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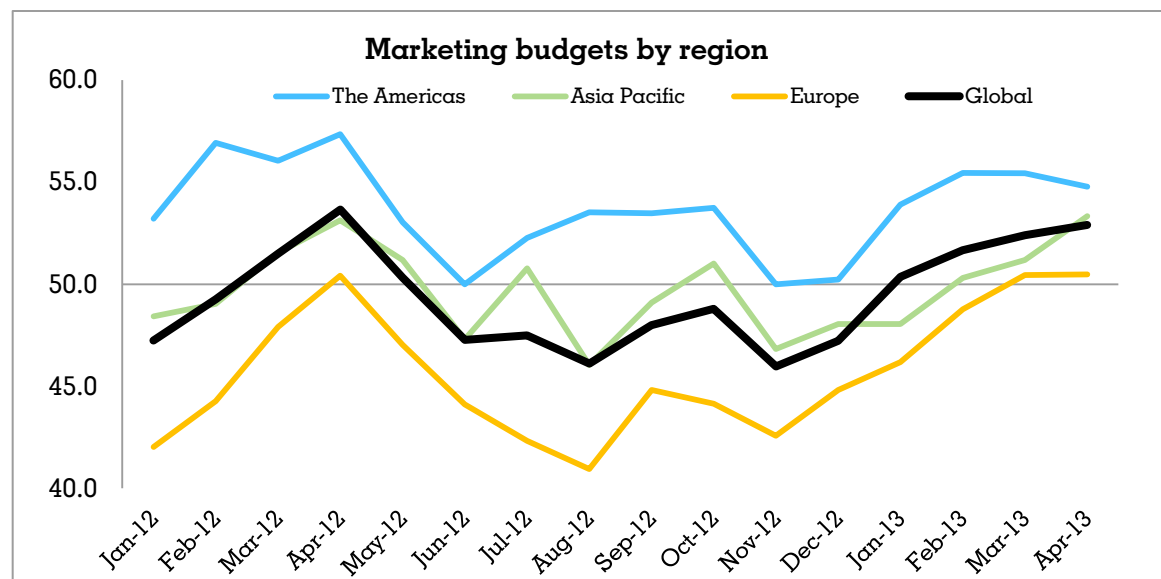
## Global marketing outlook continues to improve in April

- Global marketing budgets rise for the fourth consecutive month
- Headline GMI performs strongly in all regions
- Trading conditions in Europe more positive than Asia Pacific for the first time

London, 18 April 2013

Global marketers continue to have a positive outlook according to the latest data from Warc's **Global Marketing Index**.

The index of marketing budgets recorded growth for the fourth consecutive month in April, rising to 52.9 from 52.4 in March. The Americas registered the strongest outlook for marketing budgets, at 54.8. Asia Pacific experienced its third consecutive month of growth to stand at 53.3, while Europe recorded a second month of net growth, with the index for the region holding steady at 50.5.

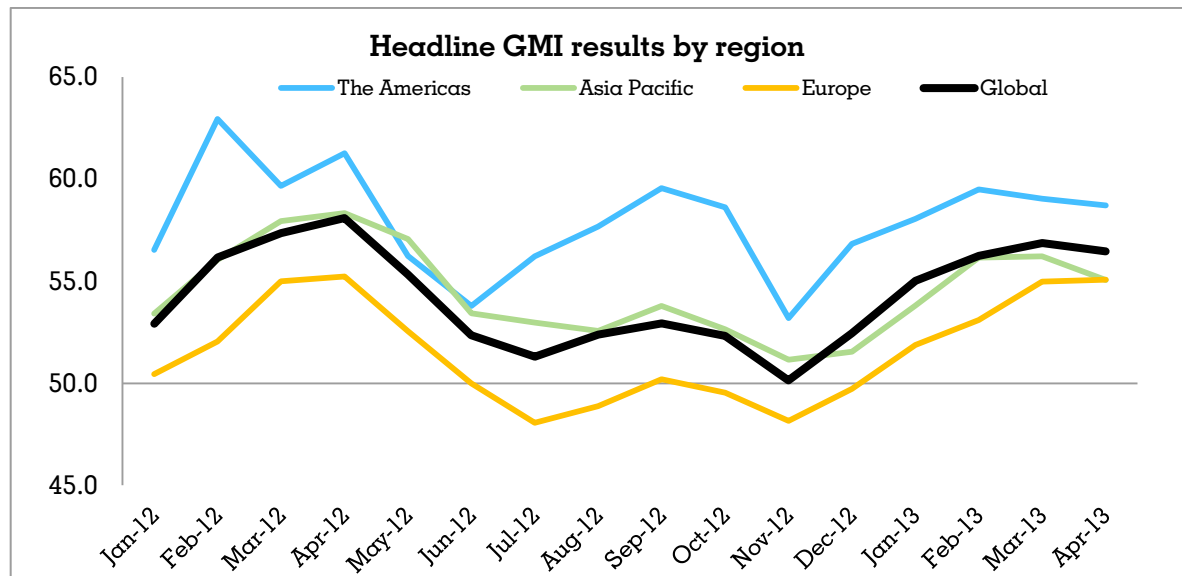


*Above 50.0 = generally improving; below 50.0 = generally declining*

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 56.5 points in April, a slight decline of 0.4 points from March.

Region by region, the headline GMI for the Americas registered 58.7, with Asia Pacific and Europe both on 55.1.



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

The index for global trading conditions, the second component of headline GMI, continued to indicate significant global growth in April, on 59.1. Marketers in the Americas remain most confident (61.8), followed by Europe (58.2) and Asia Pacific (56.4). This is the first time Europe has recorded a more positive reading than Asia Pacific on this measure.

The index of staffing levels remains positive at 57.3 globally. Regional index values stood at 59.6 for the Americas, 56.5 for Europe and 55.5 for Asia Pacific.

Suzy Young, Data and Journals Director at Warc, said: "The GMI data for April show that business conditions are continuing to improve and that marketing budgets have registered an increase for the fourth consecutive month. These results are encouraging for global marketers."

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: 1–12 April 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)