



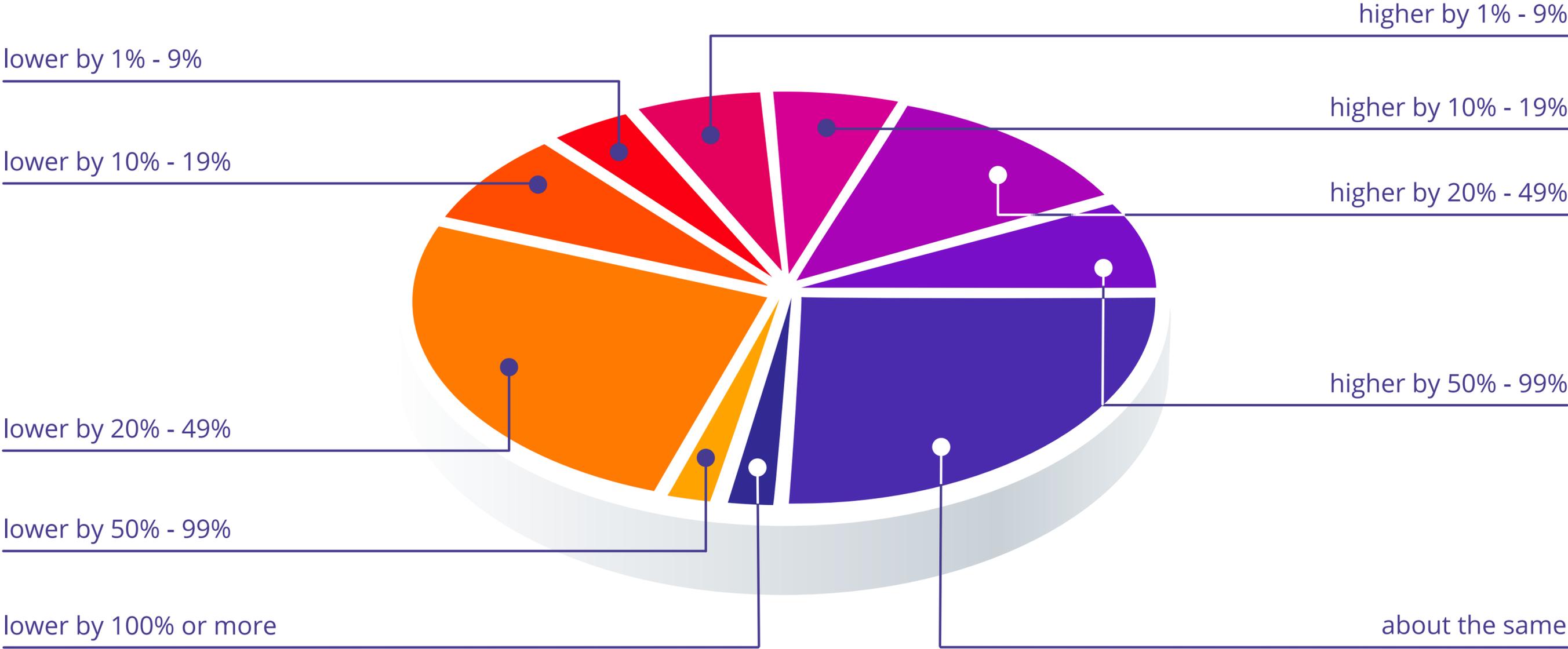
AD  
WORLD  
MASTERS

# Report: The Agency Market in 2020 & Projections for 2021

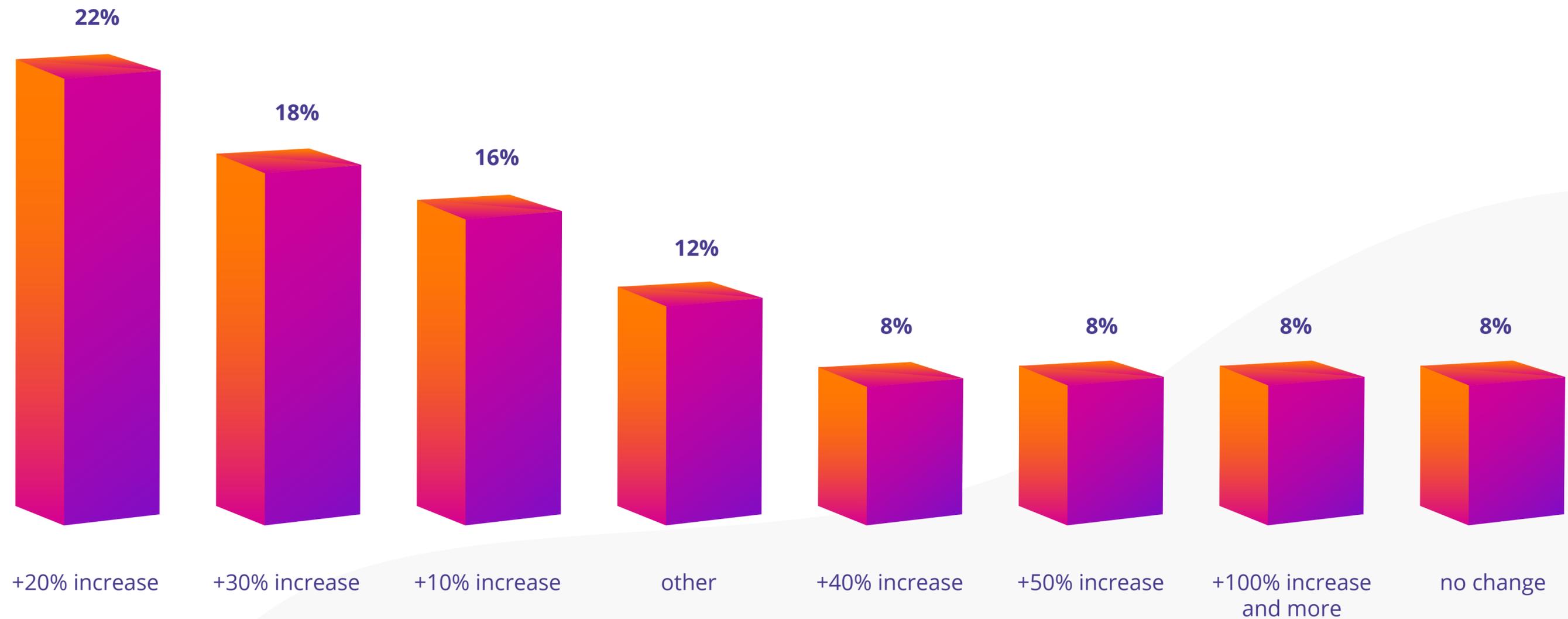
# The Financial Situation of Agencies in 2020 & 2021



# Is your annual income in 2020 higher or lower compared to the annual income in 2019?



# Compared to 2020, what change of income in your agency are you expecting in 2021?



# What is the primary driver of your agency's business growth or decrease in 2020? (if any)

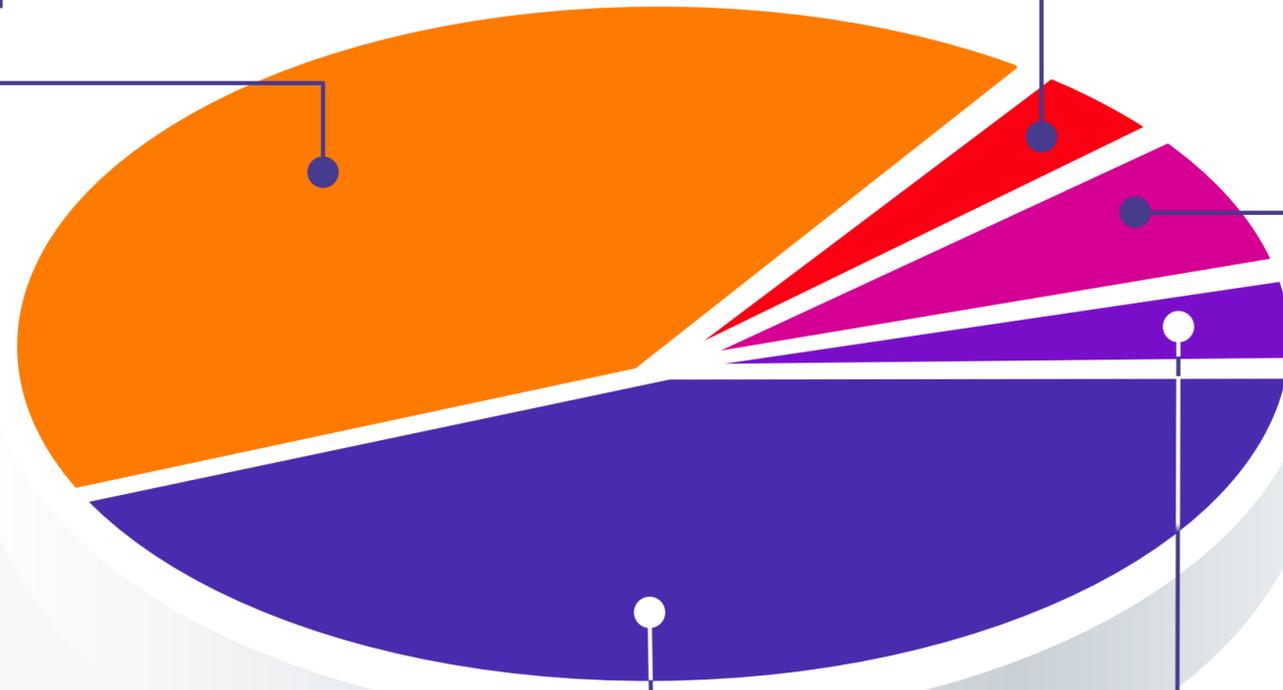
economic results of coronavirus pandemic combined with the marketing industry transformation in the last few years

marketing industry transformation in the last few years

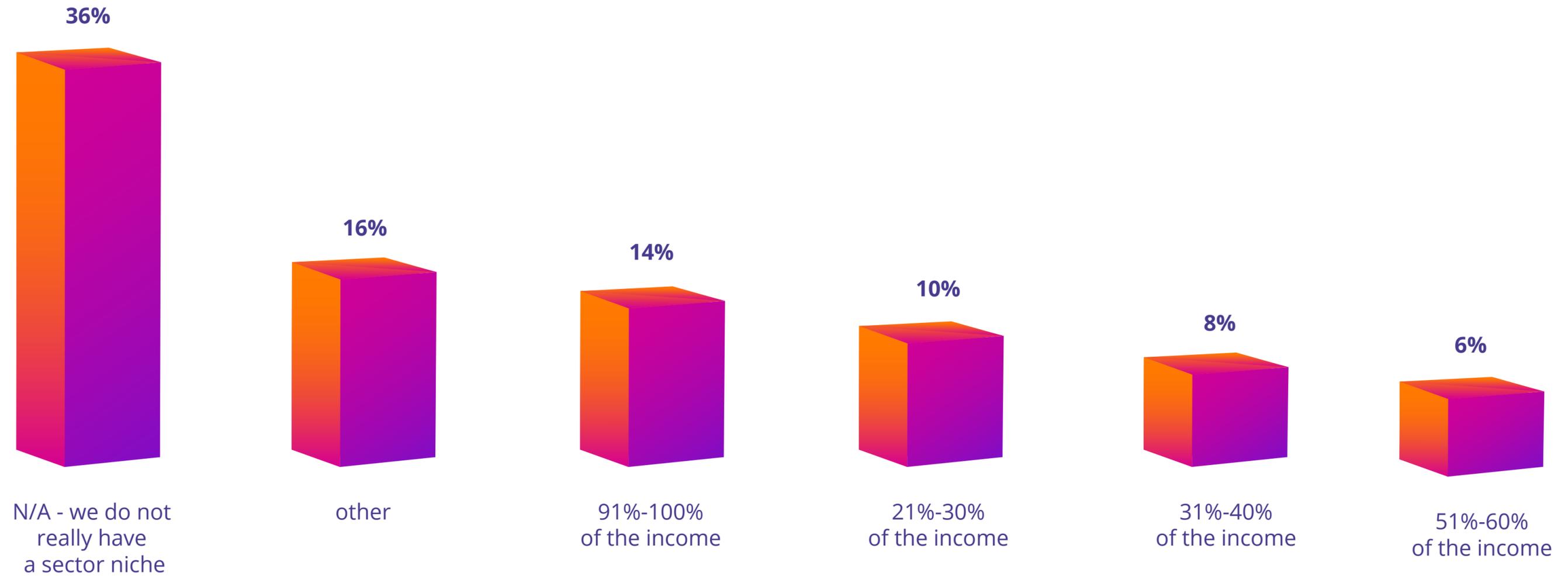
other factors, not related to the market

mostly the economic results of coronavirus pandemic

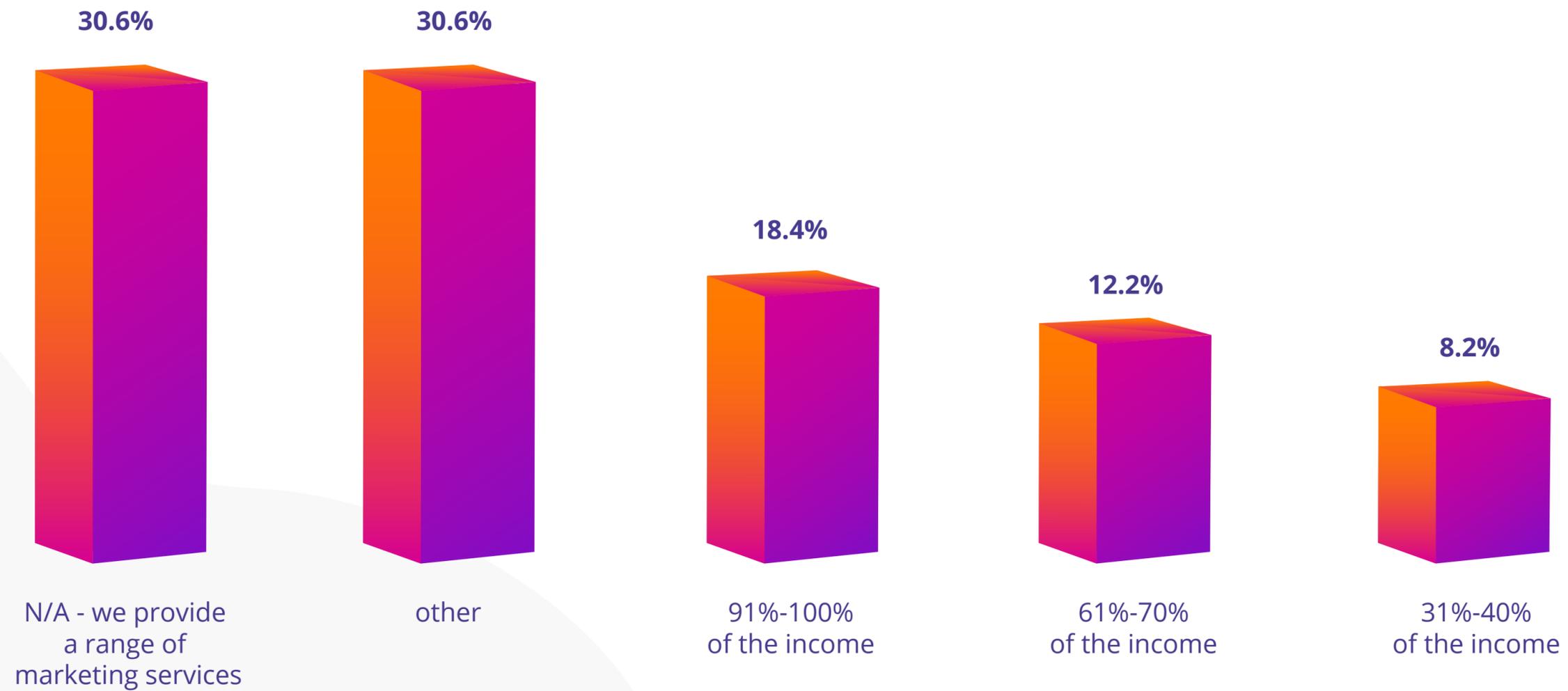
no growth or decrease



# For the year 2020, what percentage of your income came from your main sector niche? (e.g. Travel/Tourism/Transport/Automotive/Luxury/Food&Beverages, etc.)



# For 2020, what percentage of your income came from your main technical specialization (e.g. SEO/Social Media/Web-Dev/UX, etc.)?

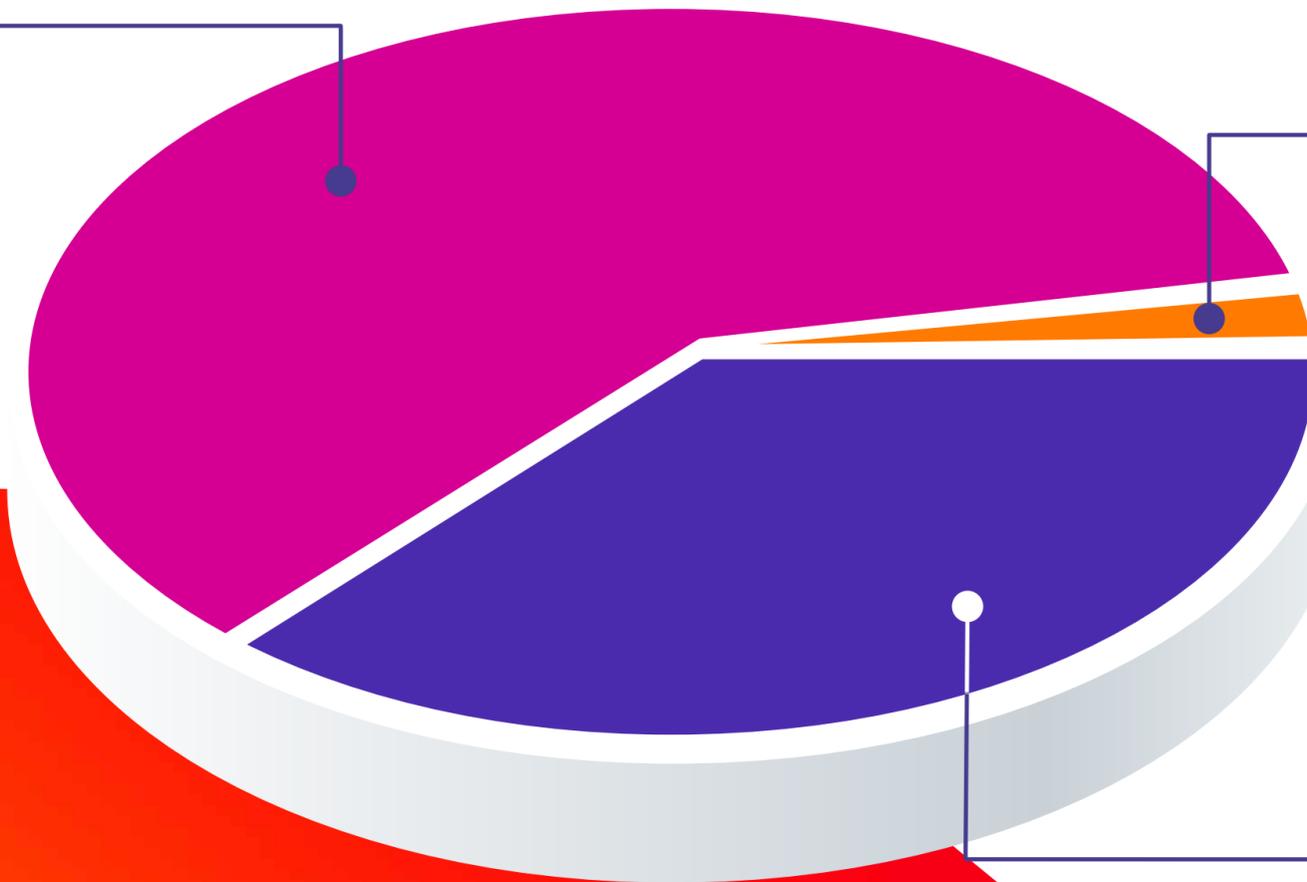


# Agency Teams in 2020 & 2021



# Did you reduce your agency team in 2020? Not including freelancers or outsourcing.

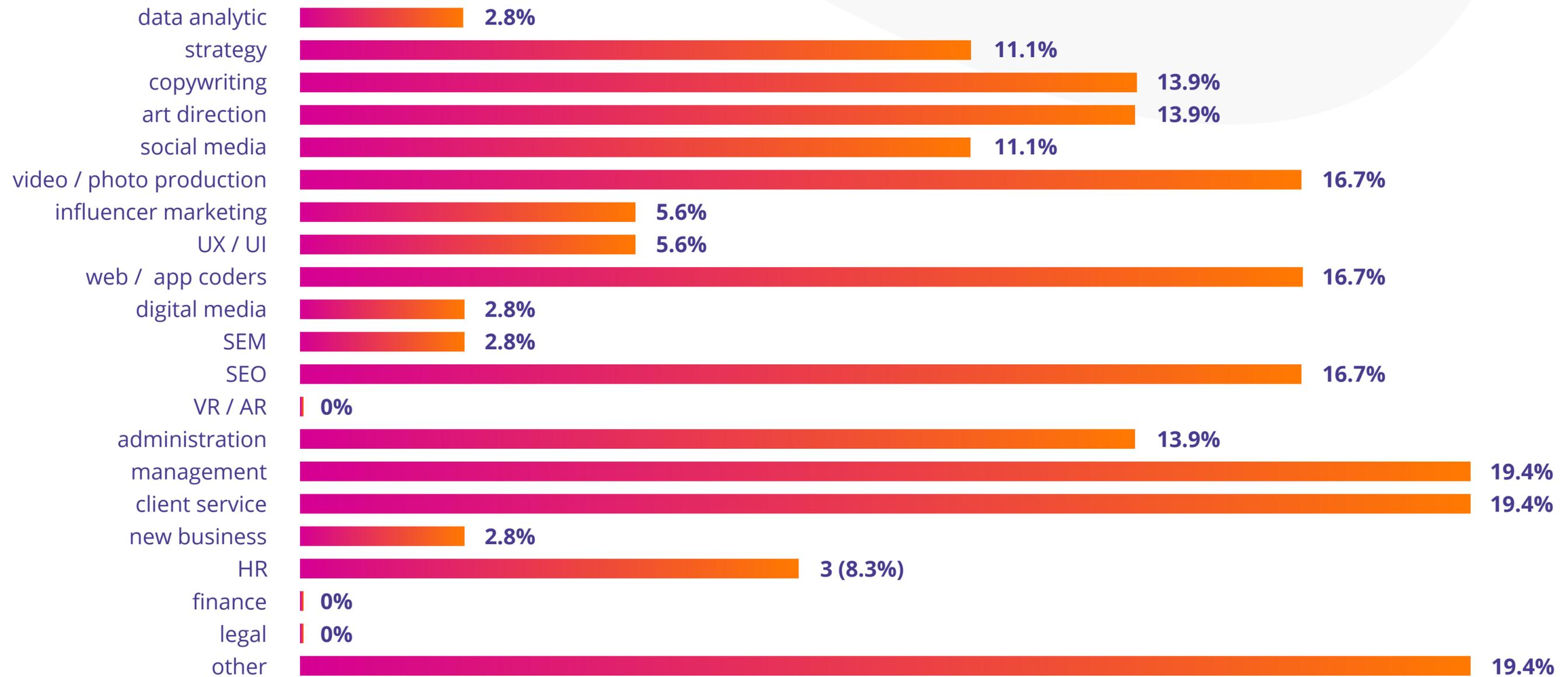
no - 62%



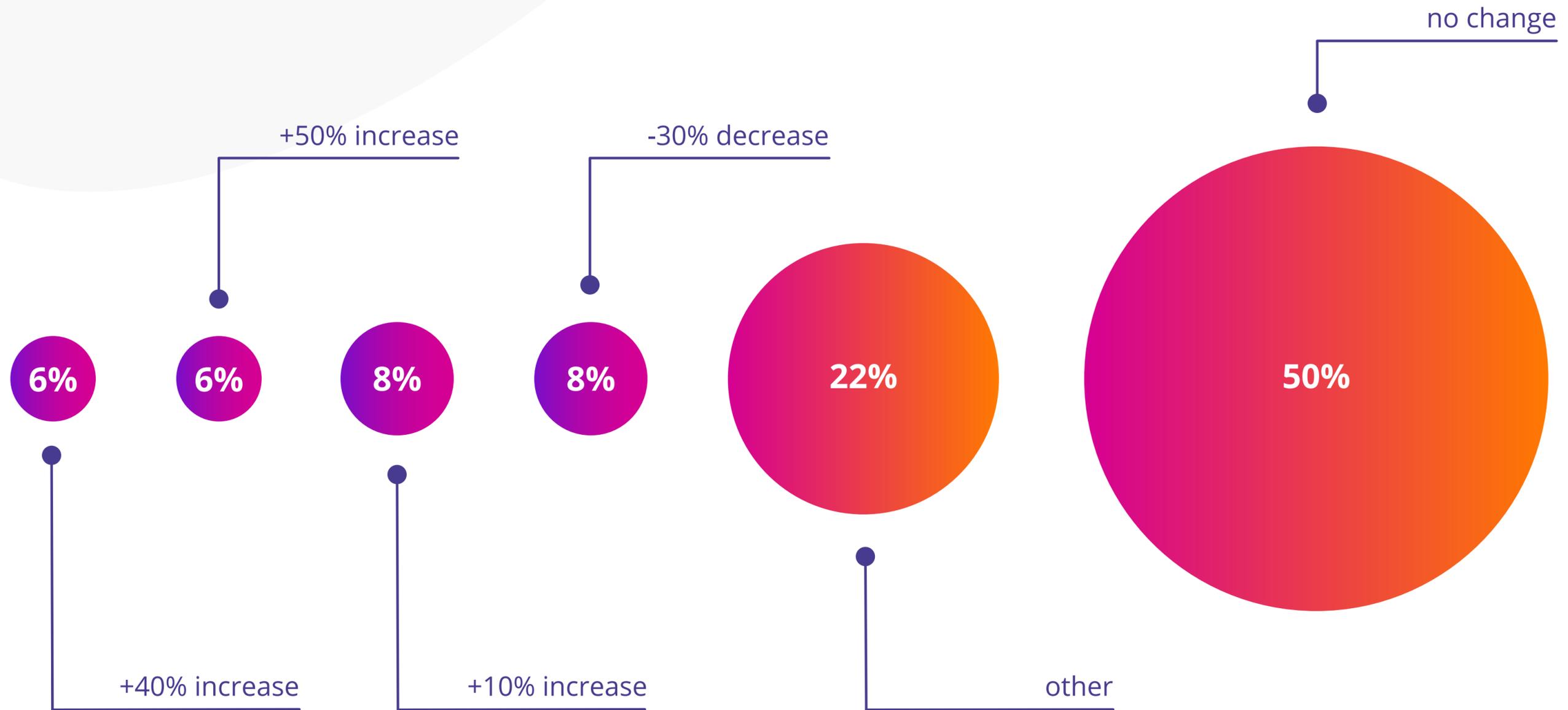
I don't know yet - 2%

yes (or I am planning to do it  
before the end of the year) - 36%

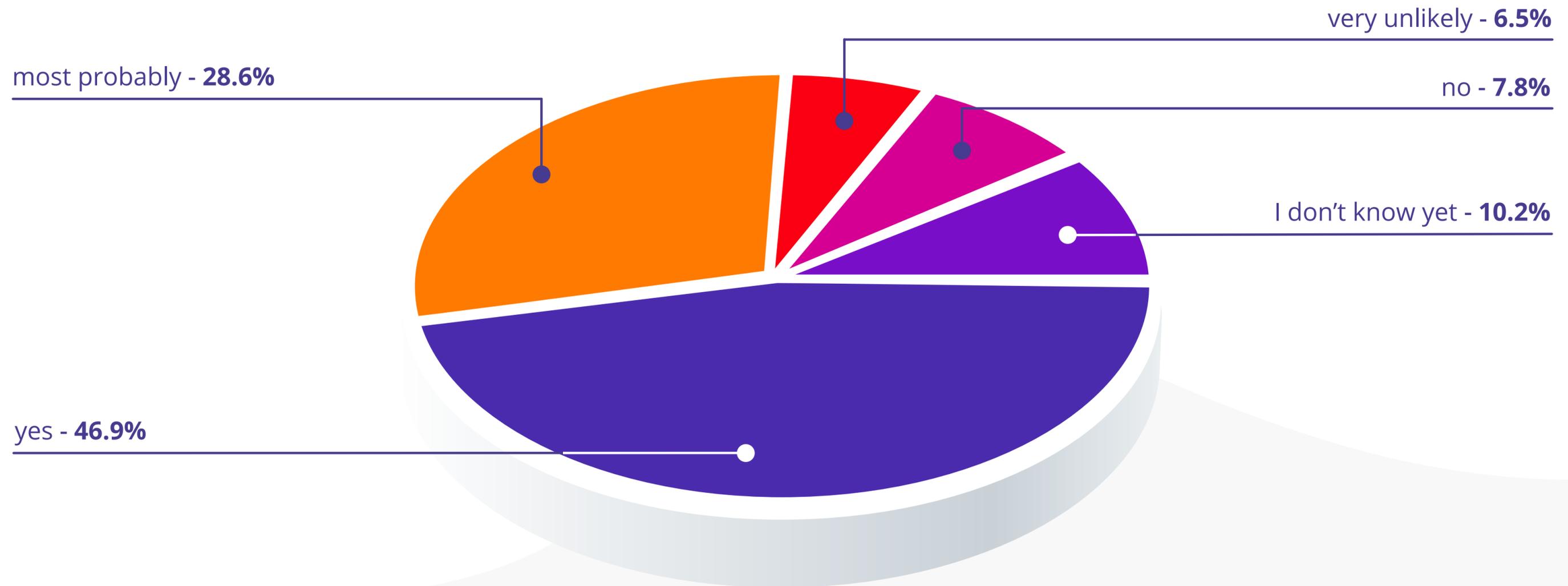
# What were the areas of crew reduction in your agency in 2020?



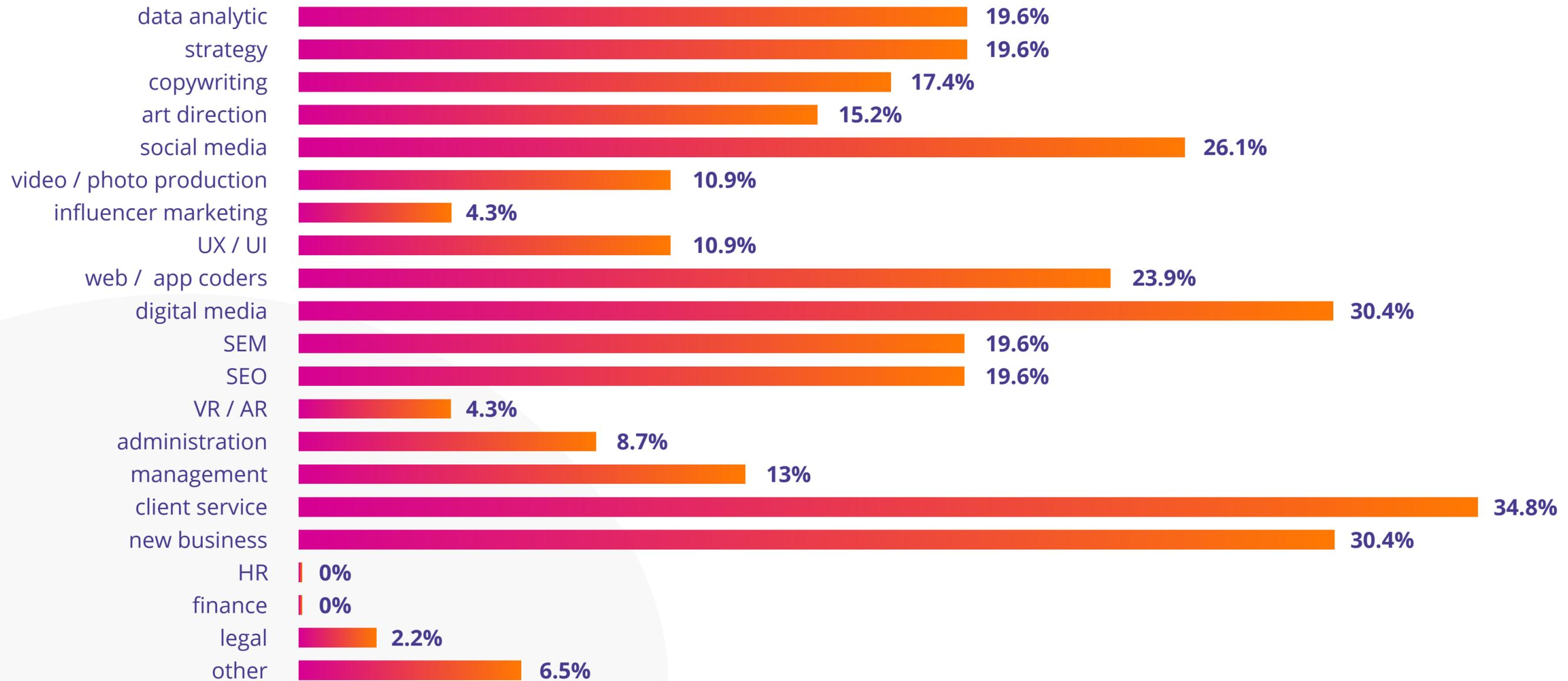
# What is the level of crew growth/reduction in 2020 in total?



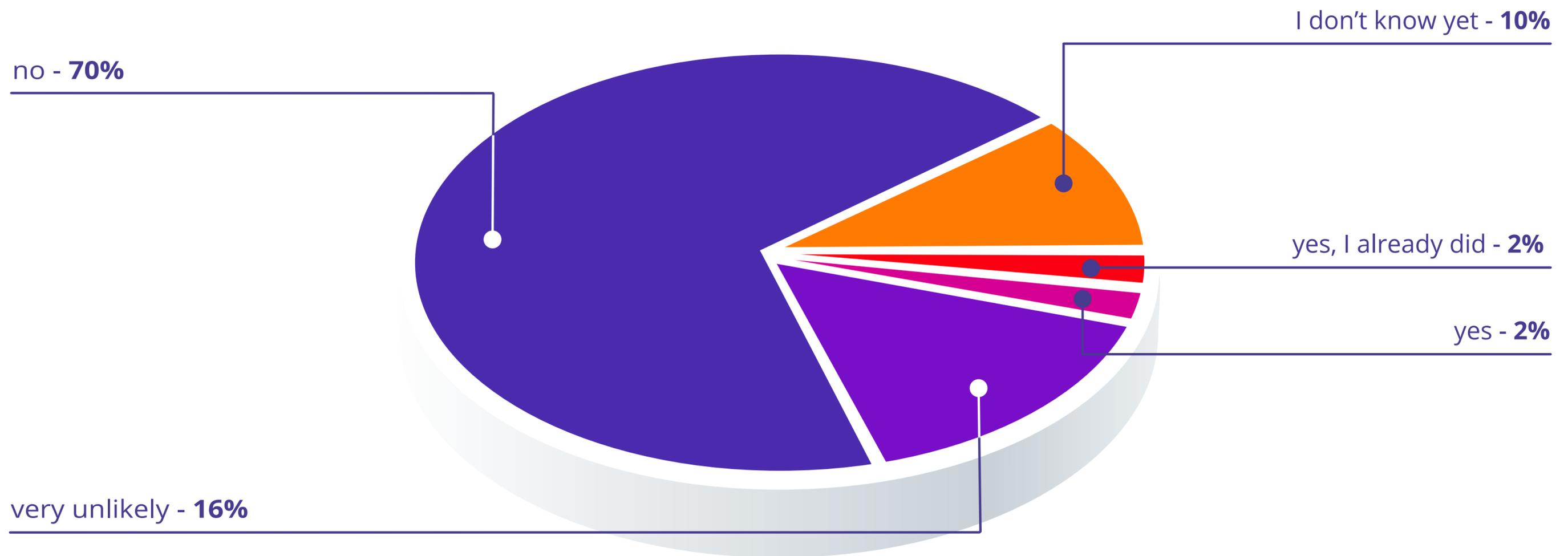
# Are you planning to increase your agency staff in 2021? Excluding freelancers and outsourcing.



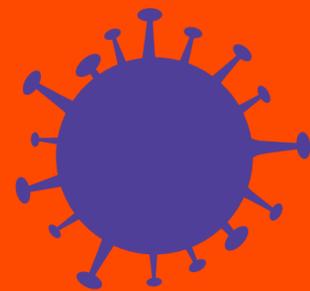
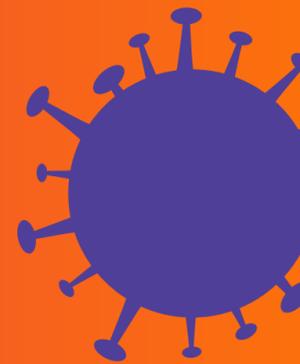
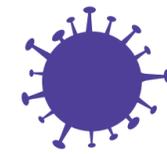
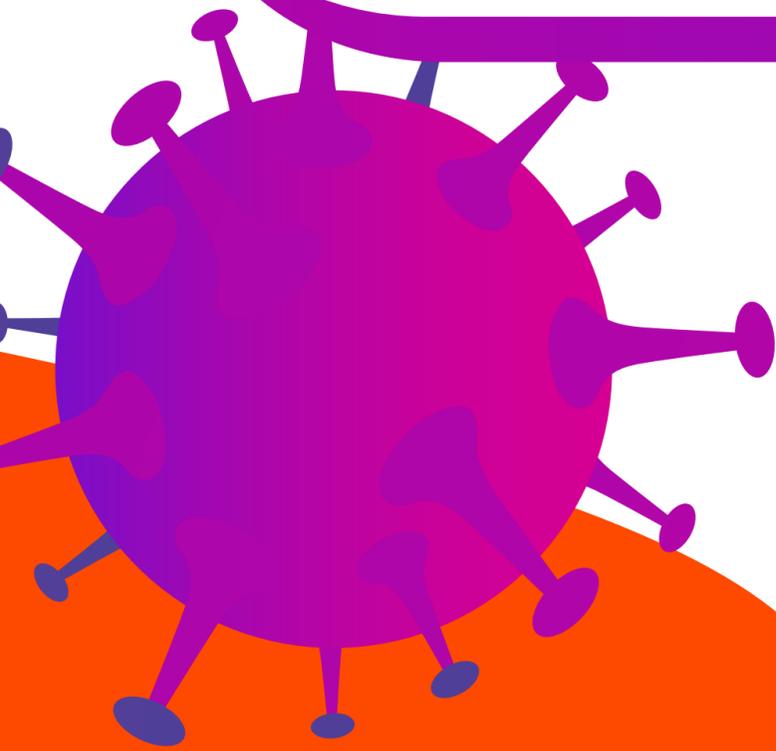
# What will the areas of planned or possible new employments be in your agency in 2021?



# Are you planning to reduce your agency team in 2021? Not including freelancers or outsourcing.

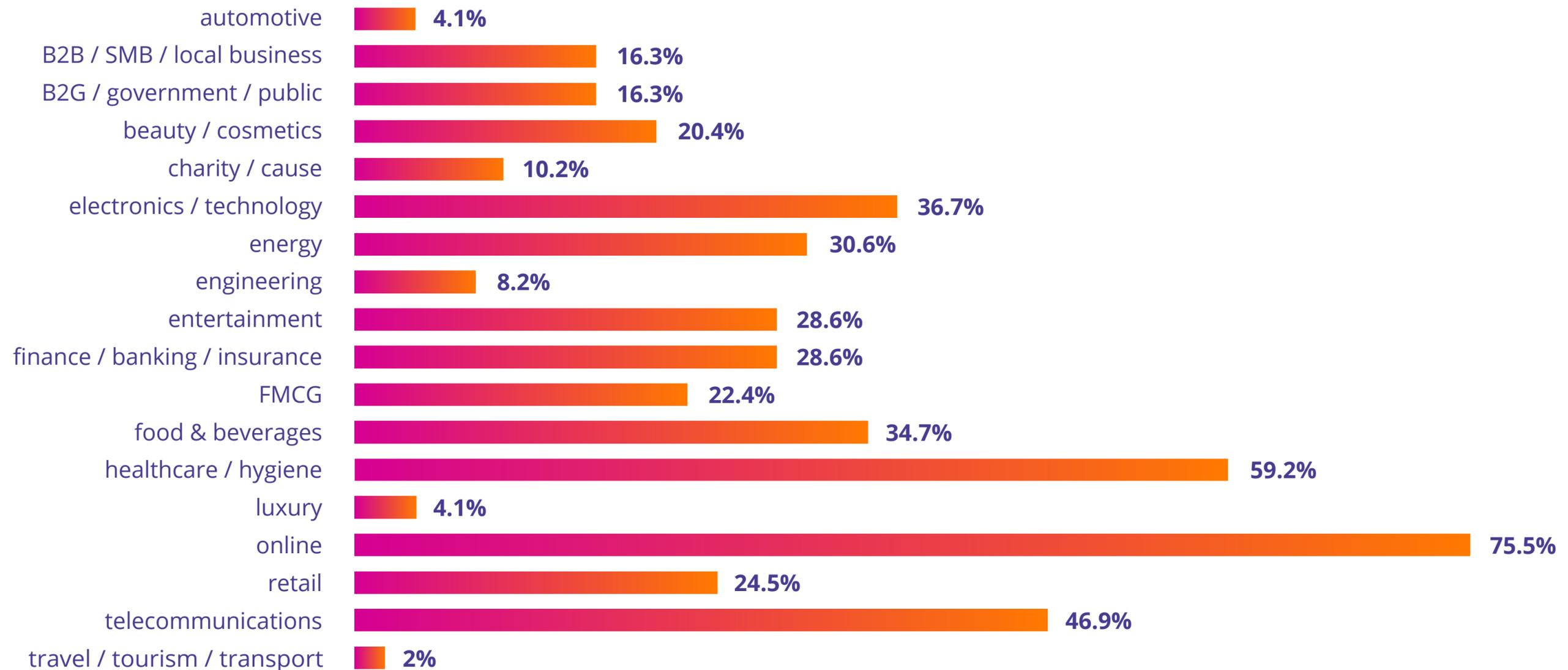


# Agency Business and Covid-19 in 2020 & 2021

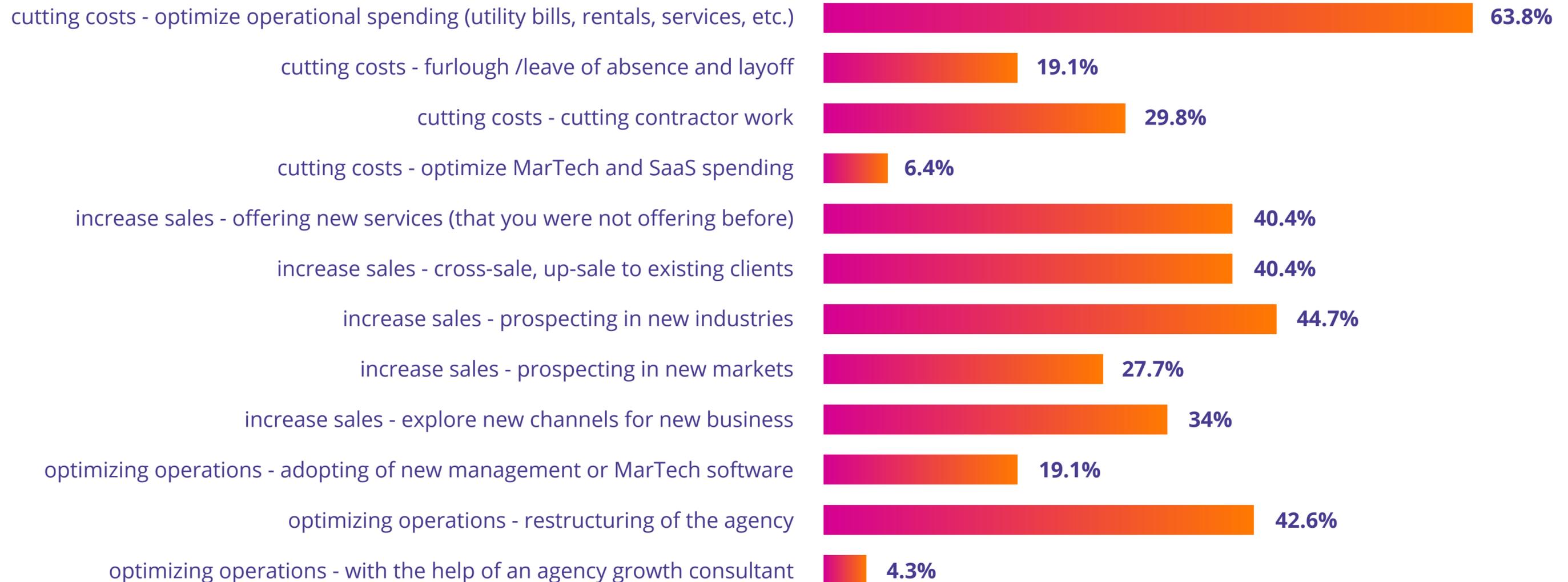


AD  
WORLD  
MASTERS

# According to you, which industries gained the most during the Covid-19 pandemic? You can choose as many answers as you want.



# What business strategies have you implemented in your agency to face the pandemic? You can choose as many answers as you want.



# Opportunities & Challenges for Agencies in 2020 & 2021



AD  
WORLD  
MASTERS

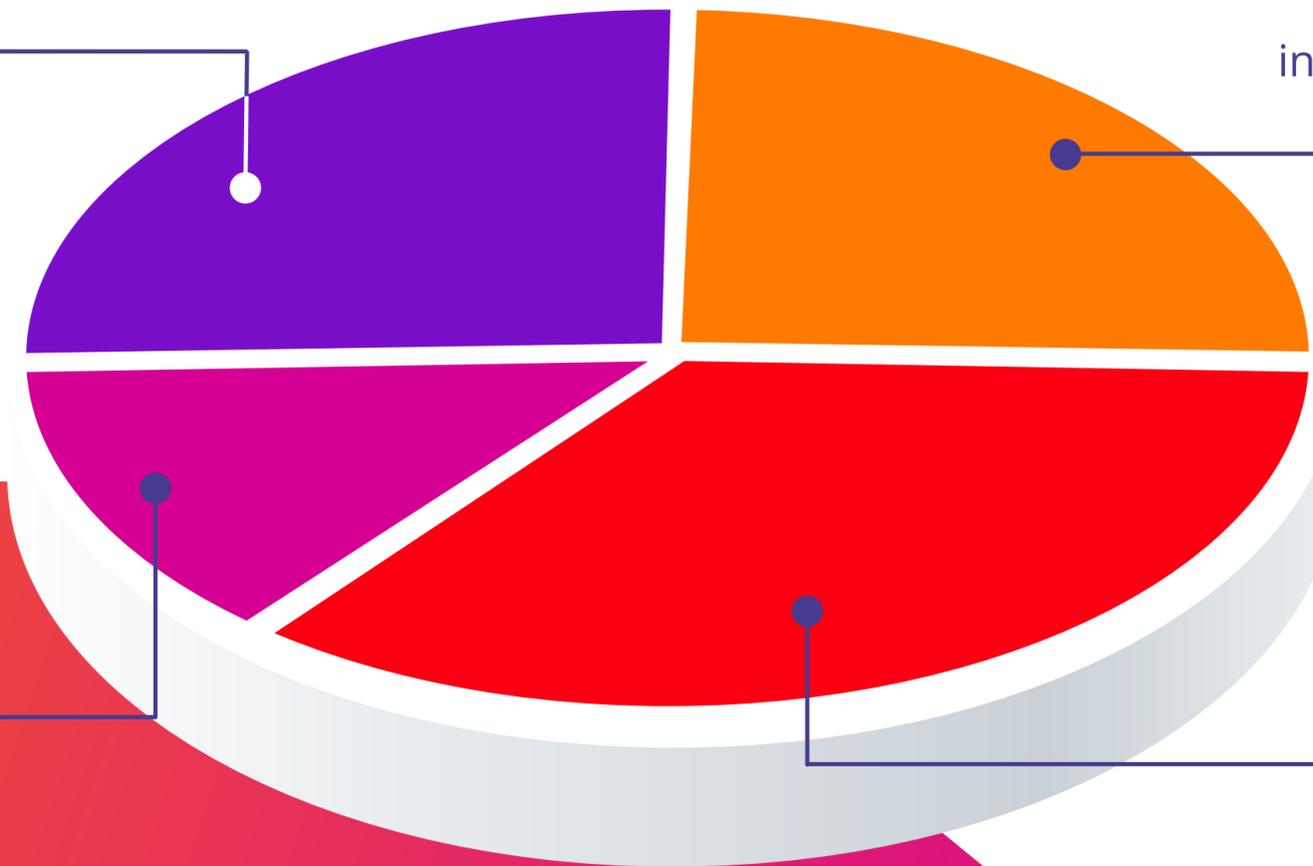
# 2020: which sentences are right about your agency? You can choose as many answers as you want.

2020 was profitable for  
our agency - **36.7%**

in 2020, we implemented substantial  
changes in our agency - **36.7%**

2020 was an average  
year for our agency - **20.4%**

2020 was difficult  
for our agency - **49%**



# 2021: which sentences are right about your agency? You can choose as many answers as you want.

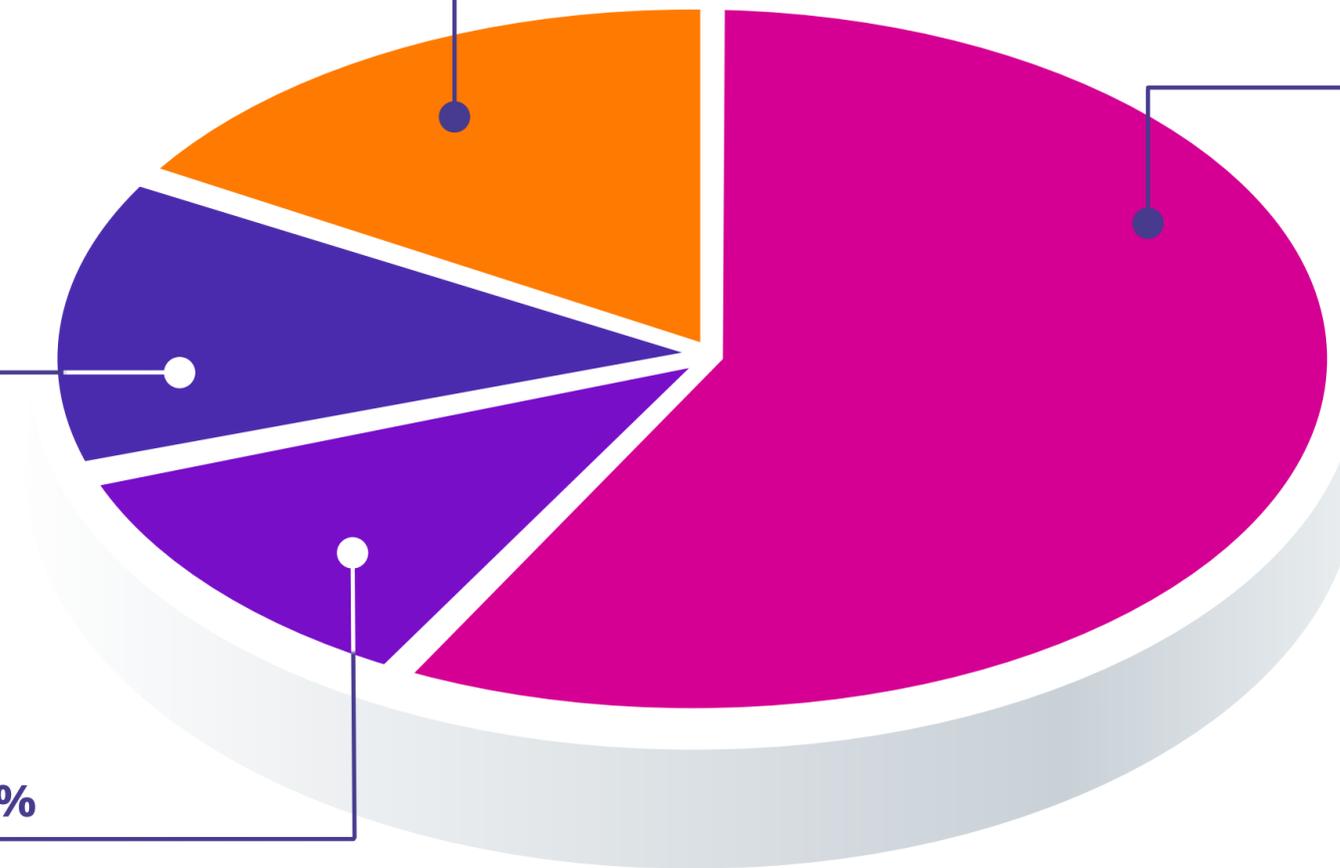


in 2021, we are planning to implement substantial changes in our agency - **22.4%**

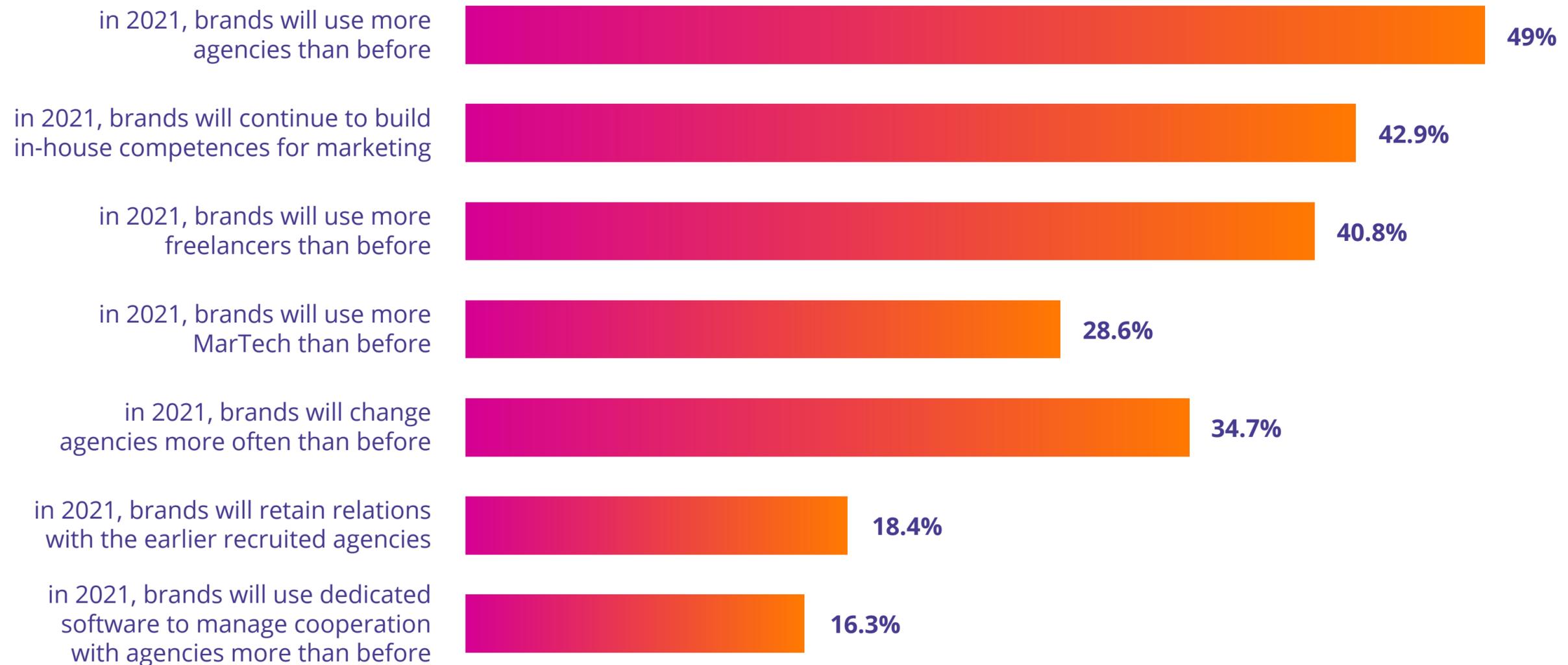
2021 is expected to be good for our agency - **73.5%**

2021 is expected to be difficult for our agency - **14.3%**

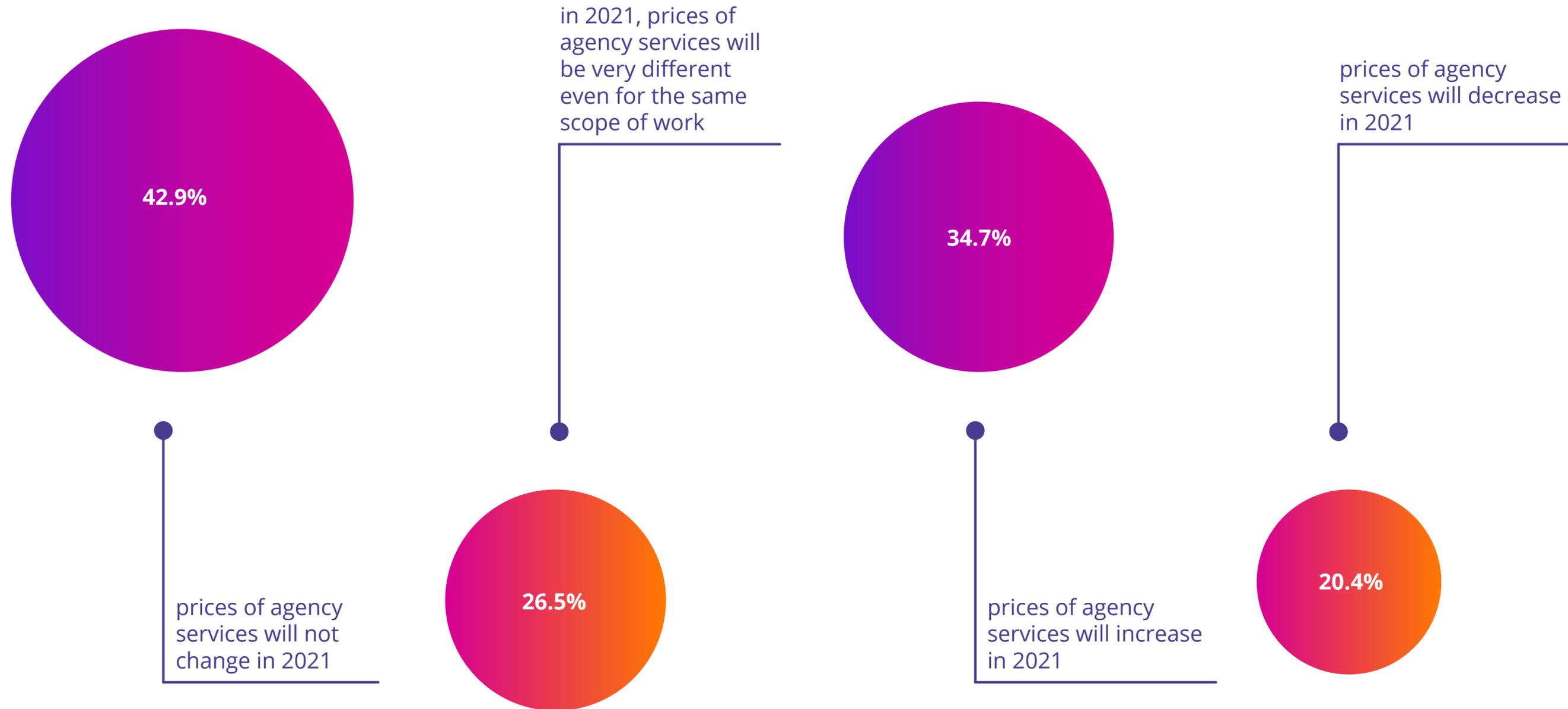
2021 is expected to be average for our agency - **14.3%**



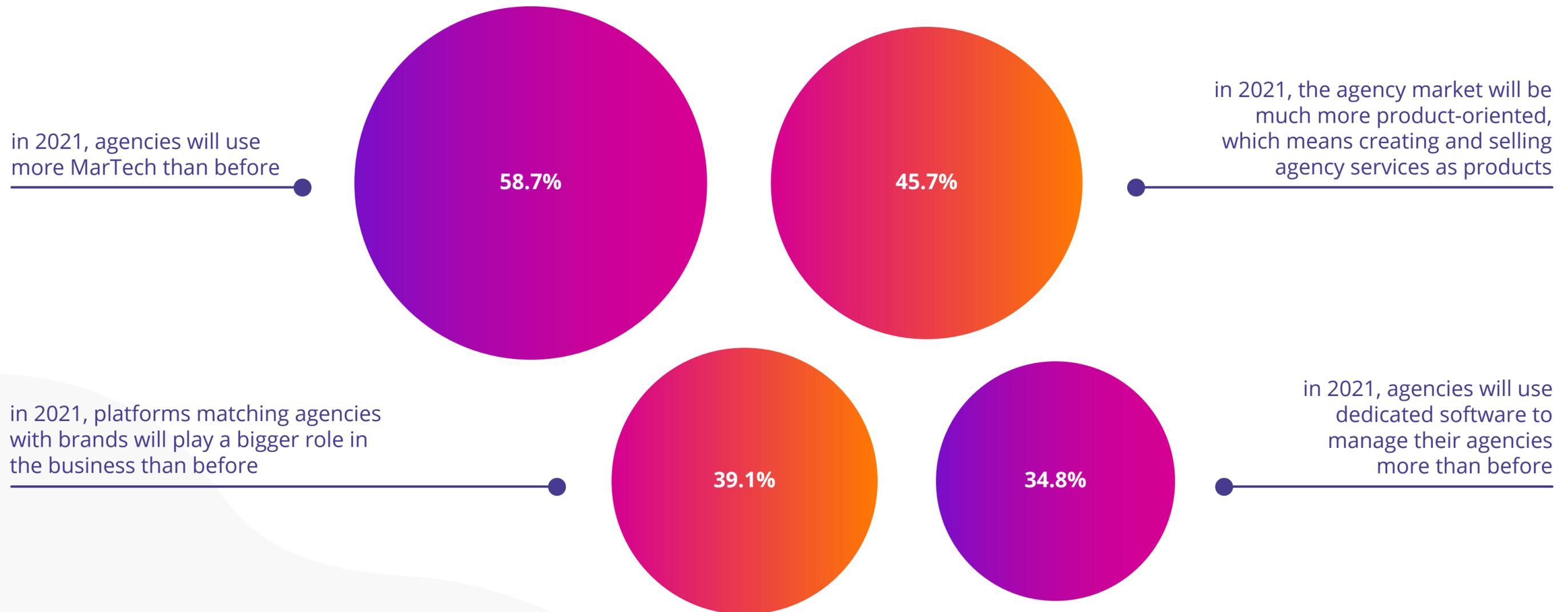
# Brands in 2021: which sentences do you find to be right? You can choose as many answers as you want.



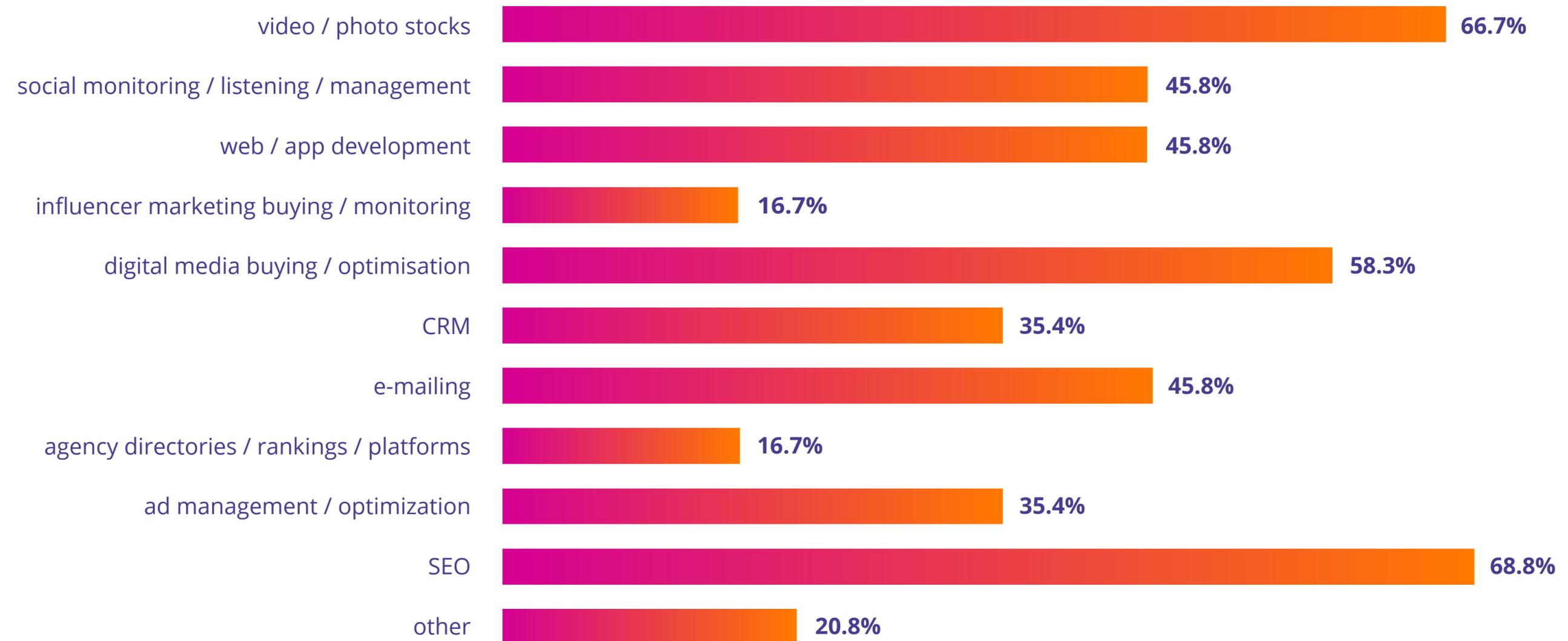
# Prices in 2021: which sentences sound right to you? You can choose as many answers as you want.



# MarTech in 2021: which sentences sound right to you? You can choose as many answers as you want.



# What MarTech services are you using or are going to use in 2021?



# Do you have any questions?

---



**Thomas Lavernhe**

Chief Executive Officer



+353 1 254 2944



[thomas@adworldmasters.com](mailto:thomas@adworldmasters.com)