas and Asia Pacific recording positive growth."

Warc is recruiting for the Global Marketing Index panel. Please refer colleagues and contacts to: http://www.warc.com/gmi

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For enquiries:

Suzy Young, Warc
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 February 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 x 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, is the largest single source of intelligence for the marketing, advertising and media communities worldwide.

About World Economics

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