STUDY OF MEDIA PLANNING & BUYING

2022 STUDY HIGHLIGHTS

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SRDS

JAMES G. ELLIOTT CO., INC.
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ReadexResearch

2022 Study of Media Planning & Buying

SRDS and the James G. Elliott Co., Inc., have been studying the interaction between media planners/buyers and ad sellers since 2013. The AdWanted Group joined as a partner in the 2019/2020 study and later acquired SRDS from Kantar.

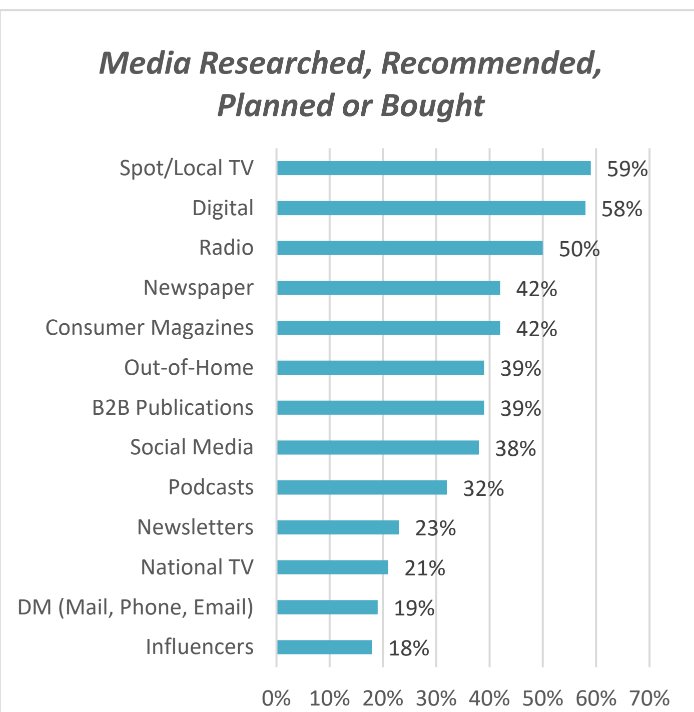
In March 2022, Readex Research combined with Adwanted SRDS and the Elliott Co. to field the current study. Invitations were sent to 4,124 SRDS subscribers: 104 usable responses were received. The results confirm several trends found in five earlier studies, as shown below.

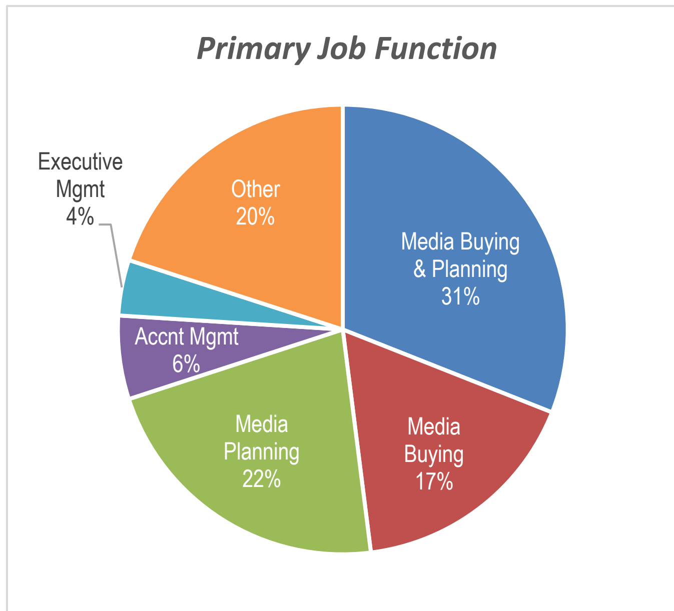
OBJECTIVES

- Understand the habits of media planners and buyers as they relate to the buying process to help media vendors sell them the way they want to be sold.
- Document the value of resources used in the buying process.

HOW BUSY ARE PLANNERS/BUYERS?

- In 2022, 63% of media planners/buyers work on 5 or more clients and 5 or more brands. Their load has increased from 3 or 4 clients and 4 or more brands as reported in the 2019/2020 study.
- It's always planning season—only 23% plan annually and 38% plan quarterly.





RFPs

- 63% of buyers always/often use RFPs and 91% think RFPs are important to the planning/ buying process.
- Planners/buyers do not allow much time for RFP response: median—5 days / mean—6.1 days.
- Only 16% of media sellers are always/often given a chance to change proposals that were not accepted.

2022 Study of Media Planning & Buying

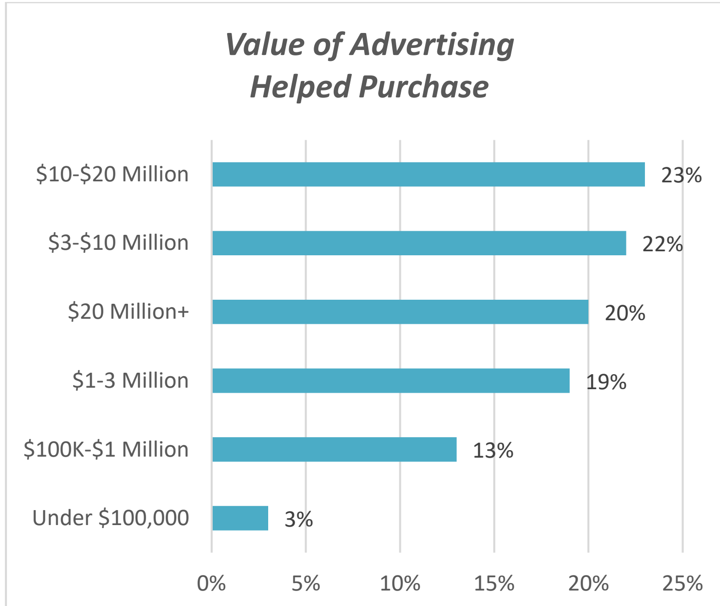
It is still critical for sellers to have their brand evaluated in a planner/buyer's formal planning process and to understand the key evaluation criteria.

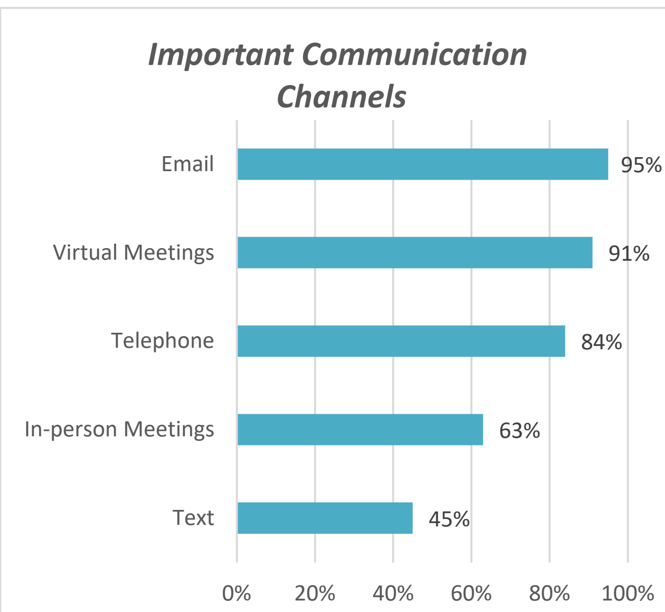
DISCOVERY

Buyers rely on a range of resources in the discovery process to determine which media make their consideration list:

- 93% of buyers always get input from the client *
- 93% rely on SRDS *
- 92% refer to the previous plan *
- 92% use research (i.e., R&F/Optimizations) *
- 89% use media kits *
- 88% use syndicated data (comScore, MARS, MRI-Simmons, etc.) *
- 87% always/often rely on input and data from sellers/publishers *

* *always/often/sometimes*





PRICING

Efficient pricing and reach are the most important criteria to buyers and sellers:

- Total cost/price, CPM delivery, and added value are all extremely/very important to 97% of buyers.

POST-PANDEMIC ANTICIPATED WORK LOCATION

Post-COVID, 36% of planner/buyers expect to be working remotely full-time, and 58% expect a hybrid arrangement.

Only 7% overall expect to be working full-time in office.

However, there is a split according to the size of the organization:

- 1-99 employees — 15% expect to be full-time in office
- 100+ employees — 0% expect to be full-time in office

For more information, please contact the James G. Elliott Co., Inc. or your SRDS account manager, who can provide you with the full 82-table study at no charge, including methodology and more content.