

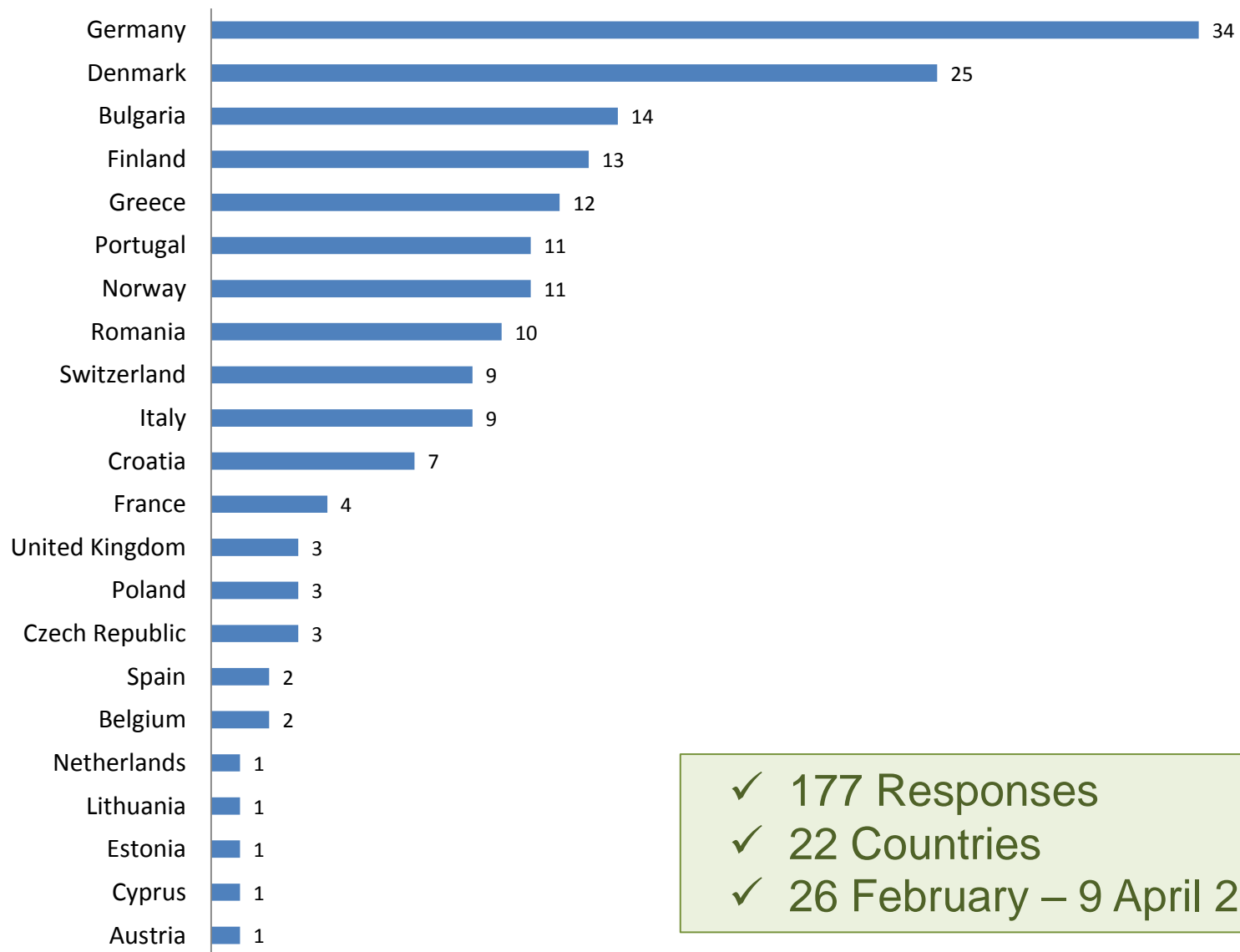
# Talent Survey 2013

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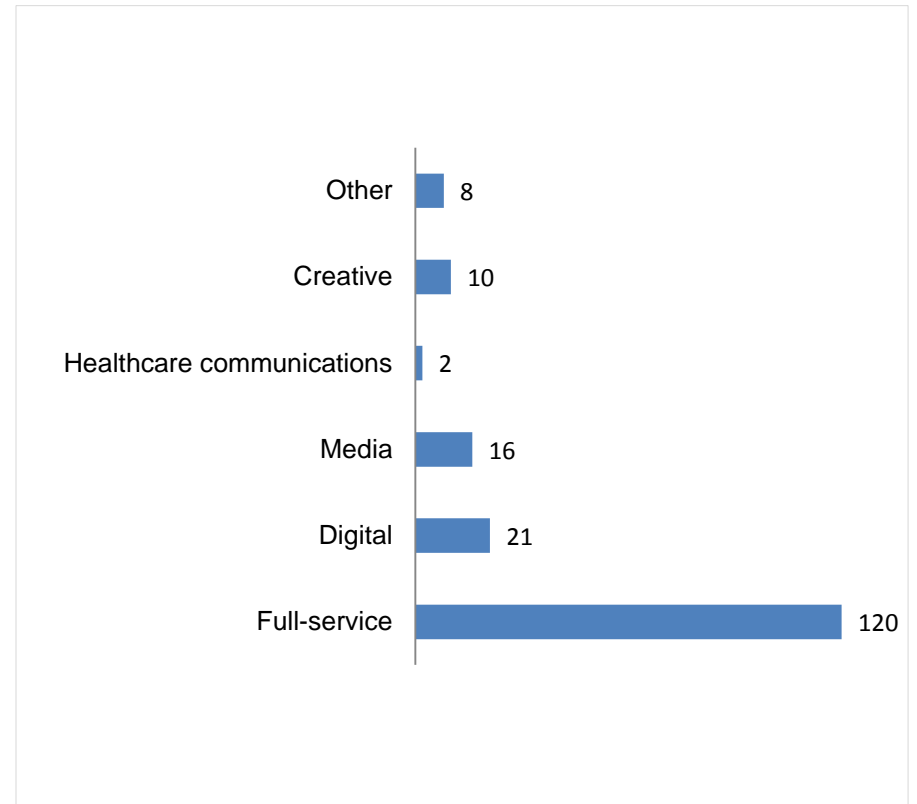
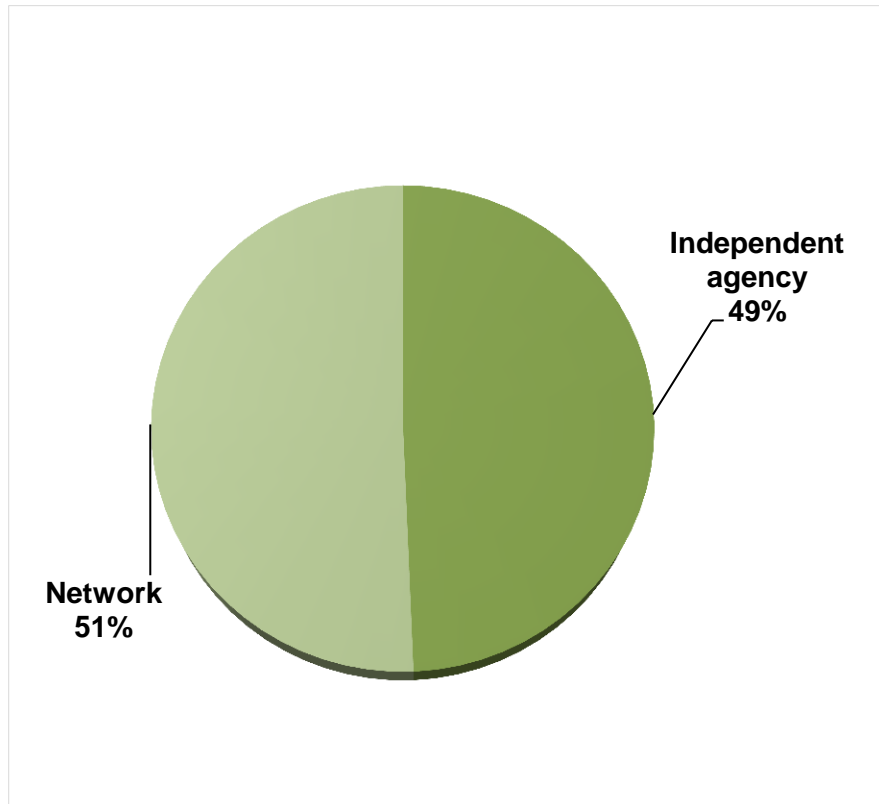
NATIONAL ASSOCIATIONS' COUNCIL

# Country of residence



- ✓ 177 Responses
- ✓ 22 Countries
- ✓ 26 February – 9 April 2013

# Type of agency

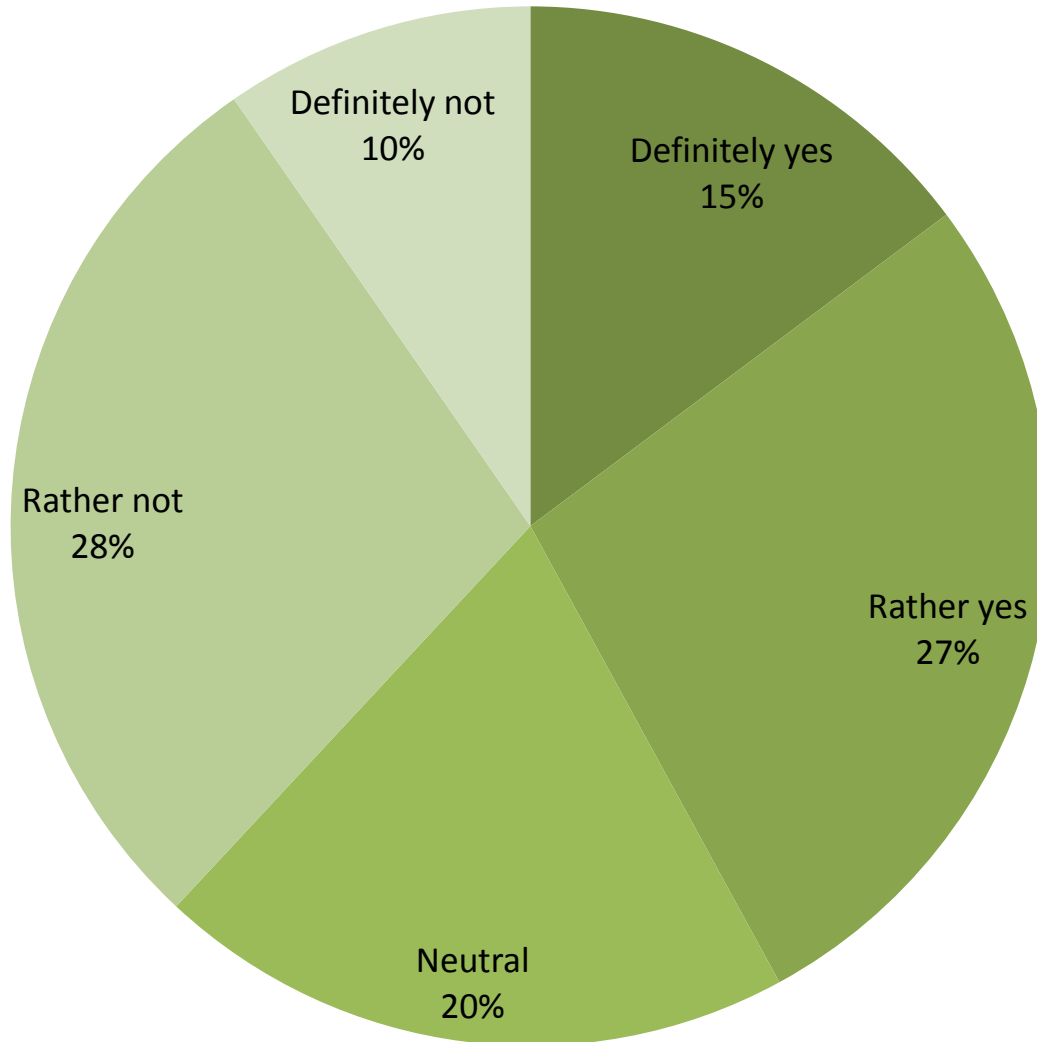


# The results

Do you have an issue attracting graduates into the industry?

**38 % NO**

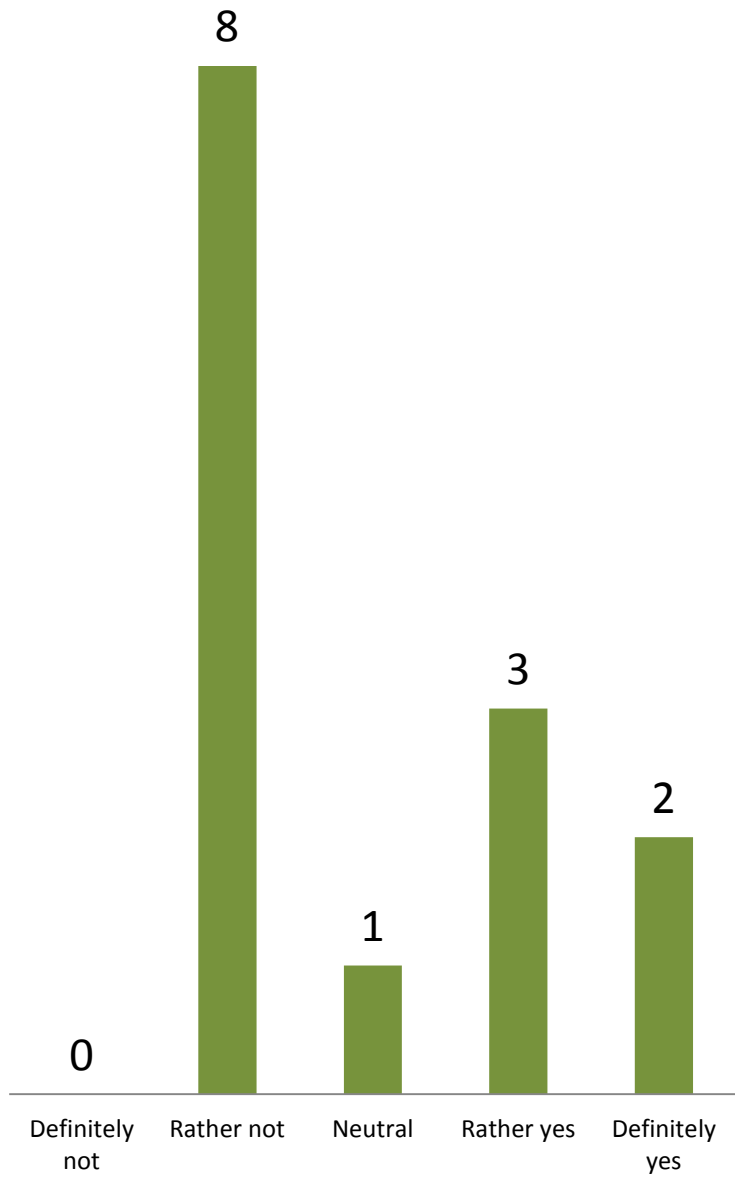
**42 % YES**



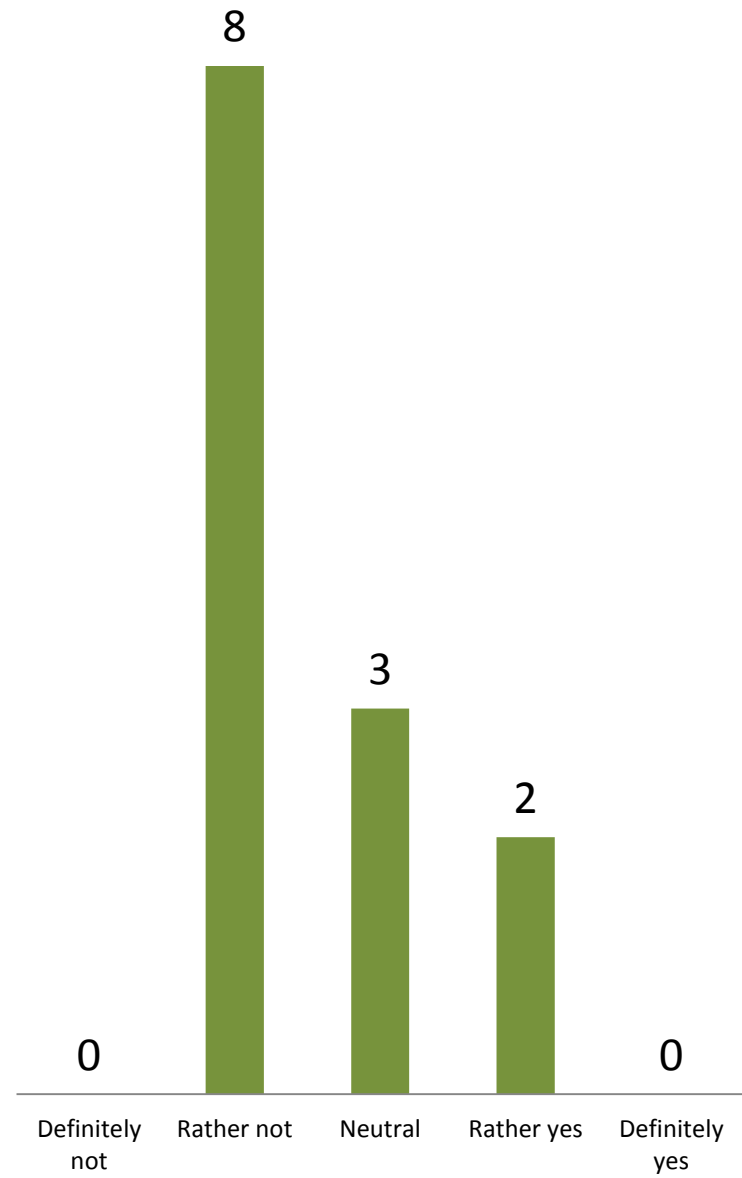
**20 % NEUTRAL**

In details – split in countries

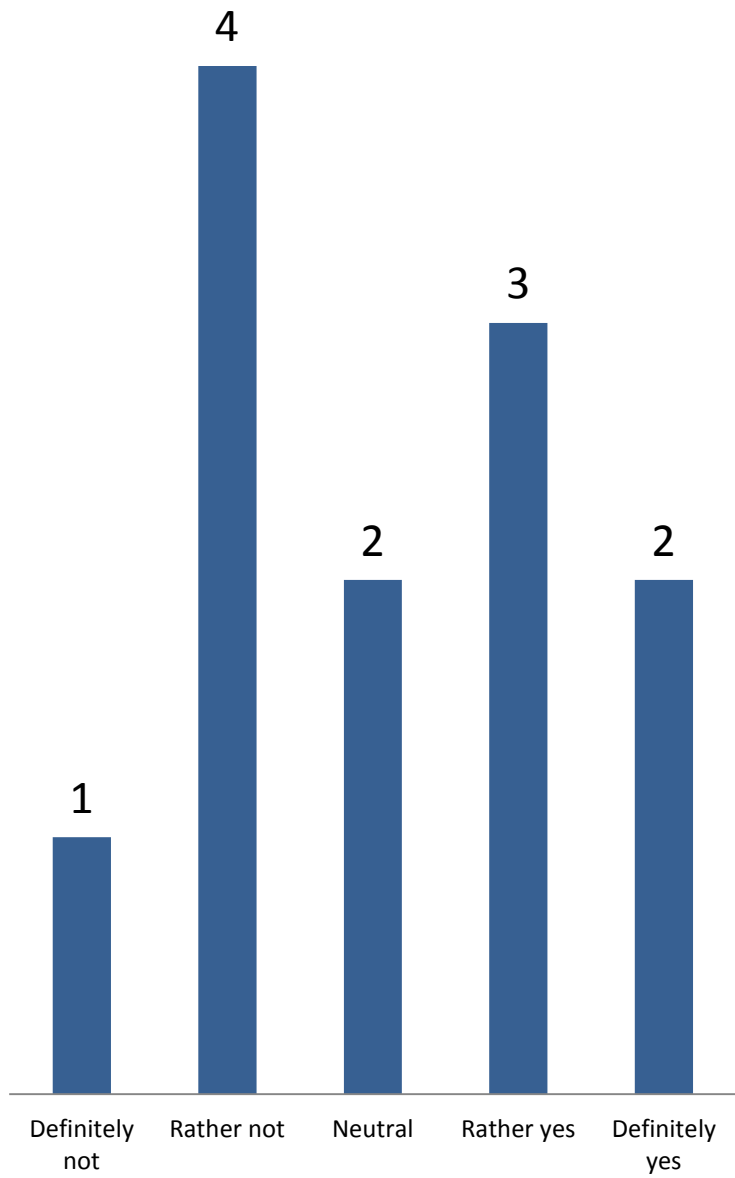
## Bulgaria



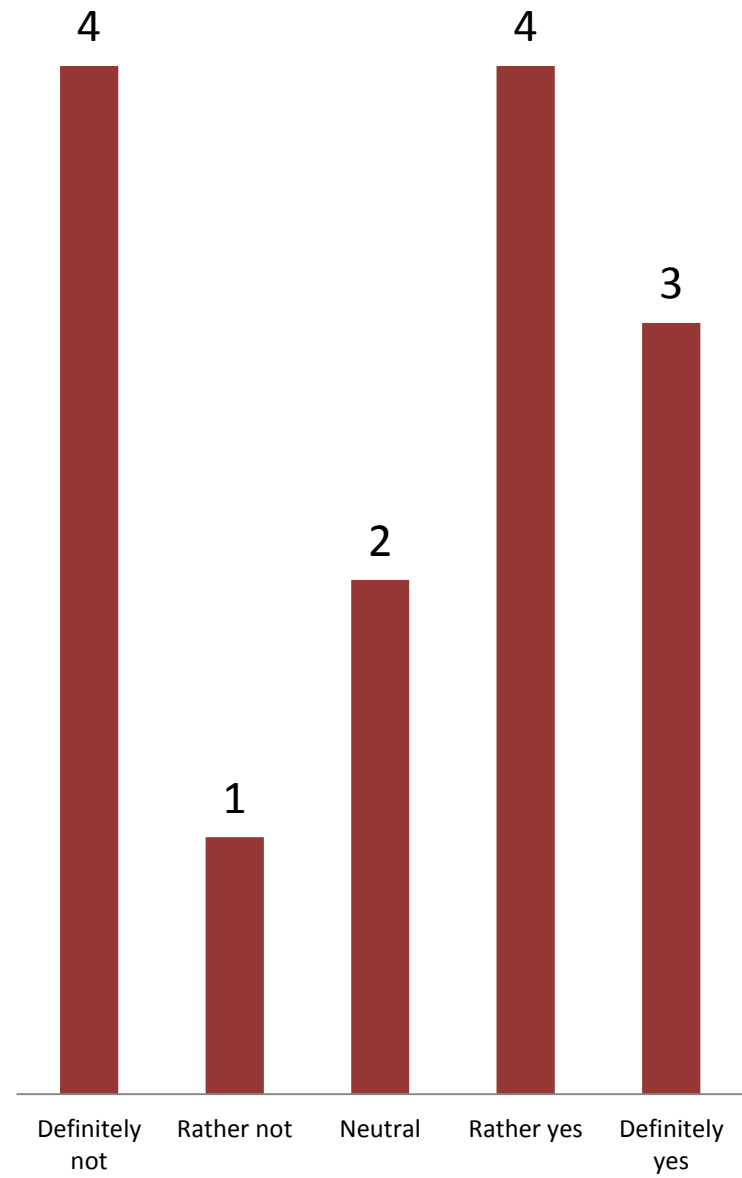
## Finland



## Greece

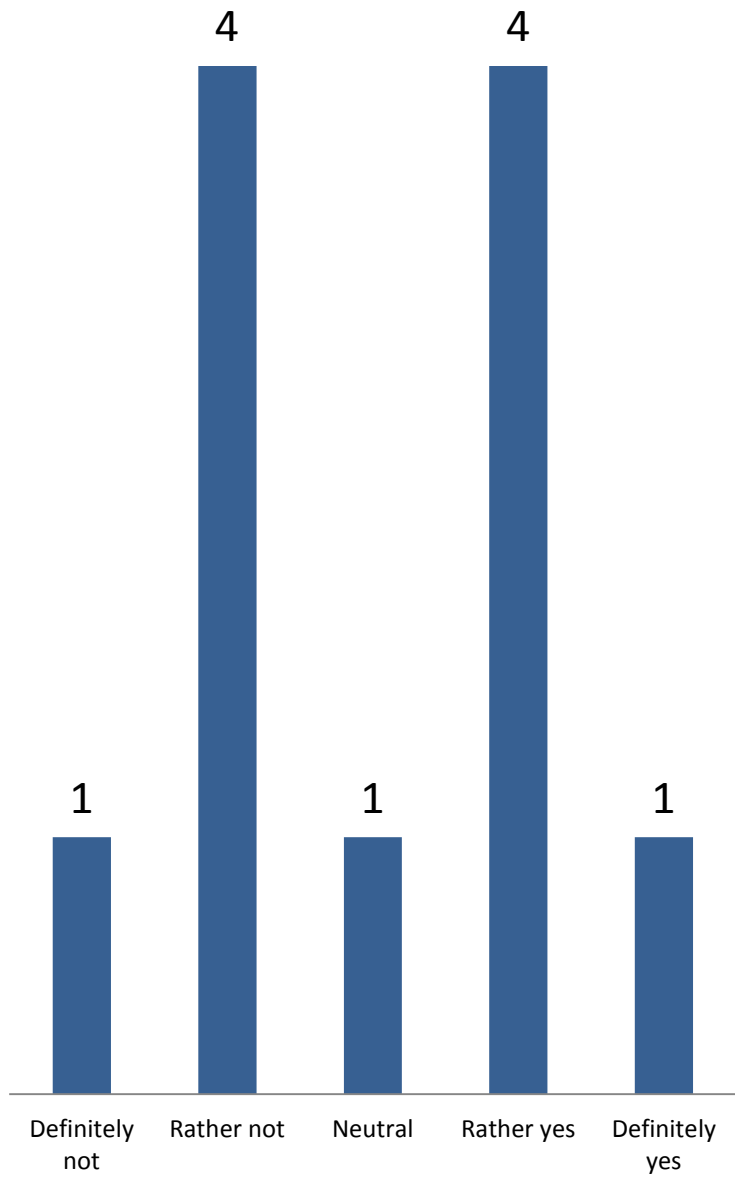


## Portugal

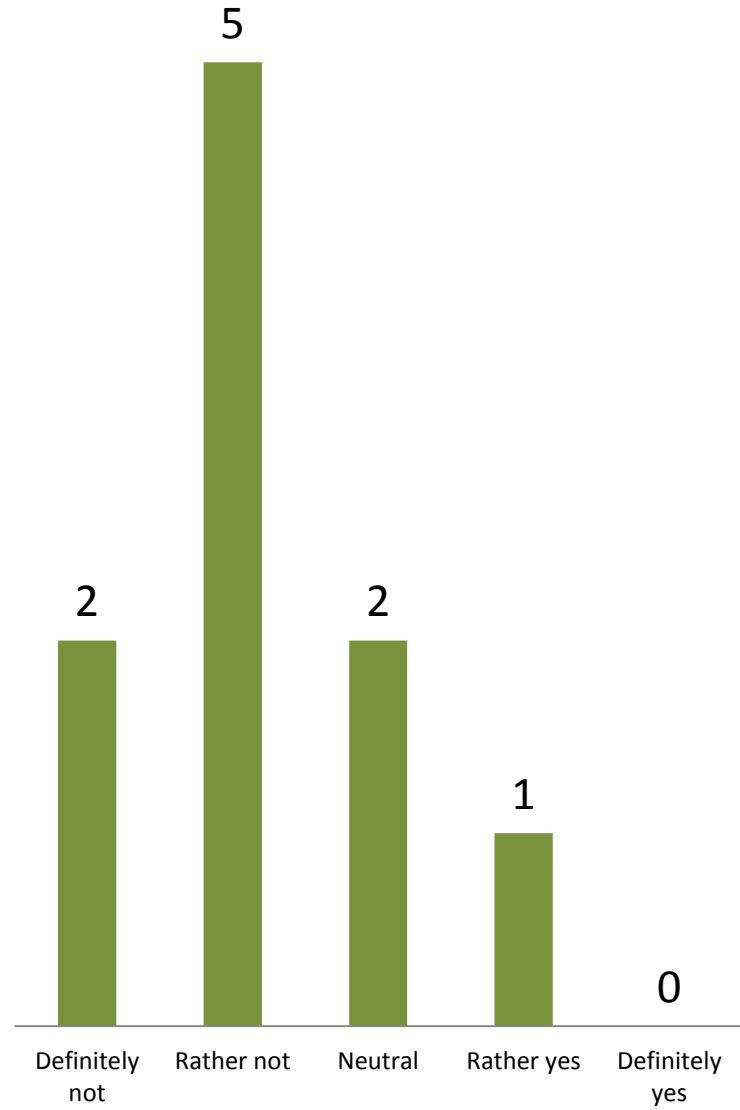




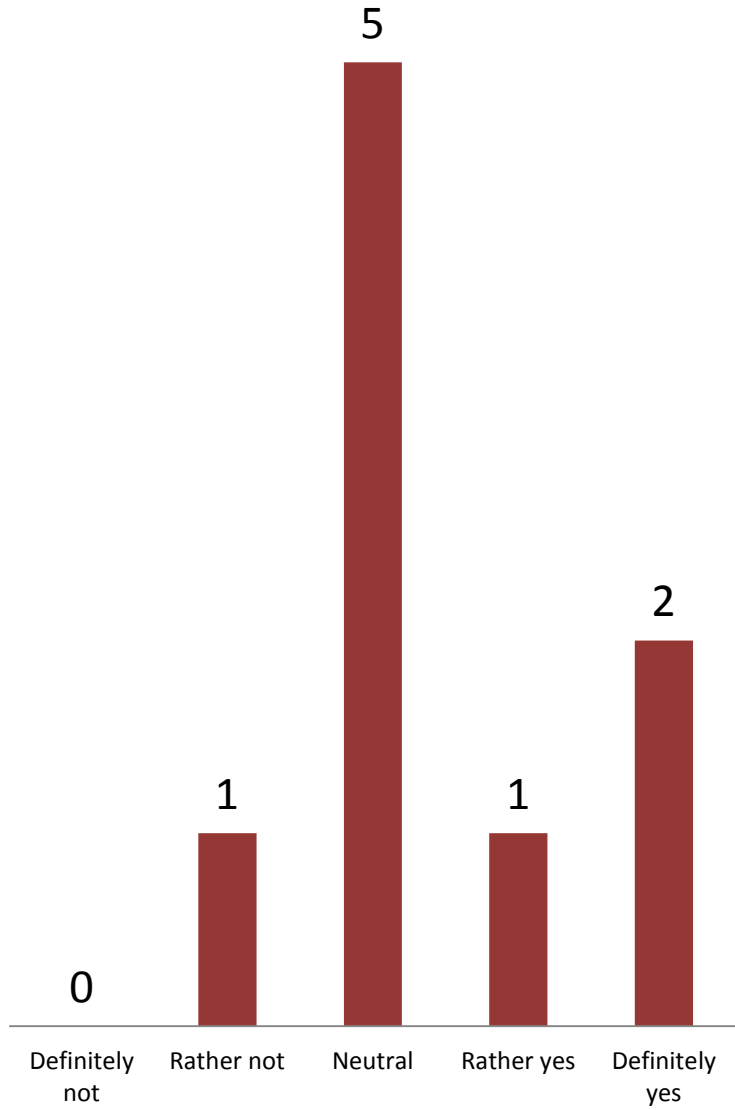
## Norway



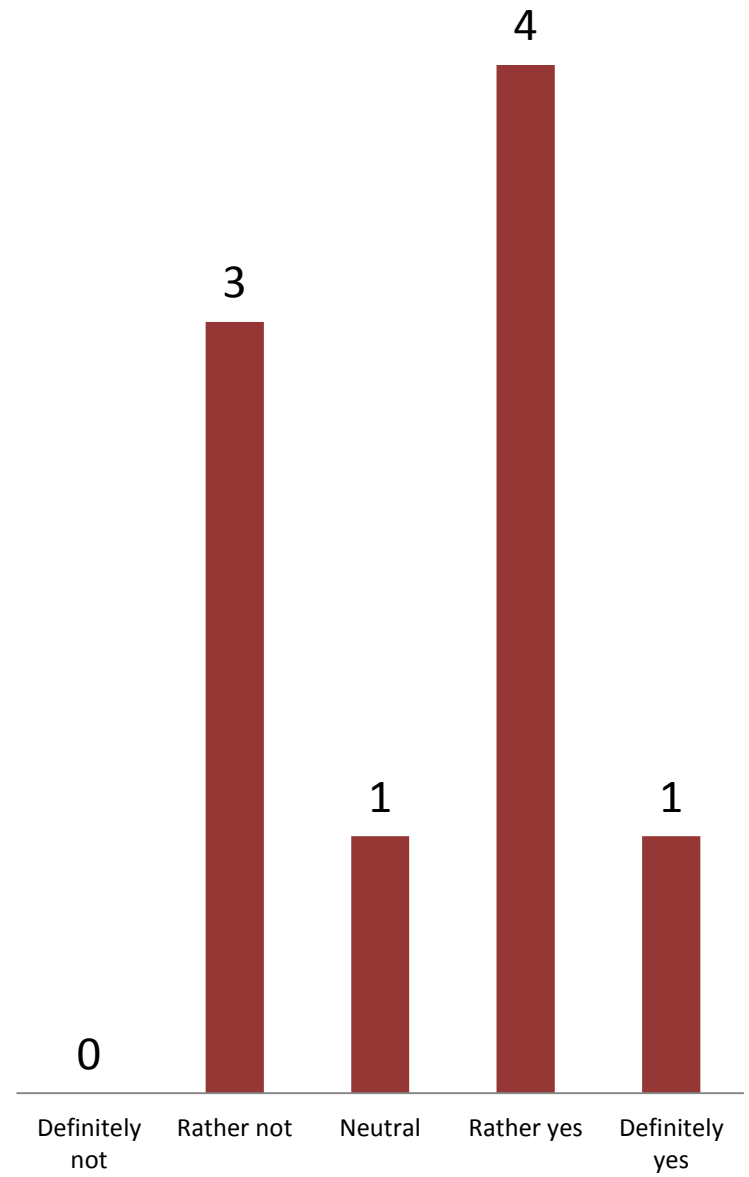
## Romania



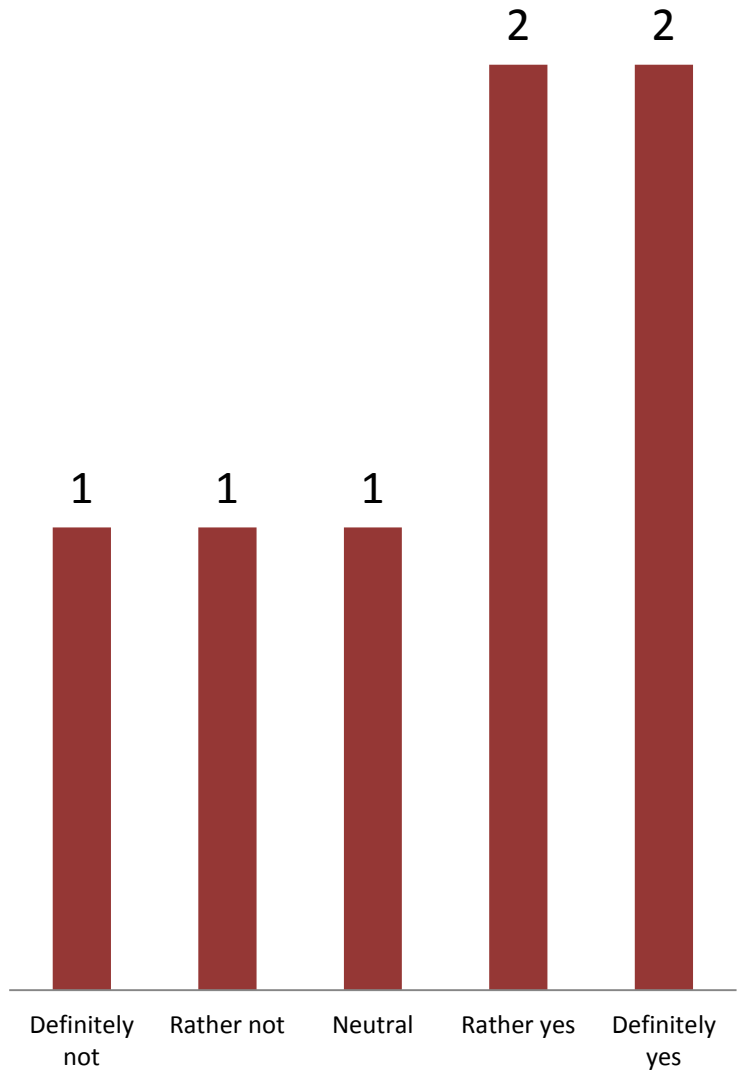
## Switzerland



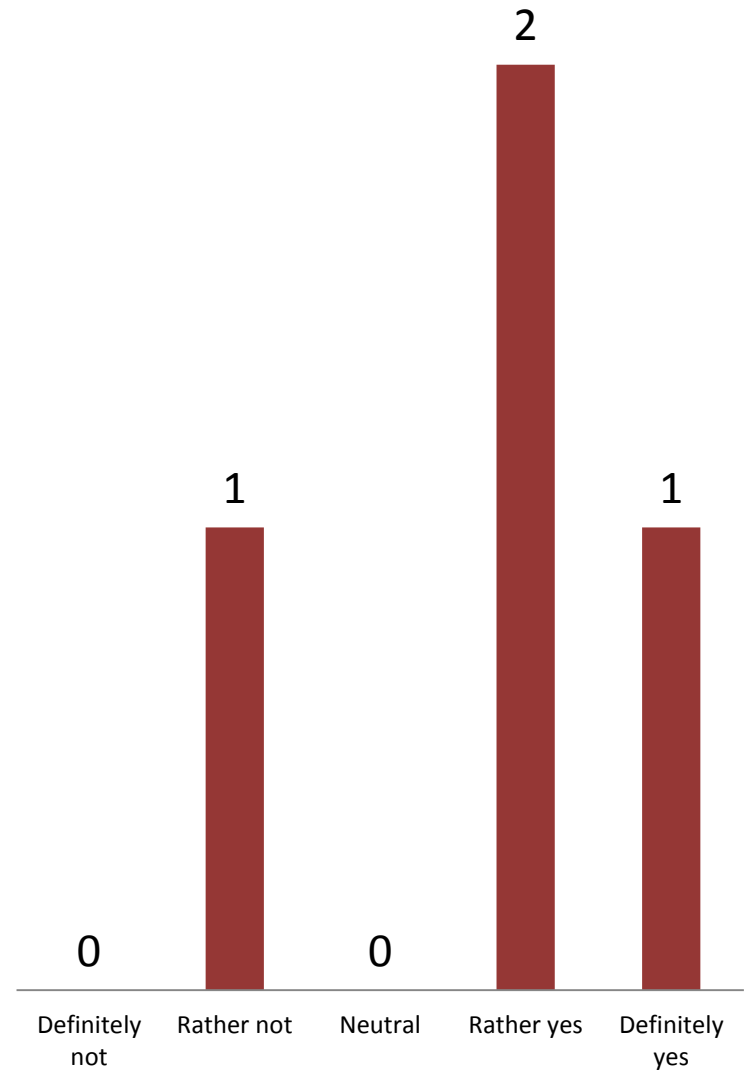
## Italy



## Croatia



## France

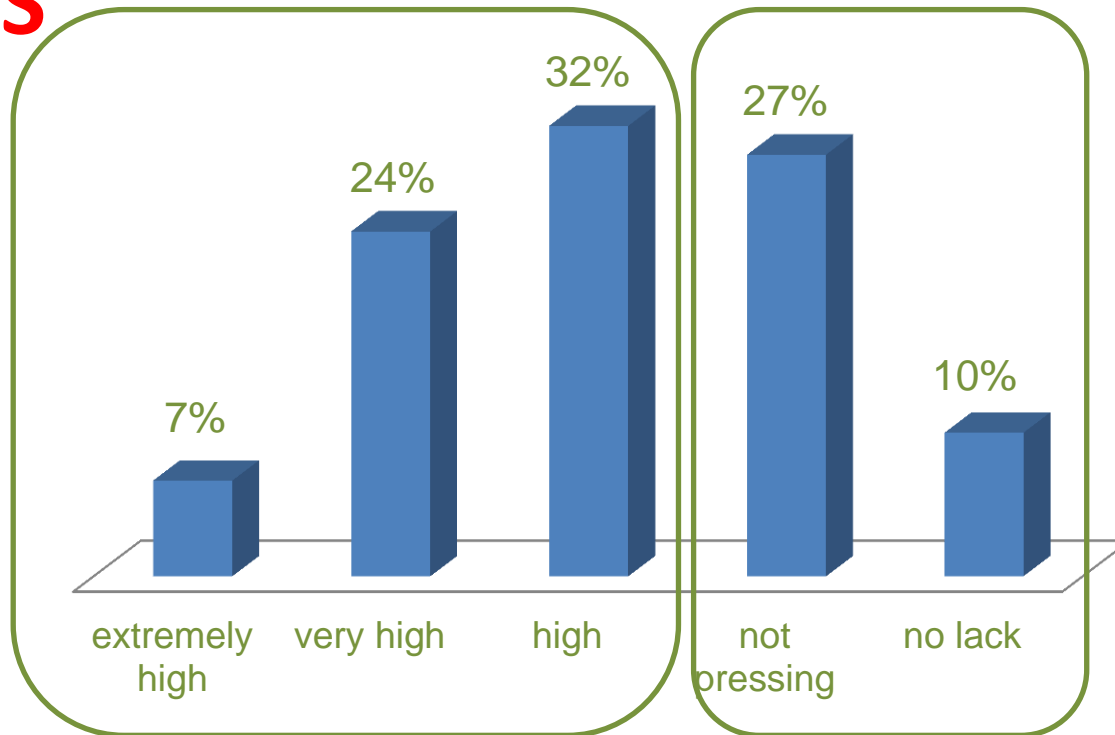


Is there an issue attracting graduates into the industry?

## Account Manager

**63 % YES**

**37 % NO**

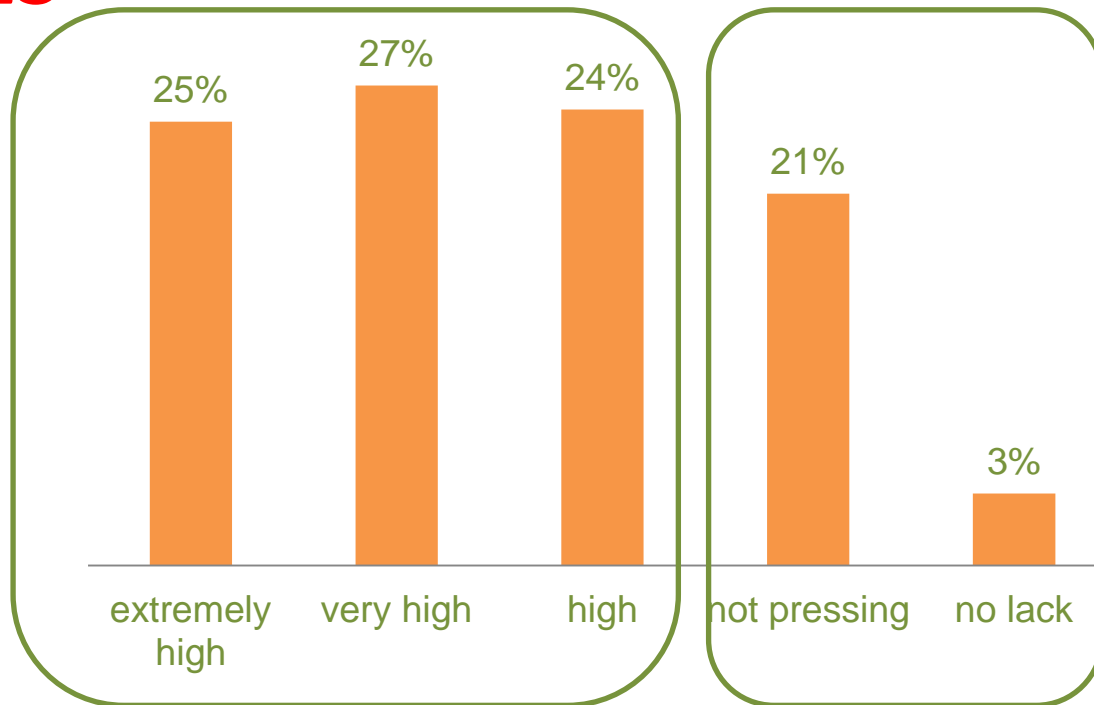


Do you have an issue attracting graduates into the industry?

**76 % YES**

### Strategic Planning

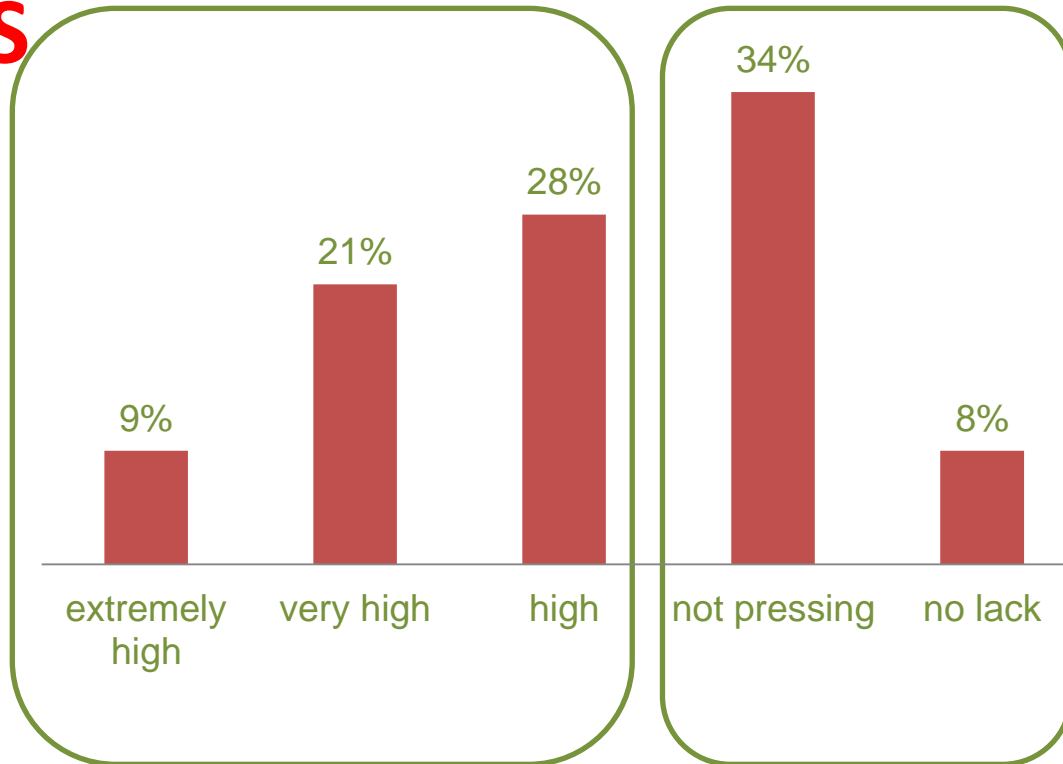
**24 % NO**



Do you have an issue attracting graduates into the industry?

**Creative**

**58 % YES**

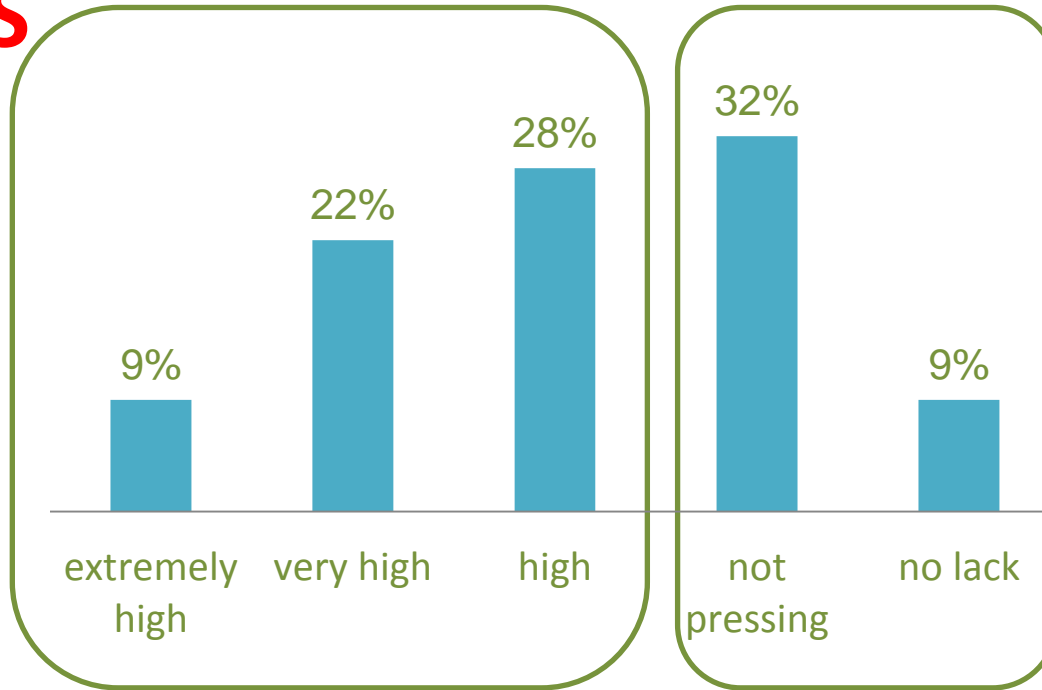


**42 % NO**

Do you have an issue attracting graduates into the industry?

## Dialogue Marketing

**59 % YES**



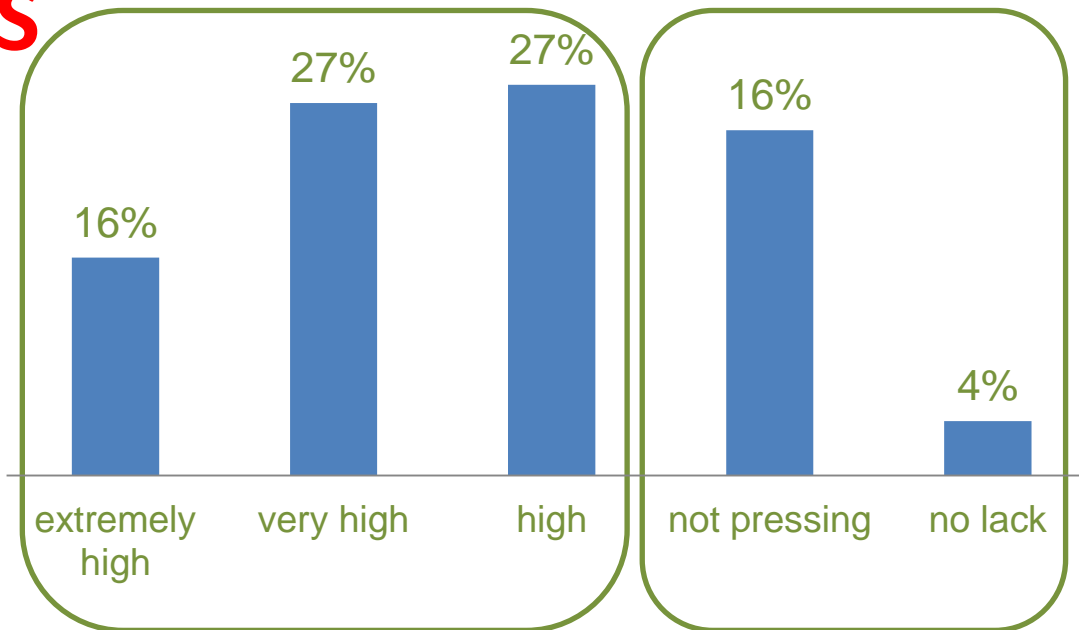
**41 % NO**

Do you have an issue attracting graduates into the industry?

**80 % YES**

**Digital expert**

**20 % NO**



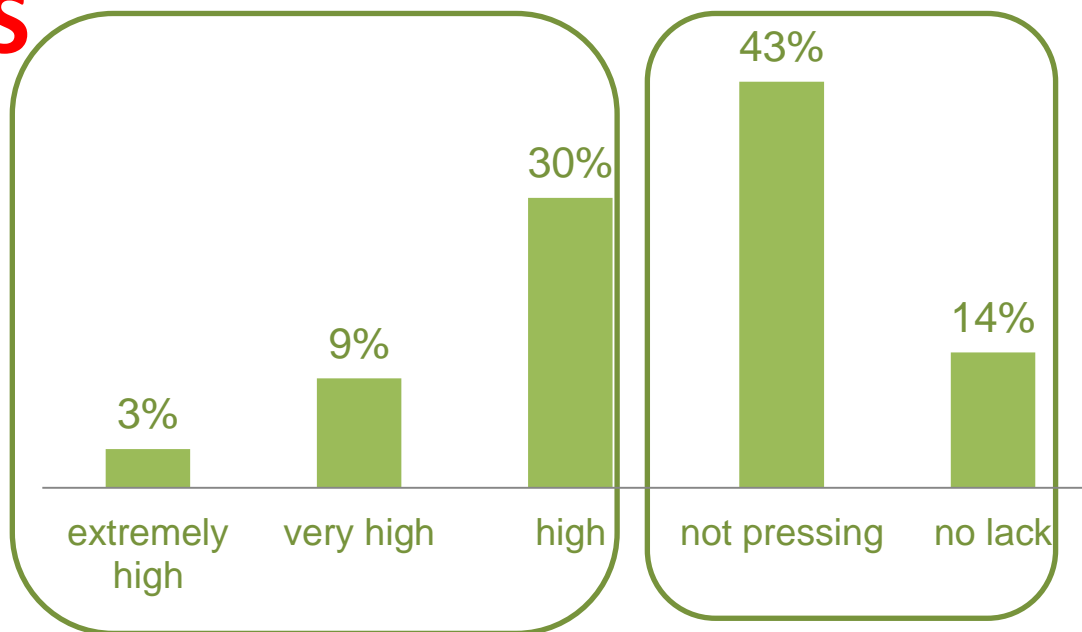


Do you have an issue attracting graduates into the industry?

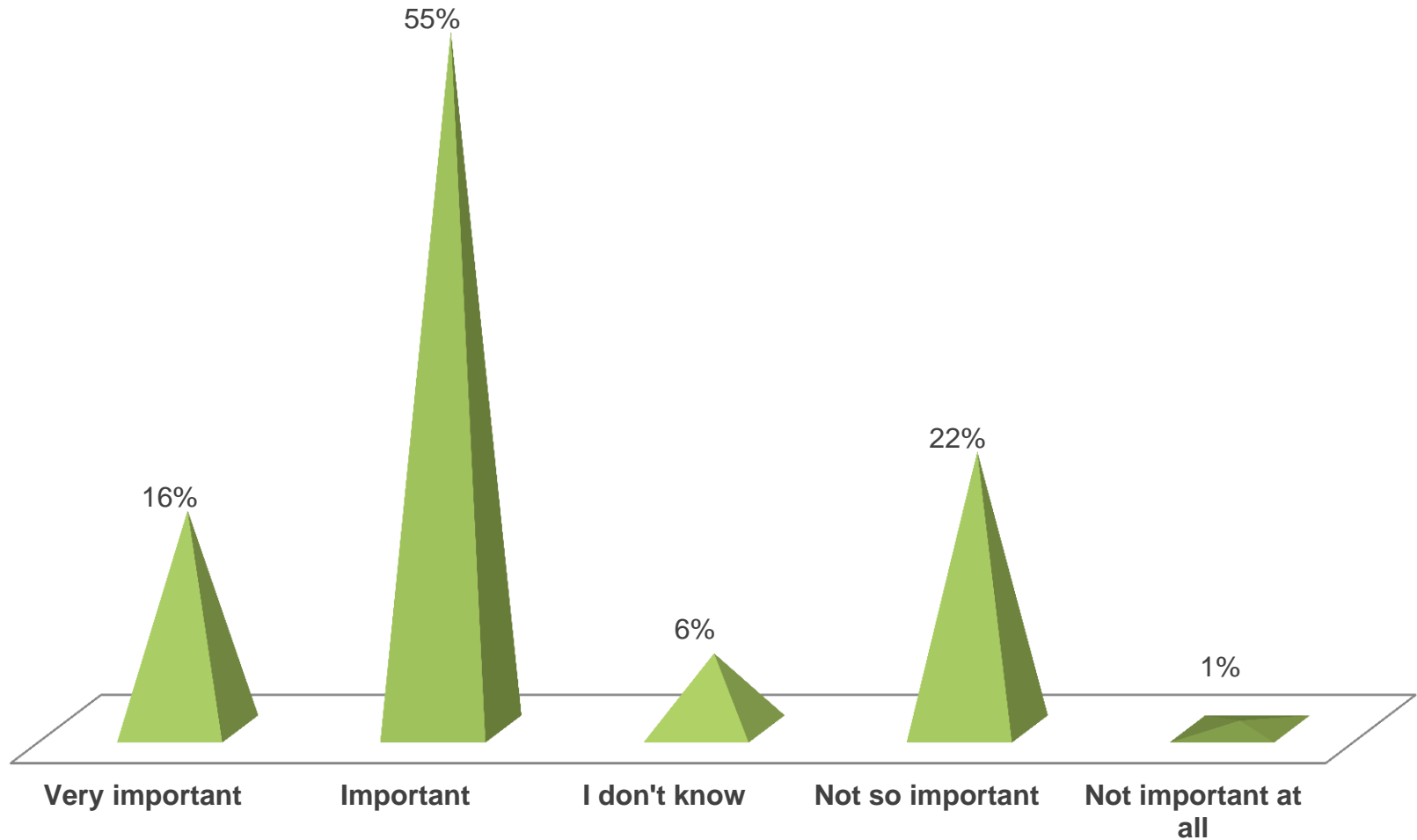
Media Planning/Research/Buying

**42 % YES**

**58 % NO**



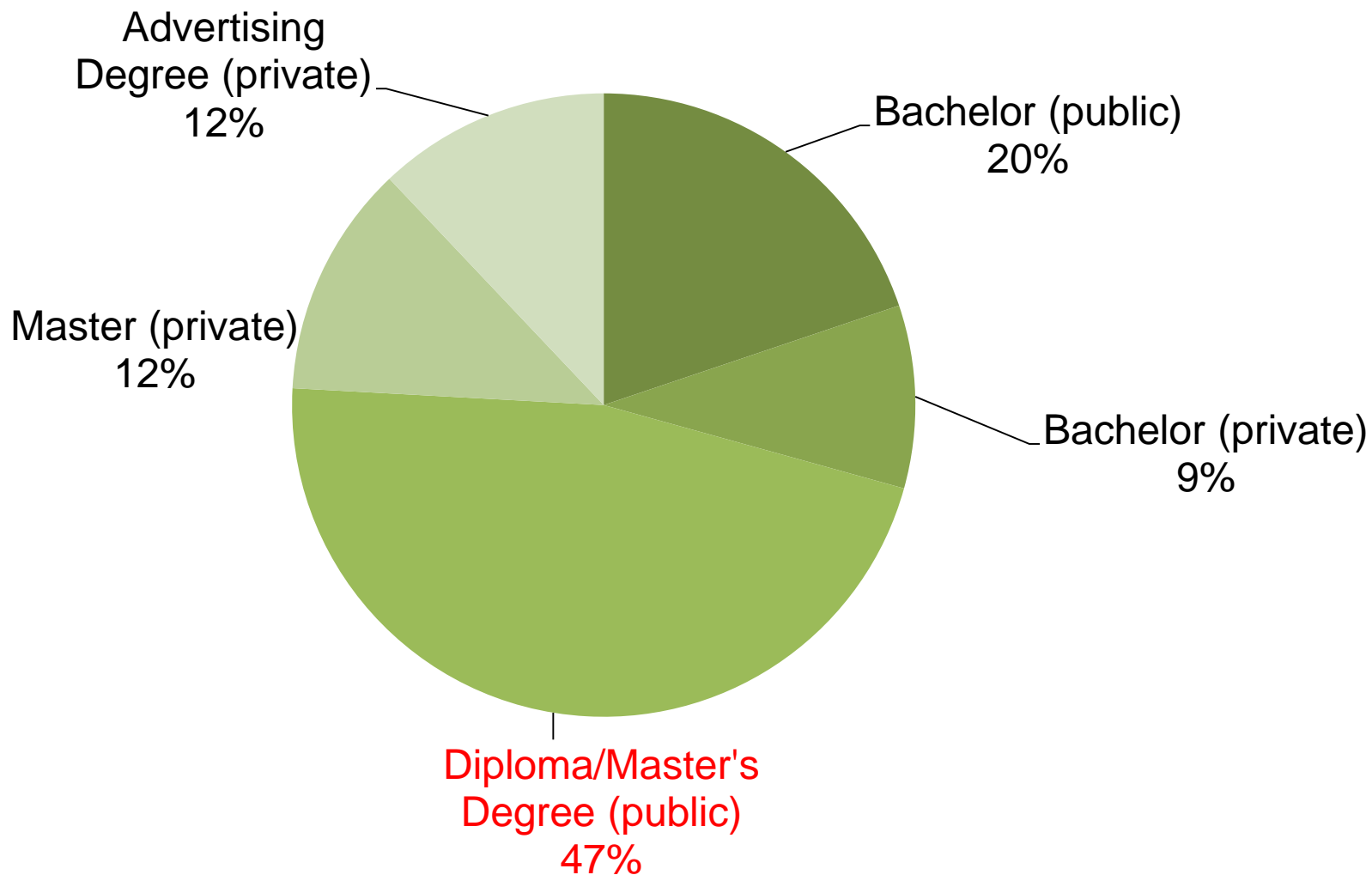
# Is the type of higher education degree an important to a career in advertising?



Over 70% of respondents find higher education degrees important

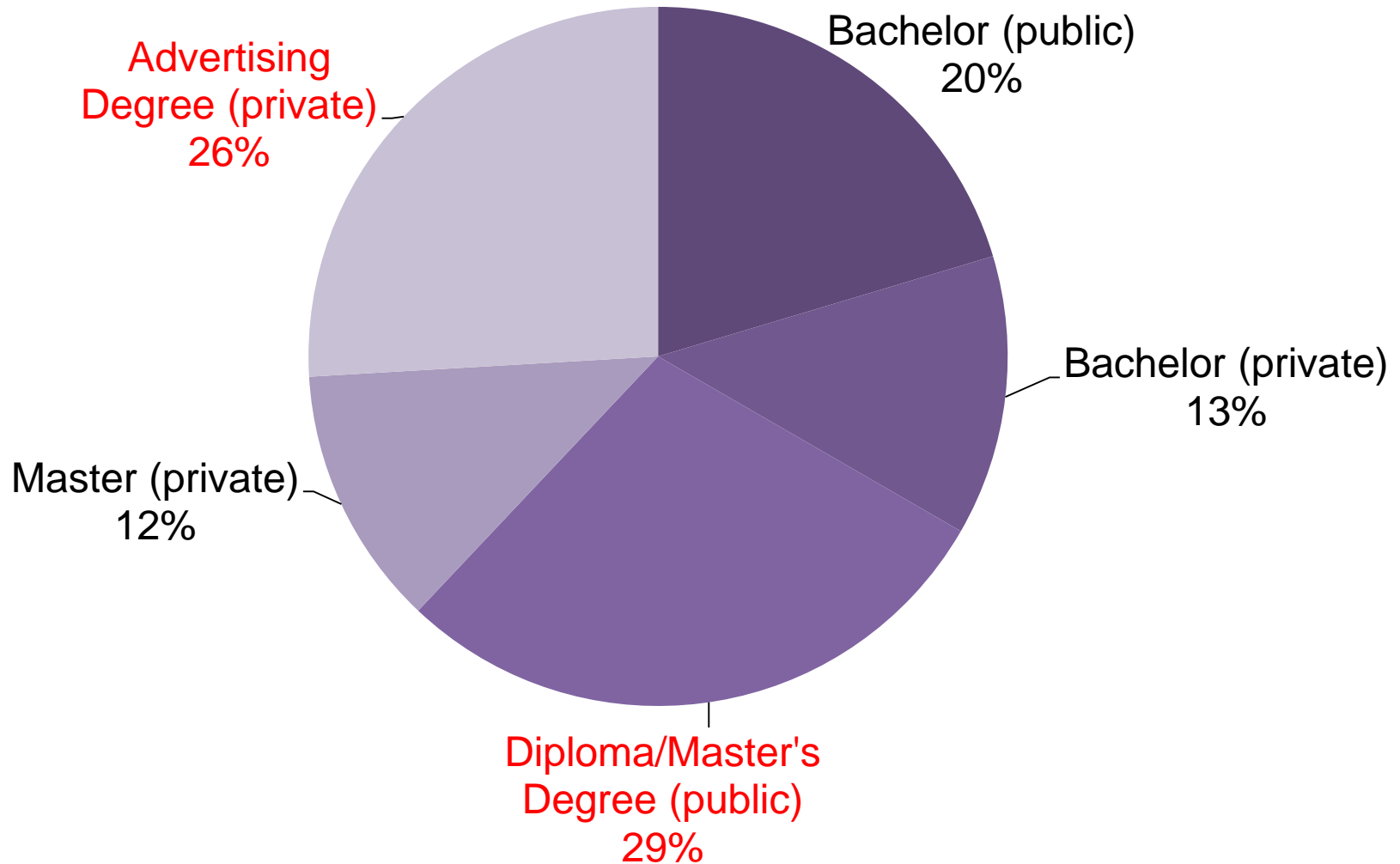
# Which type of degree is best suited for entering the agency business?

## For Account Manager



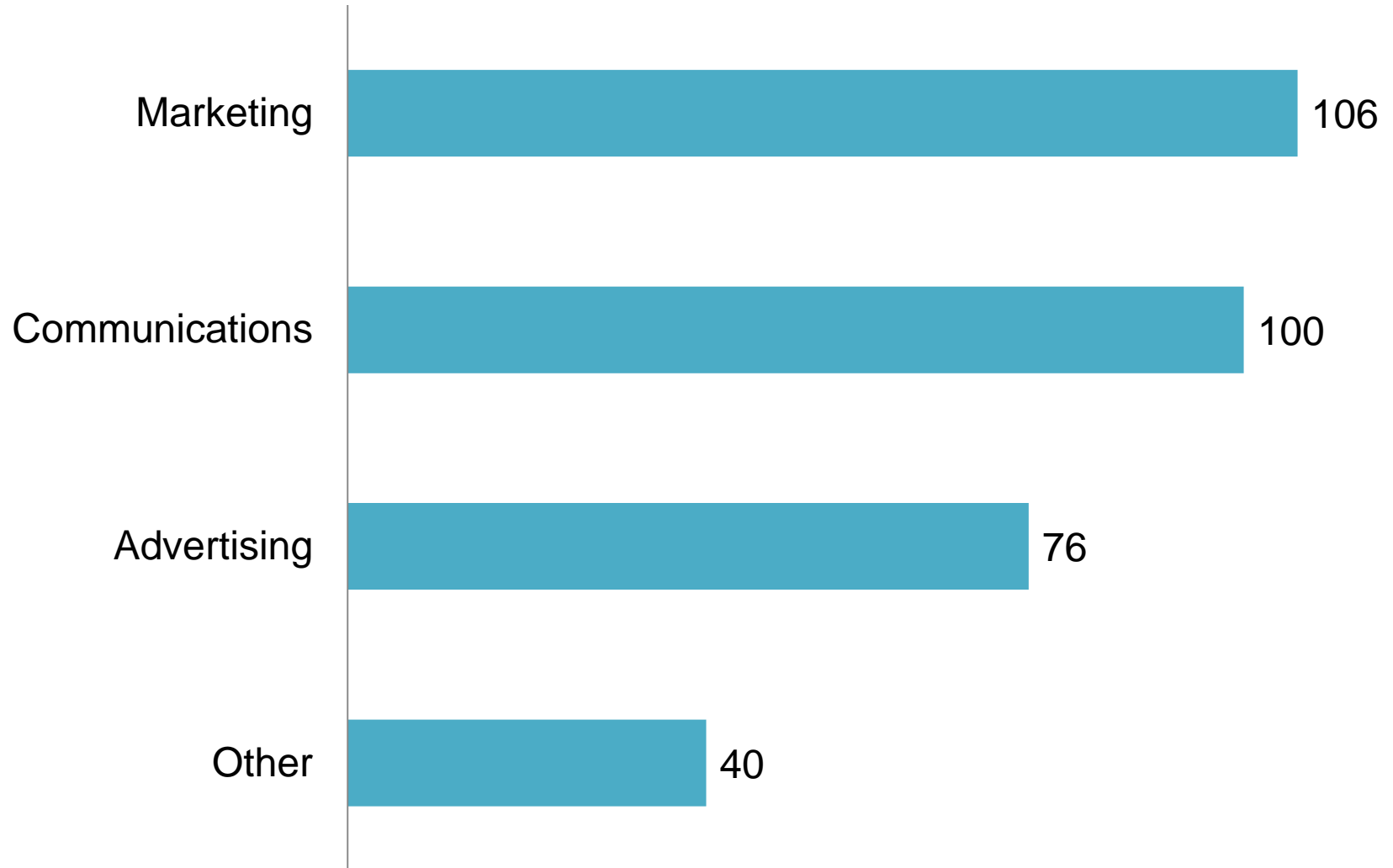
# Which type of degree is best suited for entering the agency business?

## For creatives



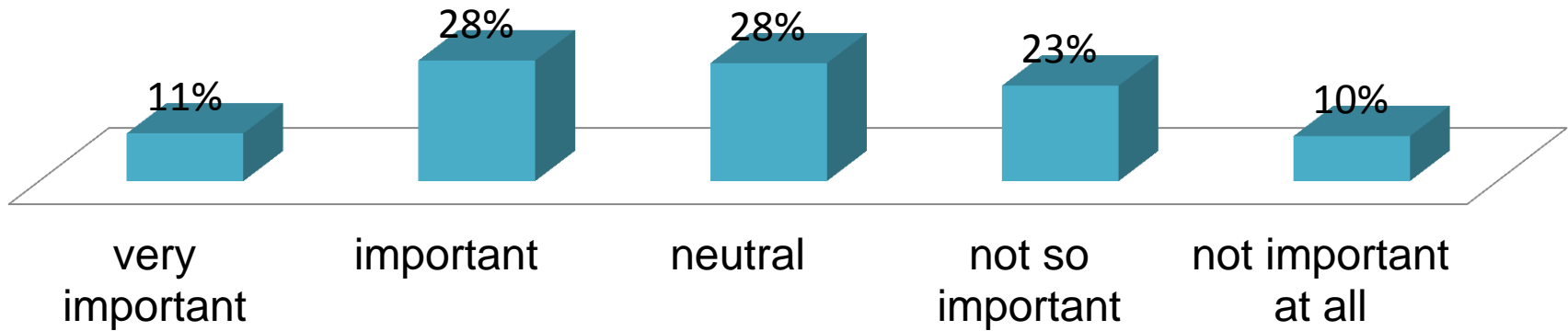
# What background/degree do your junior employees have? (Multiple choice)

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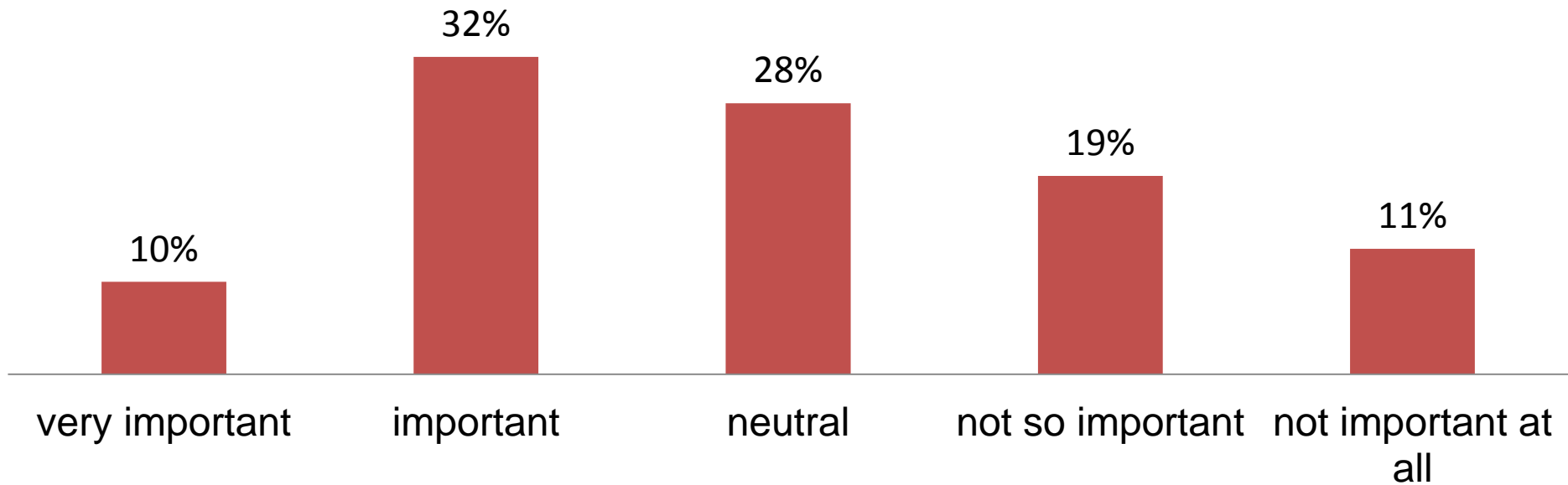


How great is the importance of the following channels for recruiting new employees?

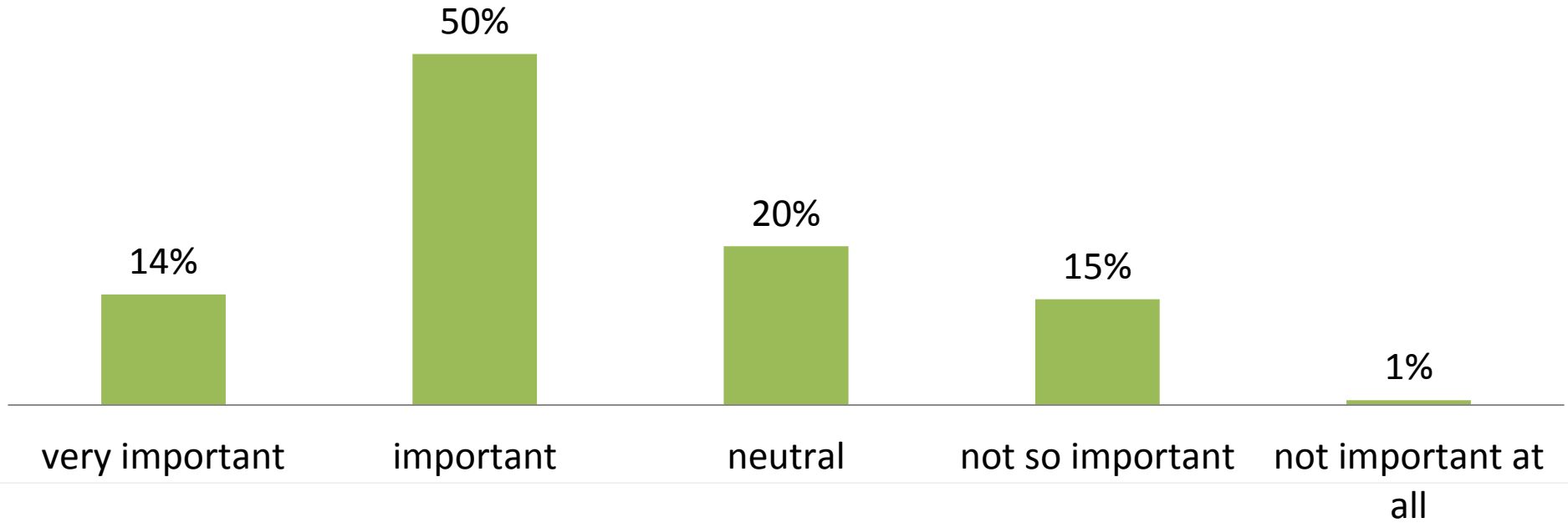
## Recruitment consultancies



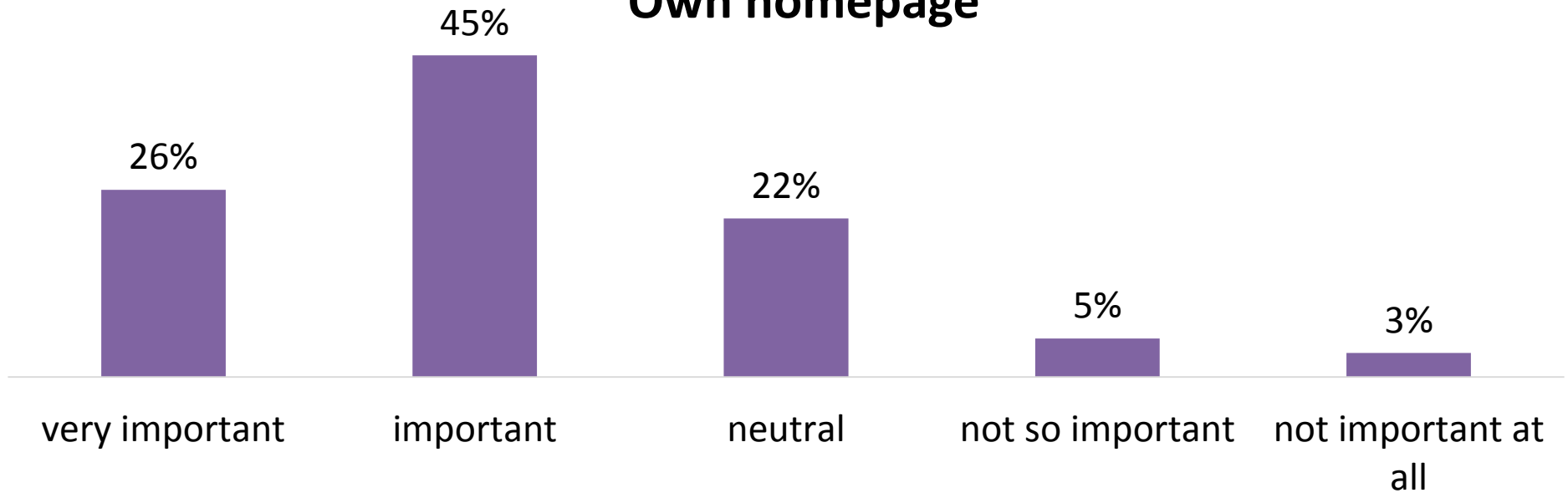
## Facebook



## Job markets

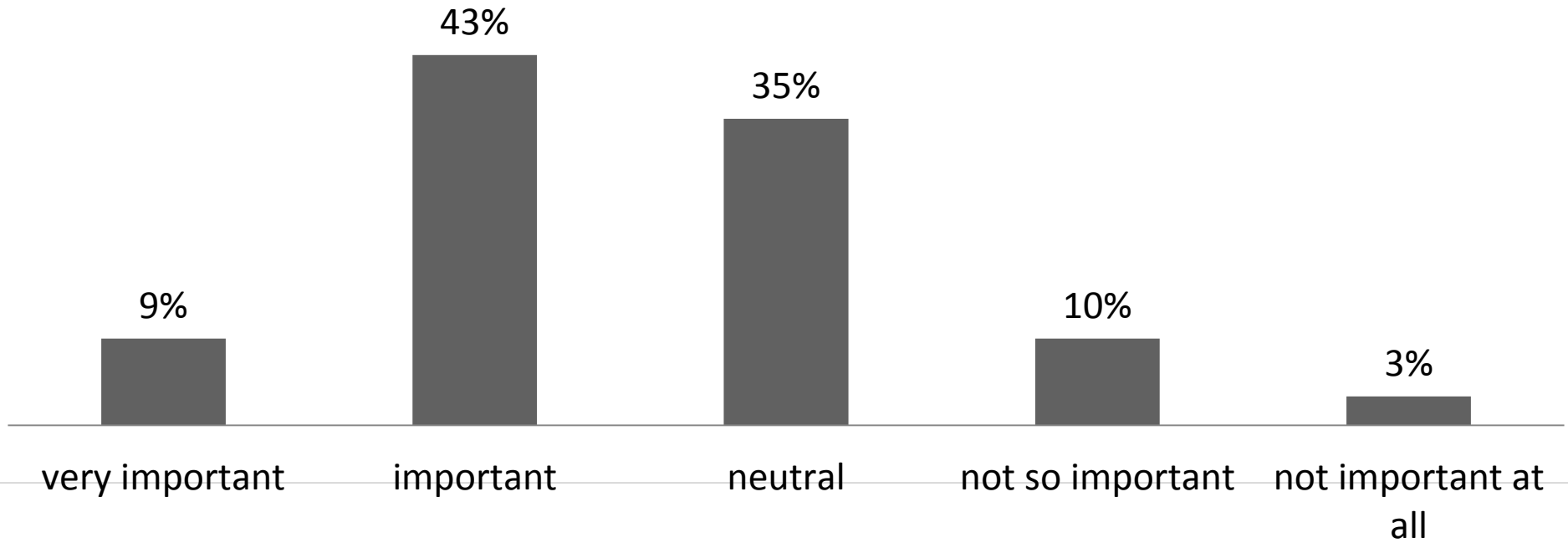


## Own homepage

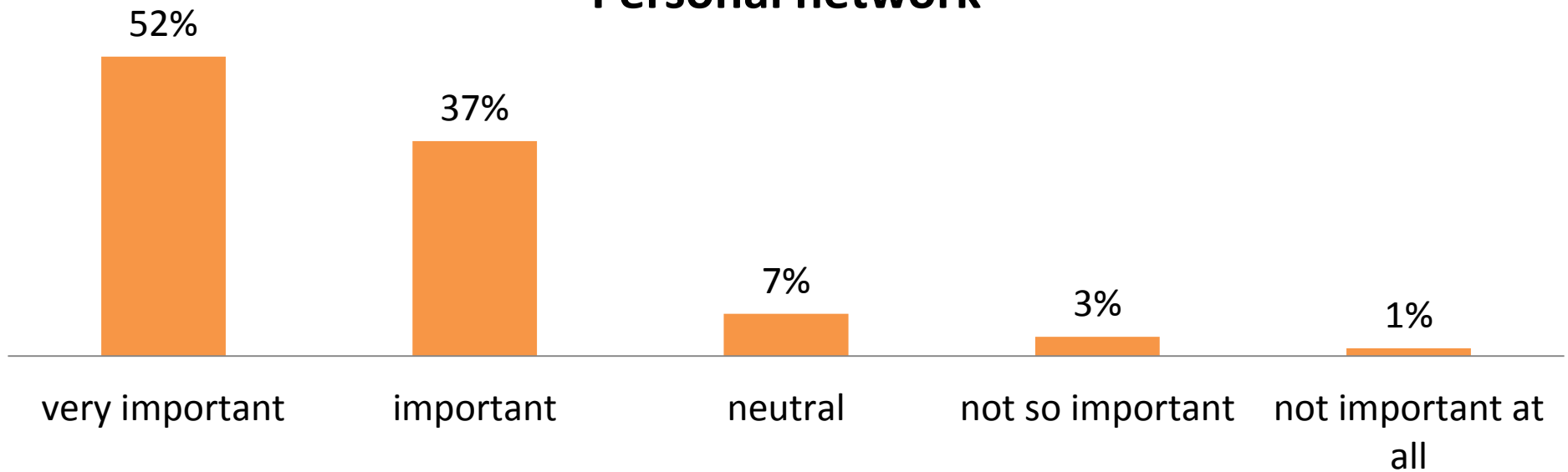




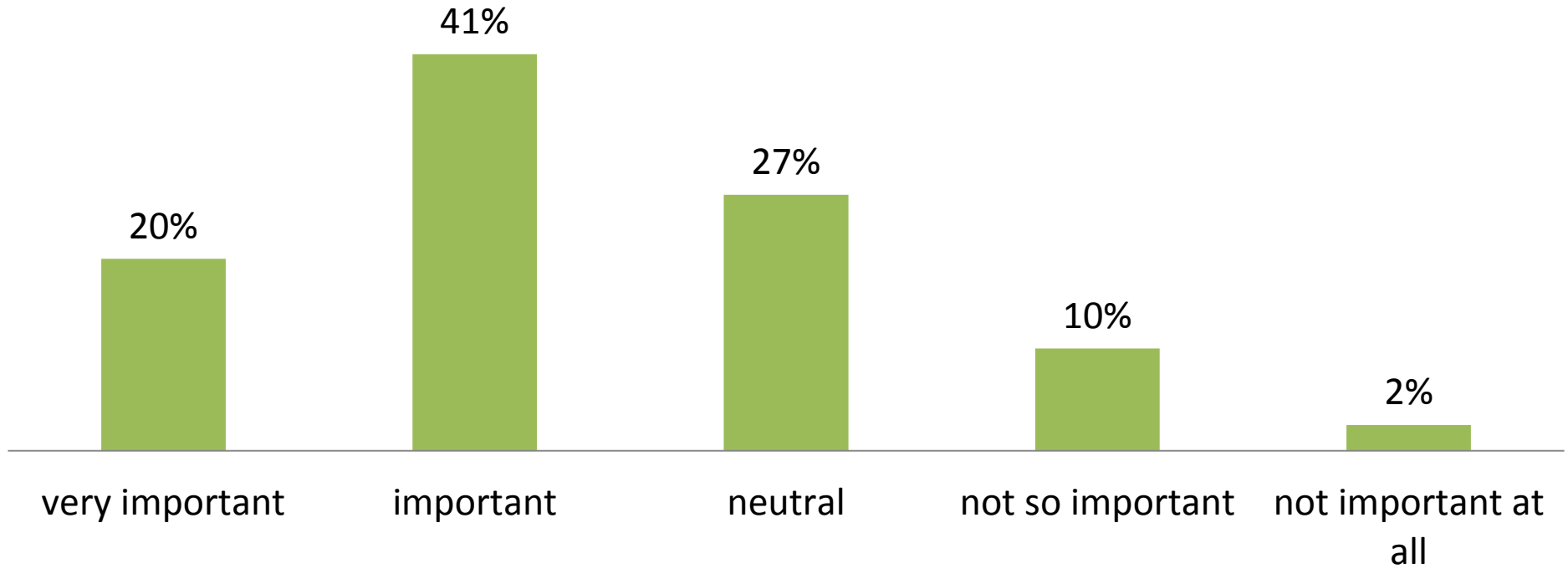
## Universities



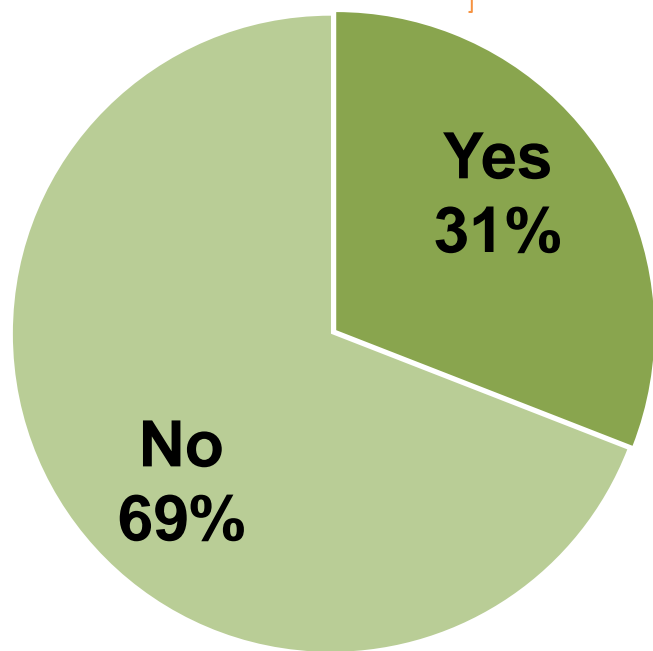
## Personal network



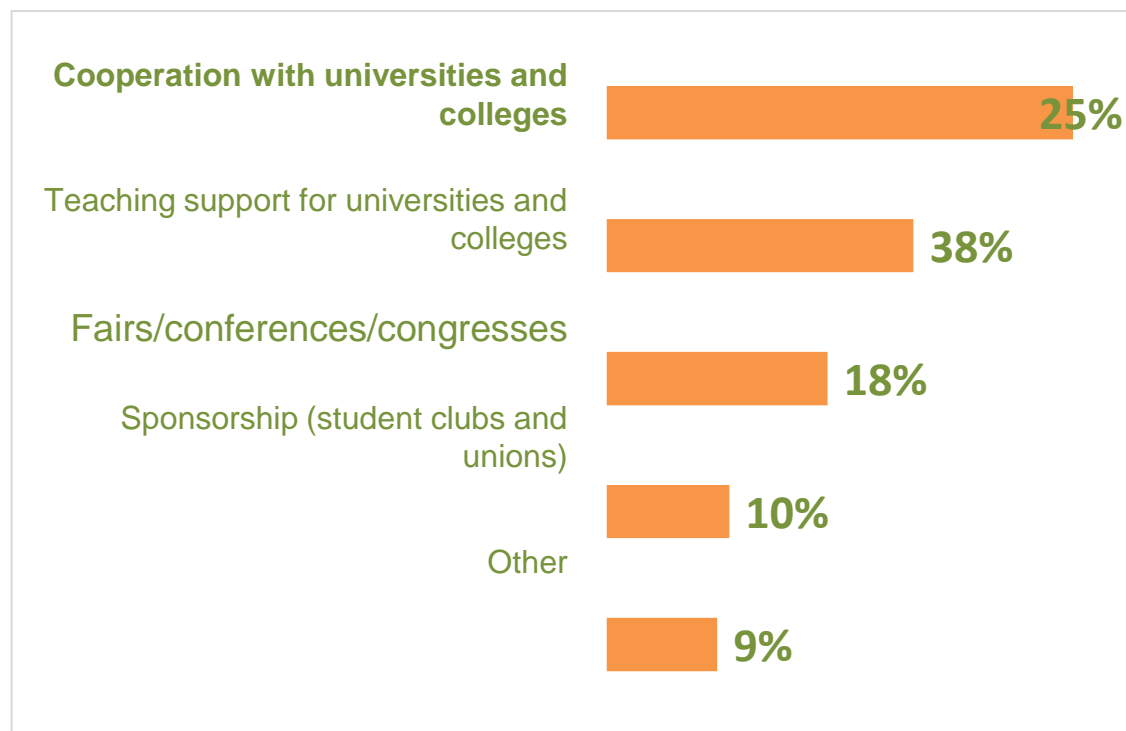
## Other Social Networks (Linkedin, Xing)



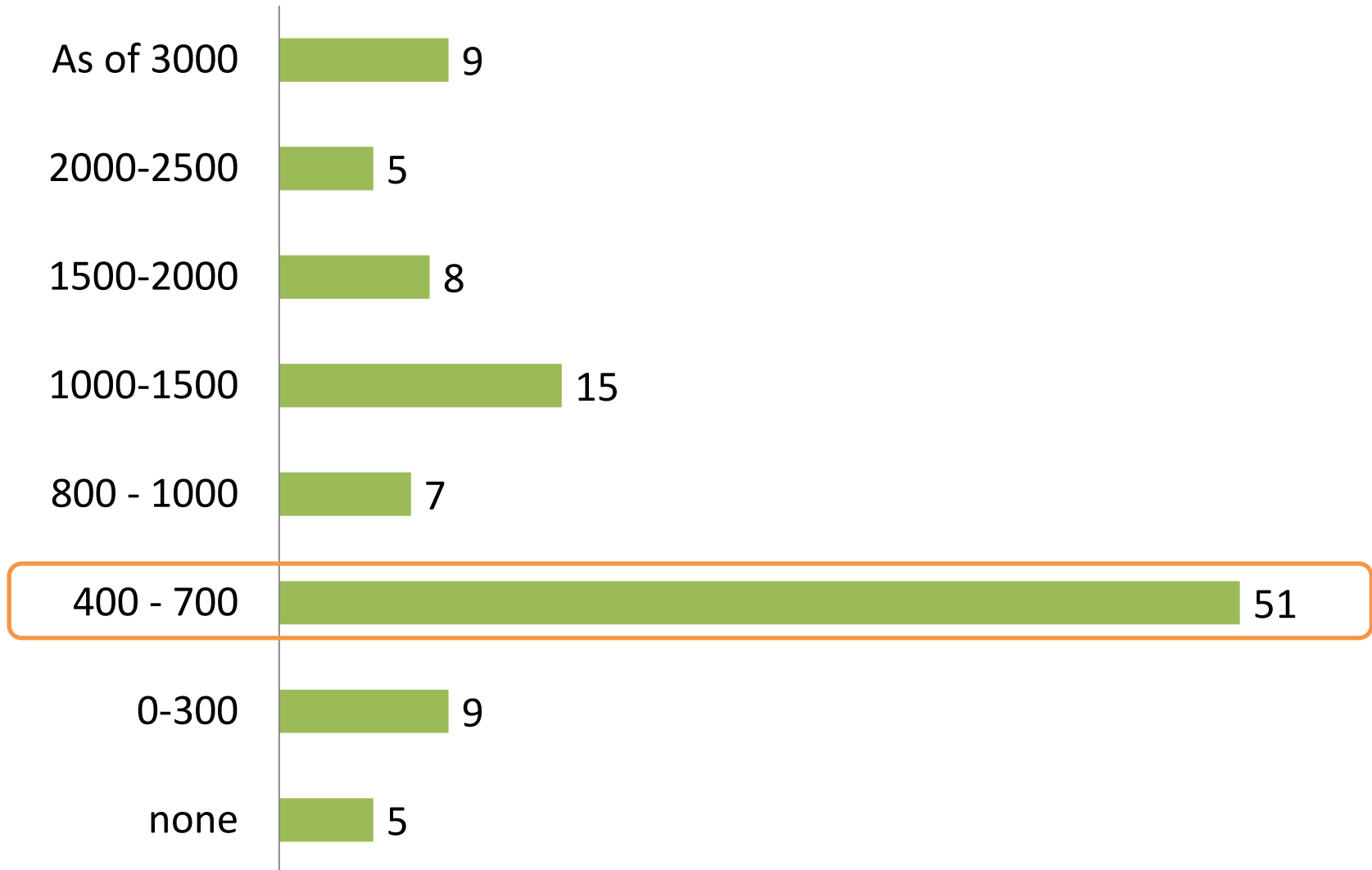
# Do you have a budget for marketing activities aimed at universities and colleges?



## How do you spend it?

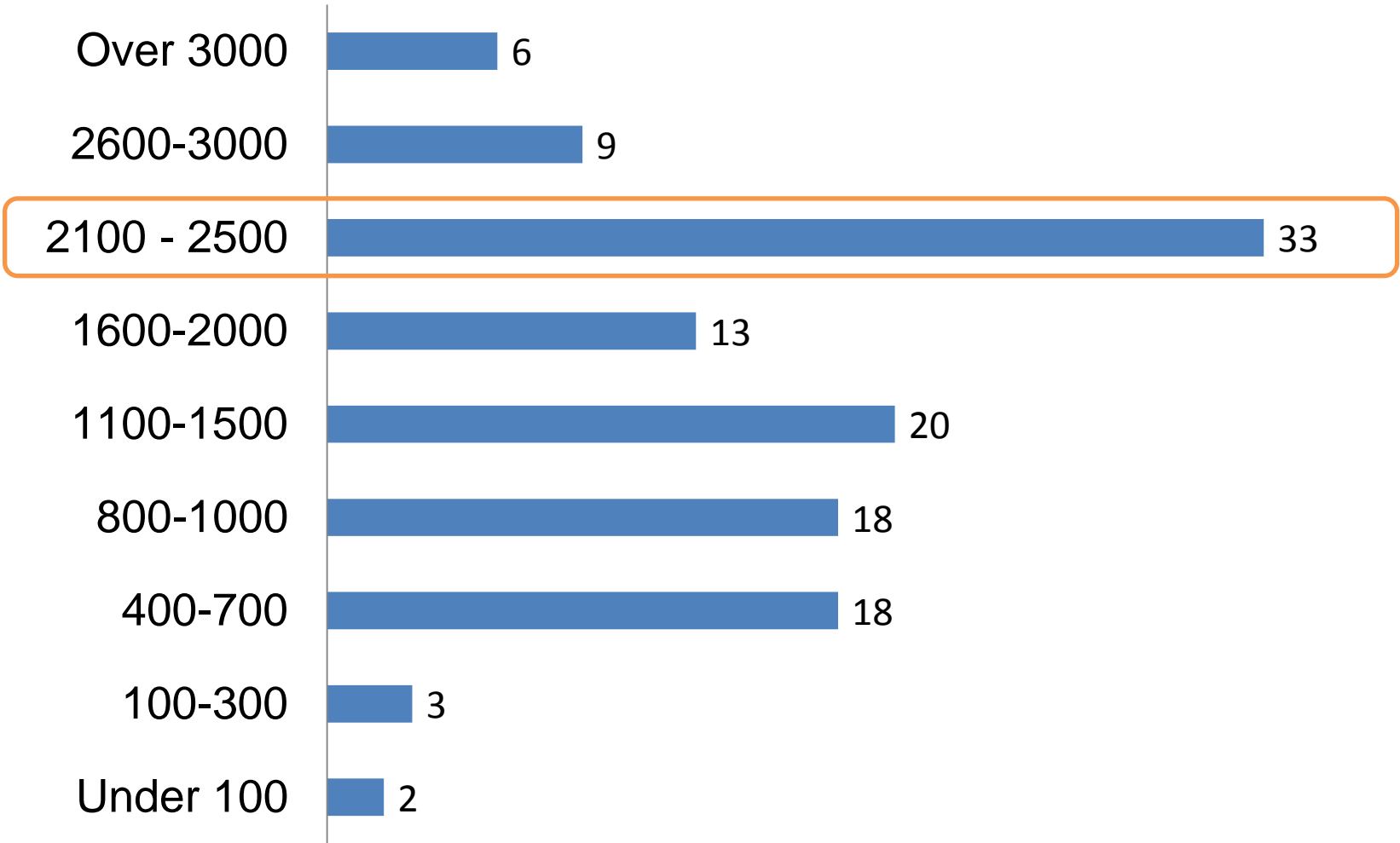


# Which monthly gross salary do you offer your **INTERNS**?

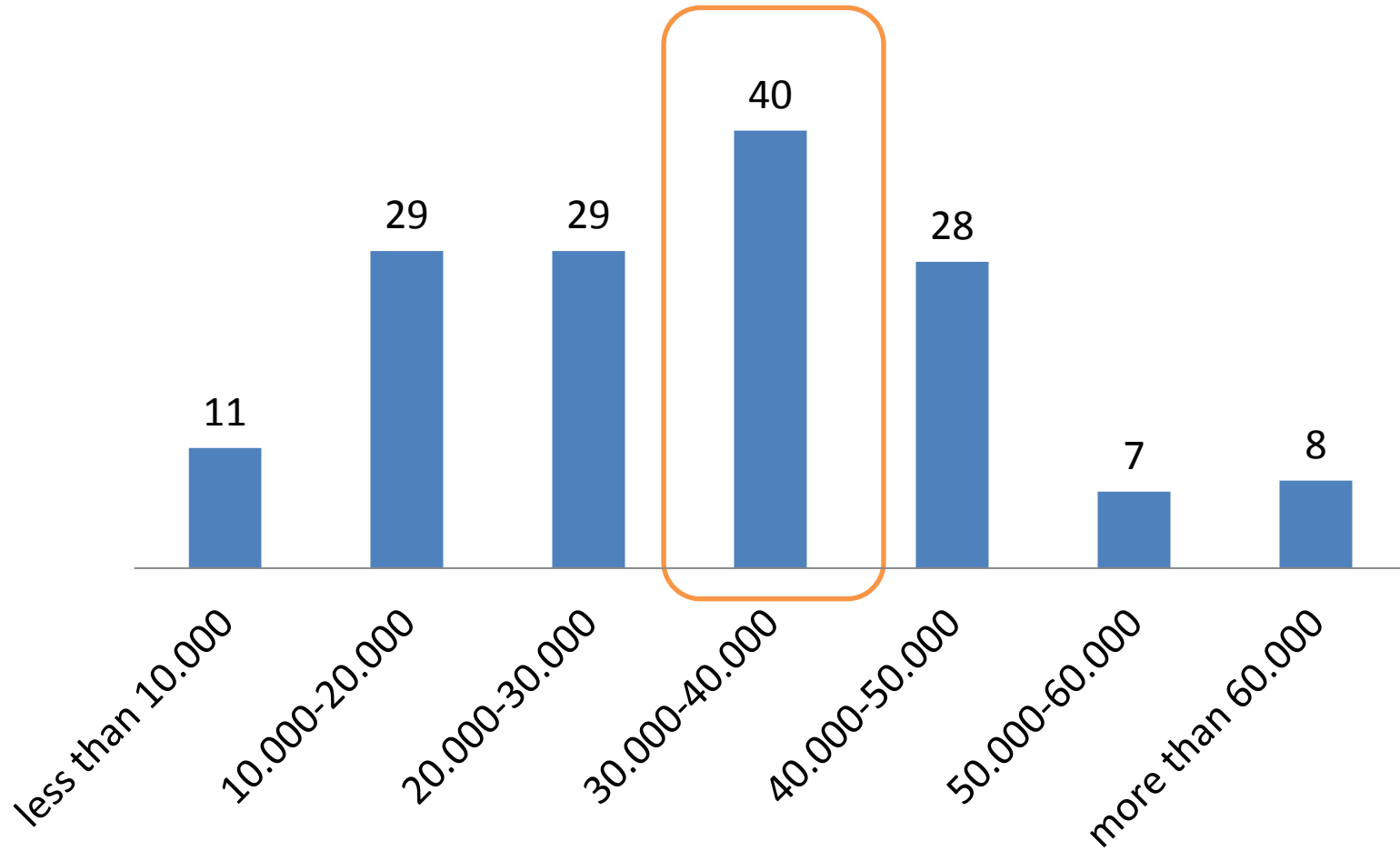


# What monthly gross salary do you offer your JUNIOR STAFF?

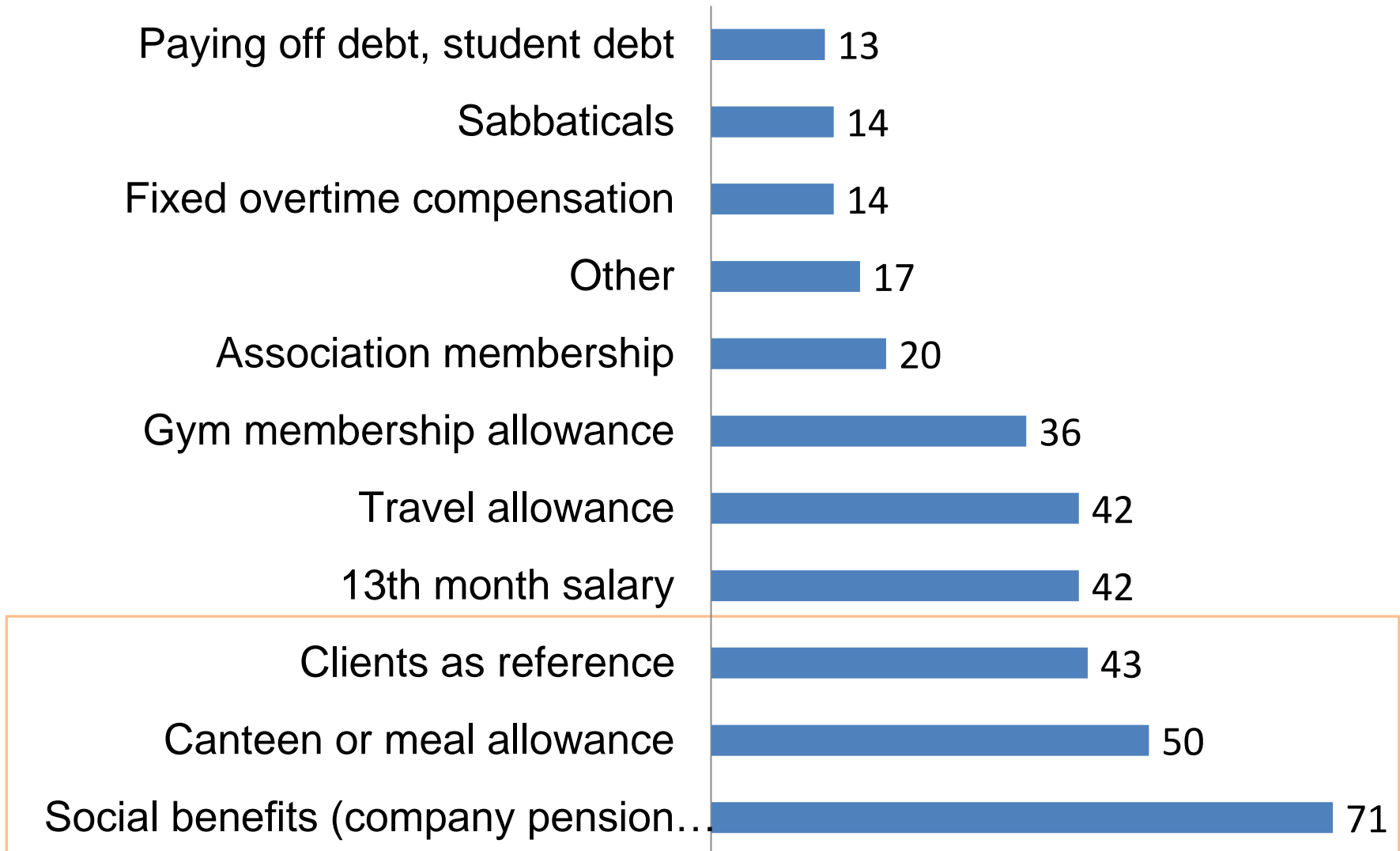
**EUR**



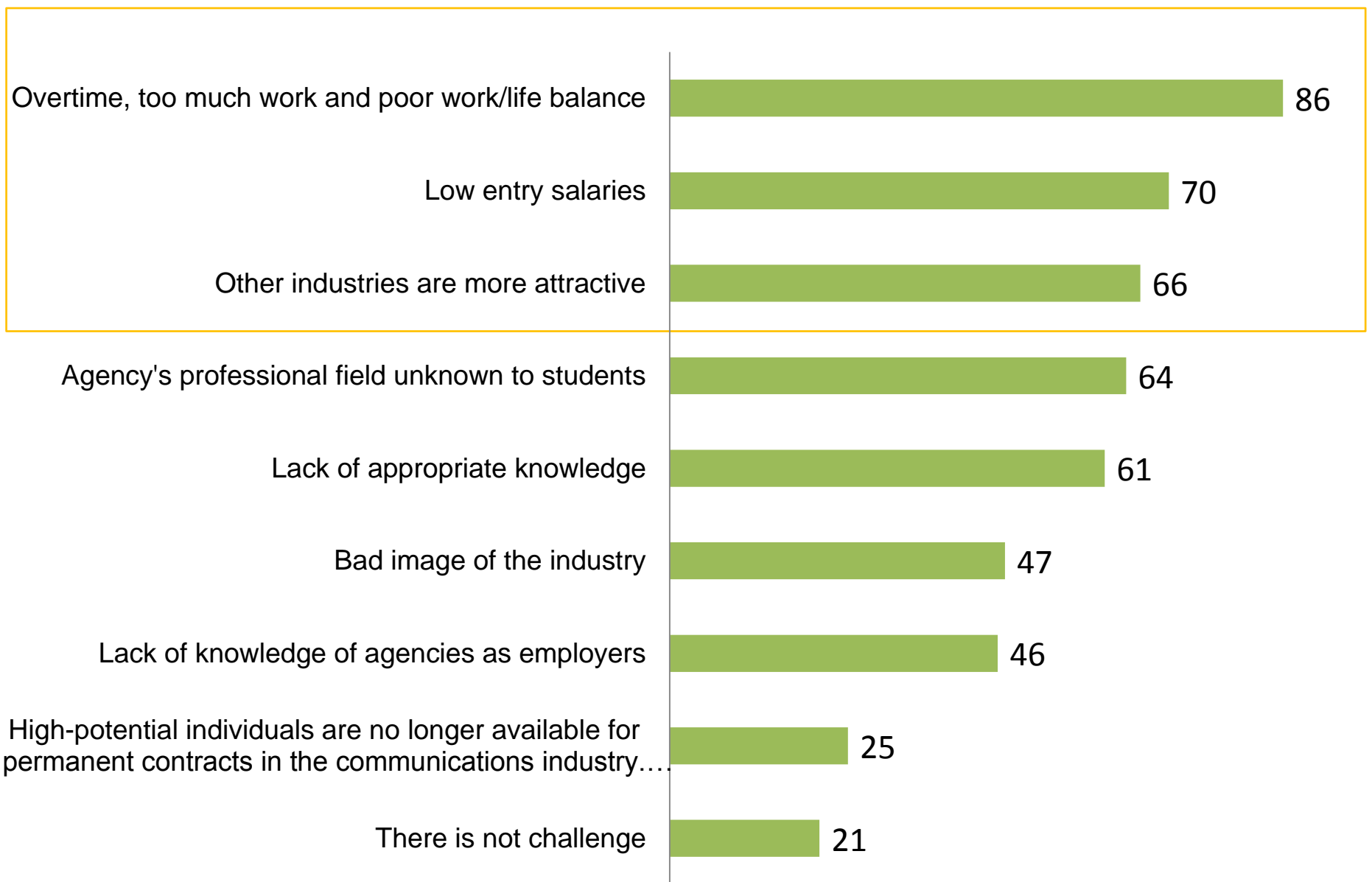
# What **annual gross salary** could a talented and dedicated Account Manager expect after four years?



# What additional benefits do you offer to attract young professionals to your agency?



# What are the main challenges in attracting qualified young professionals?





Do you agree with the following statements?

There are enough candidates, but rarely real talents, while the attitudes have worsened and work readiness has decreased.

**76 % YES**

**8 % NO**

**16 % NEUT**

Demographic change will increase agencies' recruiting problems in creativity and conceptual design.

**43 % YES**

**27 % NO**

**30 % NEUT**

Demographic change will increase agencies' recruiting problems in consultancy and strategy.

**47 % YES**

**22 % NO**

**31 % NEUT**

Graduates see advertising and communications agencies as appealing employers.

**53 % YES**

**18 % NO**

**29 % NEUT**

A university or college degree is nowadays a necessary precondition for a career in the advertising industry.

**64 % YES**

**17 % NO**

**19 % NEUT**

Public universities and colleges produce few students who are well prepared for a job in the communications industry each year.

**42 % YES**

**19 % NO**

**29 % NEUT**

A direct entry to the advertising and communications industry is nearly impossible without practical experience.

**66 % YES**

**22 % NO**

**12 % NEUT**

We would offer to finance the master studies of talented bachelor graduates after 1-2 work years in order to tie them closer to the agency.

**38 % YES**

**29 % NO**

**33 % NEUT**

We are willing to offer an above average starting salary to university or college graduates with best marks and practical experience.

**44 % YES**

**24 % NO**

**32 % NEUT**

We would offer to finance the master studies of talented bachelor graduates after 1-2 work years in order to tie them closer to the agency.

**38 % YES**

**29 % NO**

**33 % NEUT**

We offer our colleagues a healthy work/life balance and good social benefits.

**52 % YES**

**18 % NO**

**30 % NEUT**

In the advertising and communications industry it is possible to climb up the career ladder quickly and receive larger wage increases.

**71 % YES**

**14 % NO**

**15 % NEUT**