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Census shows staff levels in advertising at pre-recession levels

Tuesday, September 03, 2013 - 05:07 PM

The 2013 Industry Census released by the Institute of Advertising Practitioners in Ireland (IAPI) has revealed that that the numbers employe in the sector are "on par with 2007 pre-recession levels".

The Census, carried out by Amárach Research, is the first industry census carried out in the sector since 2007.

There are 1,281 people directly employed in the Irish advertising industry which is predominantly made up of a youthful workforce.

Last year the industry hired more than 230 people and the census found that 33% of agencies expect to increase staff levels this year.

It said: "Based on agency forecast levels, the industry employment figure is expected to surpass 2007 levels by the end of the year."

Expected Staff Levels

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'Late Late' warned over child pageants

Late Late Show chiefs have been urged to



Increase 33%



Remain the same 60%



Decrease 7%



The IAPI said the overall picture reflects an industry in transition and under financial and time pressures "but despite that, there is a cautiously positive outlook for the future".

The study revealed that women slightly outweigh men in the industry at a 51% to 49% ratio. However just 13% of women occupy the more senior positions at Chairperson, CEO/Managing Partner level.

When the survey was carried out in 2007, this figure was 9%.

The IAPI Census shows that those working in the industry have a conflicting view on how the industry is performing versus their own agency outlook.

Out of those surveyed, 60% of agencies forecast growth for their agency in 2013 compared to 20% forecasting an increase for the industry as whole.

Ireland's advertising agencies report that 41% of clients use procurement departments to agree fees, saying "it now represents one of the top day-to-day issues pre-occupying advertising agencies".

Liam McDonnell, CEO Aegis and President of IAPI said: "The good news is that the overall employment level in Irish advertising agencies has been maintained over the last four years.

"Three quarters of the work force are under forty years old while 66% now hold a third level qualification."

Judge 'not biased' over bankruptcy



ECB 'unlikely' to cut rates any further



O'Brien wants to be added to lawsuit



Spain and Italy resurgence helps eurozone factory output to expand



Pick-up in UK lending under Bank of England credit plan

LIFESTYLE

have been urged to "think very carefully" about giving airtime to organisers and young stars of a contentious US-themed child pageant in an upcoming show.



Levy fires Bale parting shot

Gareth Bale last night completed a world

record €100 million move to Real Madrid and was sent on his way the Bernabeu Stadium with an acrimonious parting shot from Daniel Levy, the Tottenham chairman.



Operator received 'upsetting and racist' warning ahead of soup kitchen opening

The operator of a soup kitchen network claimed he was warned not to set up in Ennis, Co Clare, as a woman there allegedly warned him that "she didn't want any blacks, winos, or Travellers" in the town.



United set to up bid for Fellaini and Baines

Cardiff City 0 Everton 0 Leon Osman has vowed to give the countdown to today's transfer deadline a wide berth as speculation continues to mount over another Manchester United bid for Everton team-mates Marouane Fellaini and Leighton Baines.



Man in Listowel sex assault case due for release

A convicted sex offender embraced by neighbours and friends — including a priest — prior to sentencing is due for release today.



Rodders revelling as the jigsaw falling into place

Orlaith Blaney, CEO McCann Blue and Vice President of IAPI said: "The survey gives us basic information on the number of employees, gender balance and age profile of those working in the industry. Not surprisingly we still have work to do to address the gender imbalance at senior management level."

The research was conducted amongst 43 individual IAPI Member agencies including media agencies, creative agencies, full service agencies and digital agencies.

The survey was responded to by 88% of IAPI member agencies. For a full copy of the report log onto iapi.ie/census.

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Industry Census 2013

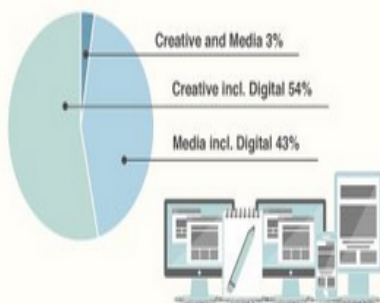
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Welcome to the first ever detailed census of ad-land in Ireland. It was conducted by IAPI in association with Ambrach Research. We surveyed all our member agencies in the summer of 2013 and had a response rate of 88%, very high by any standard. We've discovered a lot about ourselves: how many of us work in advertising agencies, how old and how educated we are. We've also confirmed the gender gap still exists in some sectors.

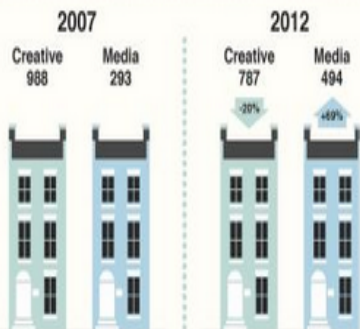
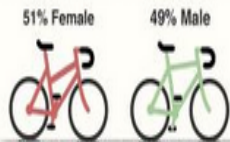
The good news is we're bullish about the future. Employment levels look set to increase and our industry continues to reinvigorate itself. The survey points to resilient, talent-based enterprises that, despite huge challenges, are well placed to help Irish business and the wider economy to grow.

Breakdown of IAPI Membership



1,281 Total number of employees in the industry.

The average age of people in the industry is 35.



The changes in staff numbers from 2007 show the shift of employment to media agencies.

We're an educated bunch
66% have a university degree or higher.



Sharing warm words and a birthday



A true servant of the arts



Looking for a new career or just a new hobby? Here's some evening class ideas



It's a mad, mad, world



Liverpool manager

Brendan Rodgers had three new faces in the Anfield directors' box as he watched his side beat Manchester United at Anfield yesterday.



Moyes ready for late transfers

Manchester United manager David Moyes is ready to indulge in some retail therapy to get over yesterday's 1-0 defeat at Liverpool.



Anfield anguish exposes United's lack of quality

Liverpool 1 Man United 0
A day short of the centenary of the most special birthday in the history of Liverpool, a birthday boy of the modern era settled an encounter which revealed a lot about the current status of these two bitter rivals.



Dad's cycle protest in medical card row

A father is to embark on a gruelling countryside cycle to the Dáil this Friday in a desperate bid to force the Government to return the medical card of his daughter, who has Down's syndrome.

Theo: Bale is a Gooner

TOTTENHAM winger Gareth Bale supports Arsenal, according to Gunners and England starlet Theo Walcott.

We feel positive about the future

- 60% of agencies forecast growth in their agency in 2013.
- 33% expect staff levels to increase.
- Most posts in our industry are full-time.

**Median Agency Turnover
Creative/Digital vs Media/Digital**

	Mean €	Median* €
Creative/Digital Agency	4,633,778	4,873,194
Media/Digital Agency	43,579,714	70,208,000

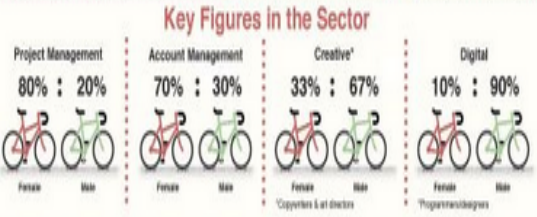
*Median is the middle point between highest and lowest volume turnover



What are the pressures?

- Time pressure.
- Cost pressure.
- Pressure on smaller agencies.
- Procurement in the agency selection process.

The Gender Gap



Breakdown of Department By Position and Gender

	Male	Female		Male	Female
Chair/CEO/MD/Managing Partner	87%	13%	Creative Services Incl. Art & Print Buying	37%	63%
Other Executive Management	68%	32%	Project Management	20%	80%
Account Management	33%	67%	Digital Programmers/Web Designers	9%	91%
New Business/Marketing/PR	42%	58%	Digital Production	39%	61%
Account/Strategic Planning	43%	57%	Digital Project Management	50%	50%

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How does Ireland compare to the UK in terms of men vs. women in some roles?

- In Ireland in 2013 women represent 13% of the total at Chairperson/CEO/Managing Partner level.
- In the UK in 2012, women represented 22% at Chairperson/CEO/Managing Partner level.



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