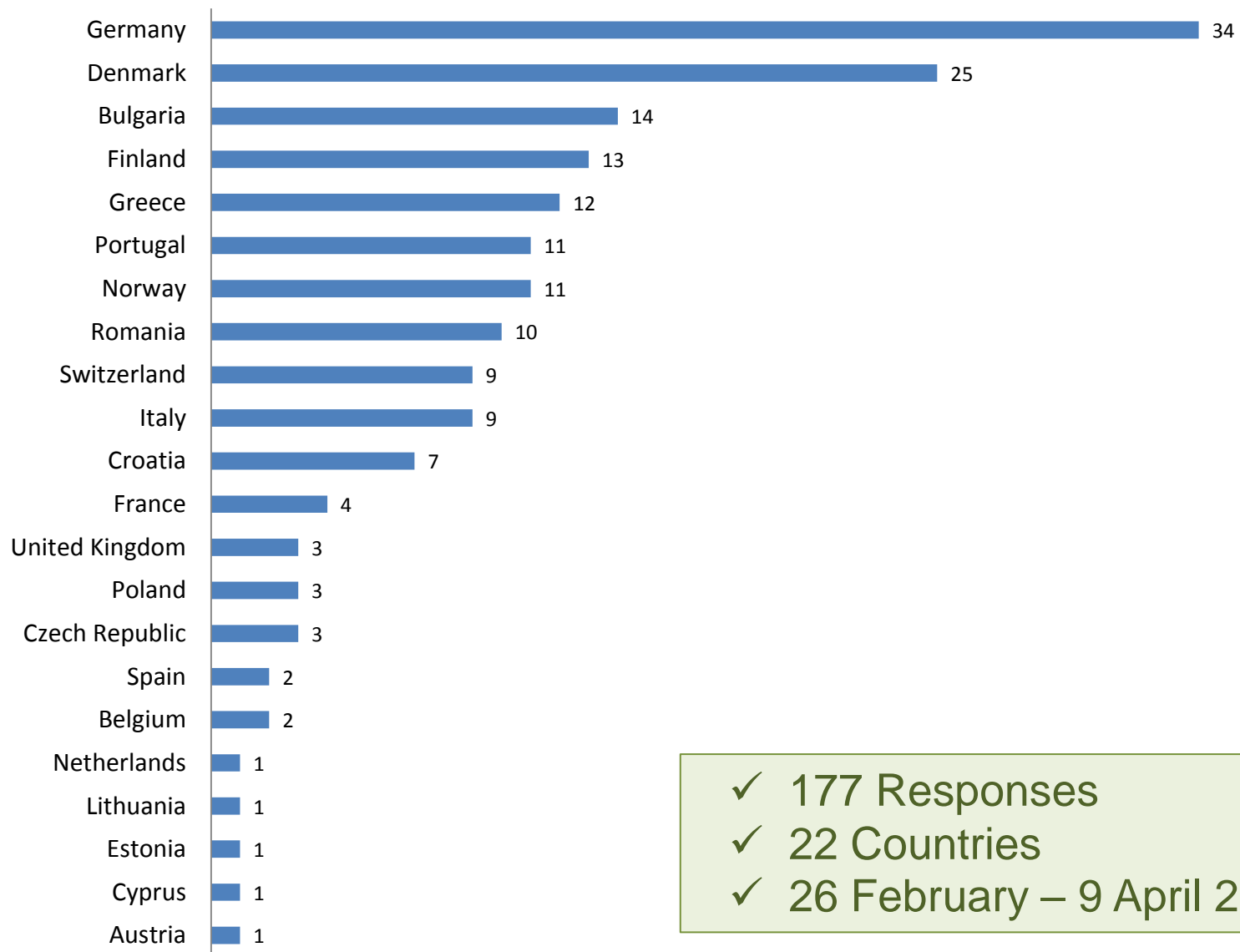


Talent Survey 2013



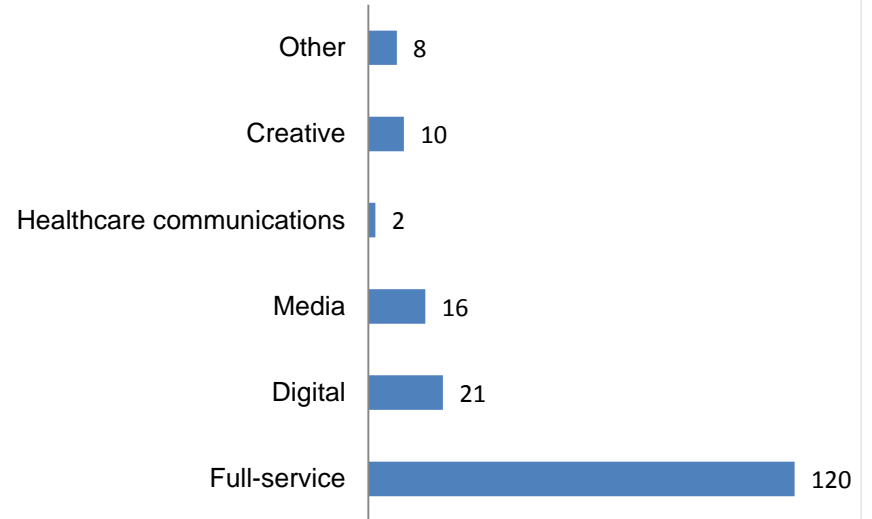
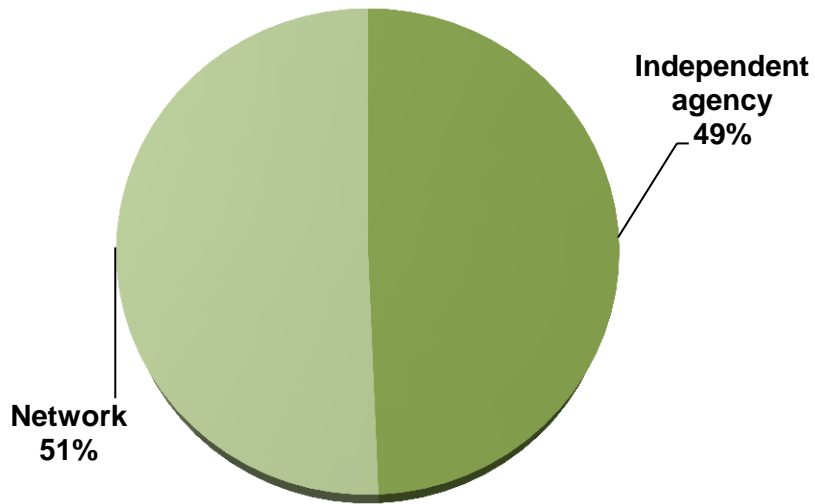
NATIONAL ASSOCIATIONS' COUNCIL

Country of residence



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

Type of agency

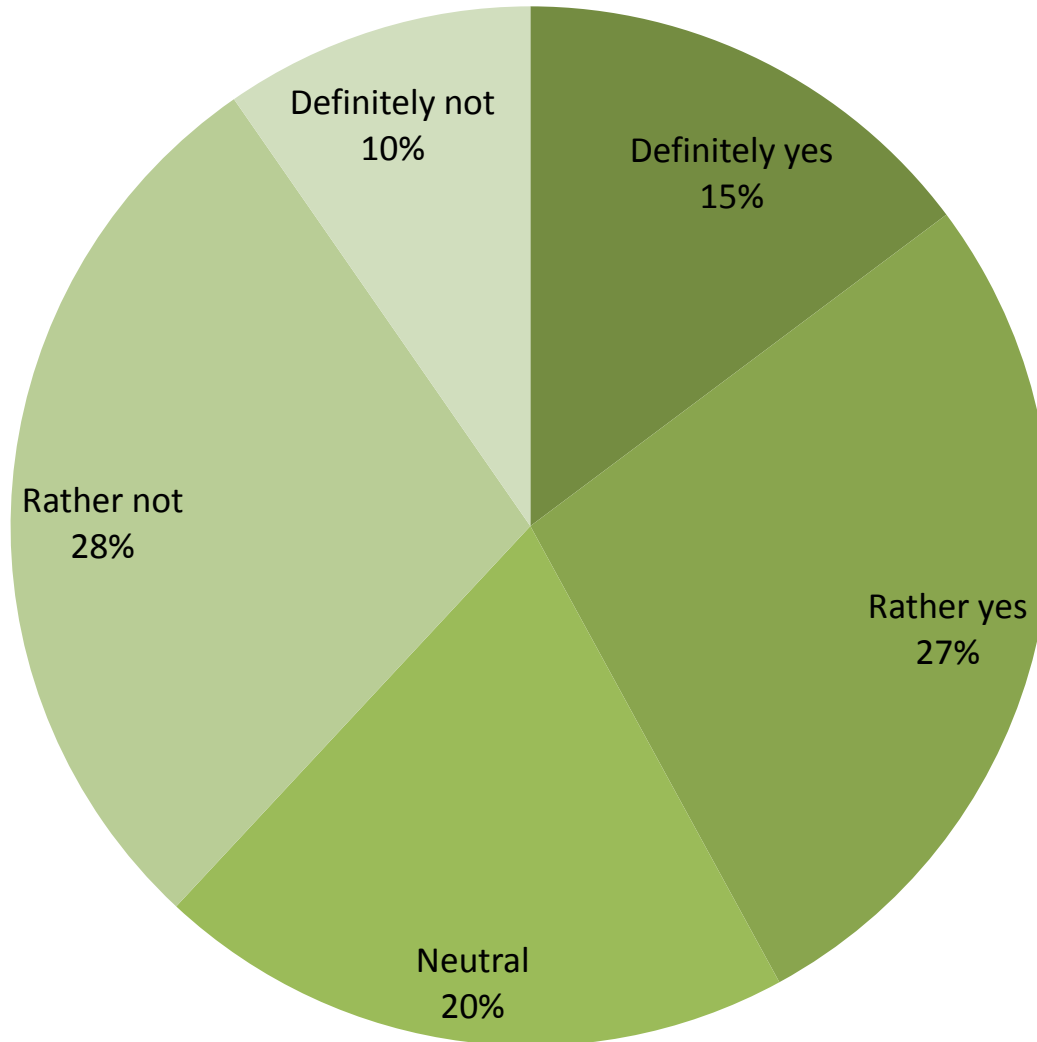


The results

Do you have an issue attracting graduates into the industry?

38 % NO

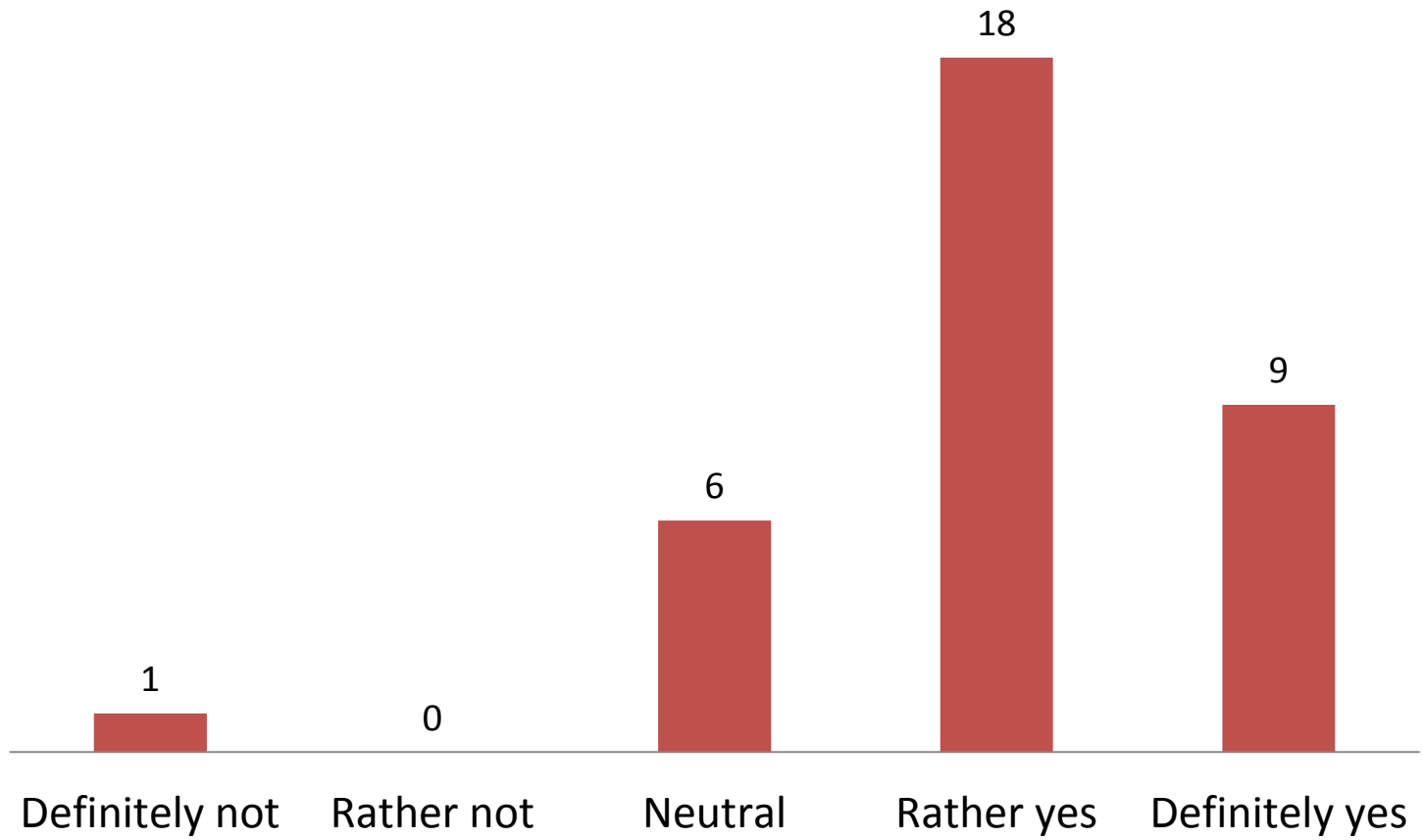
42 % YES



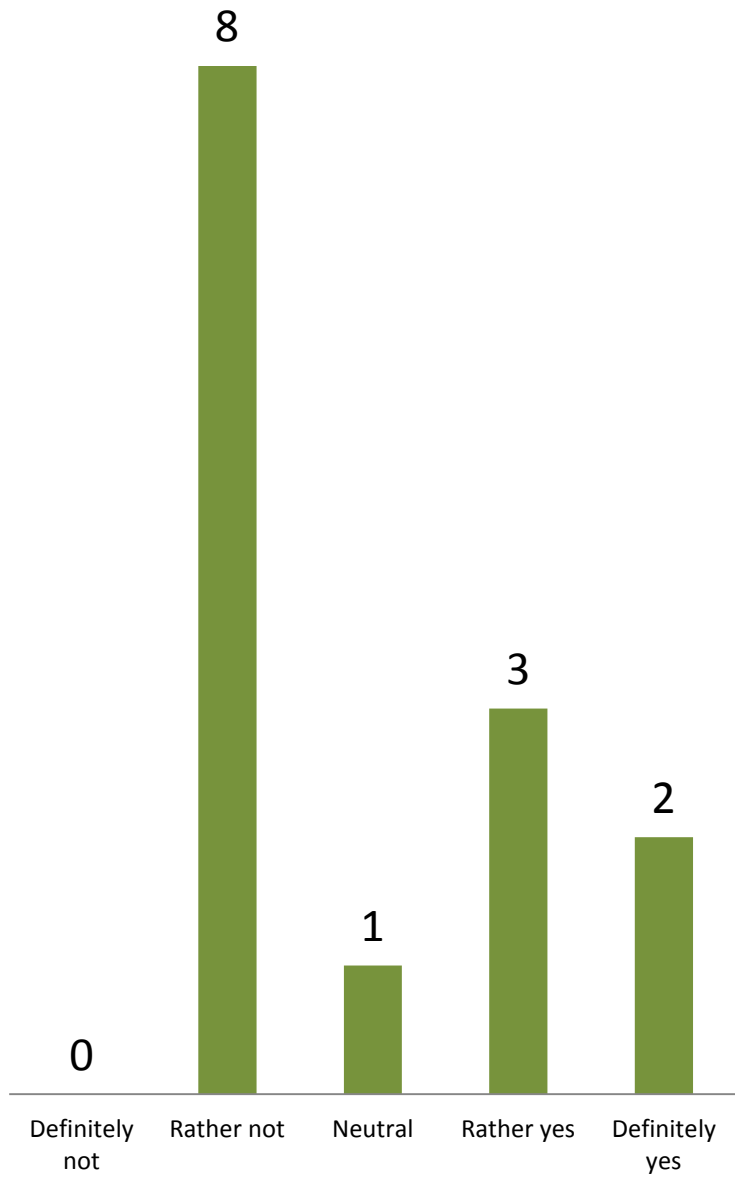
20 % NEUTRAL

In details – split in countries

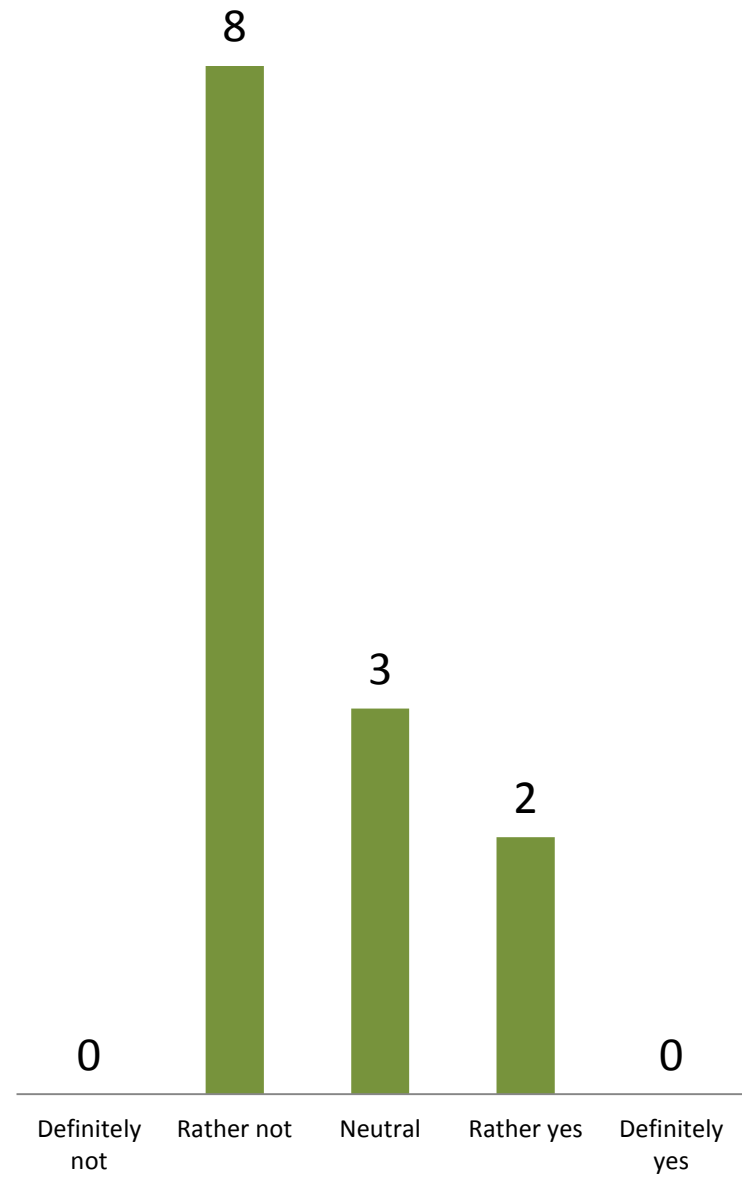
Germany



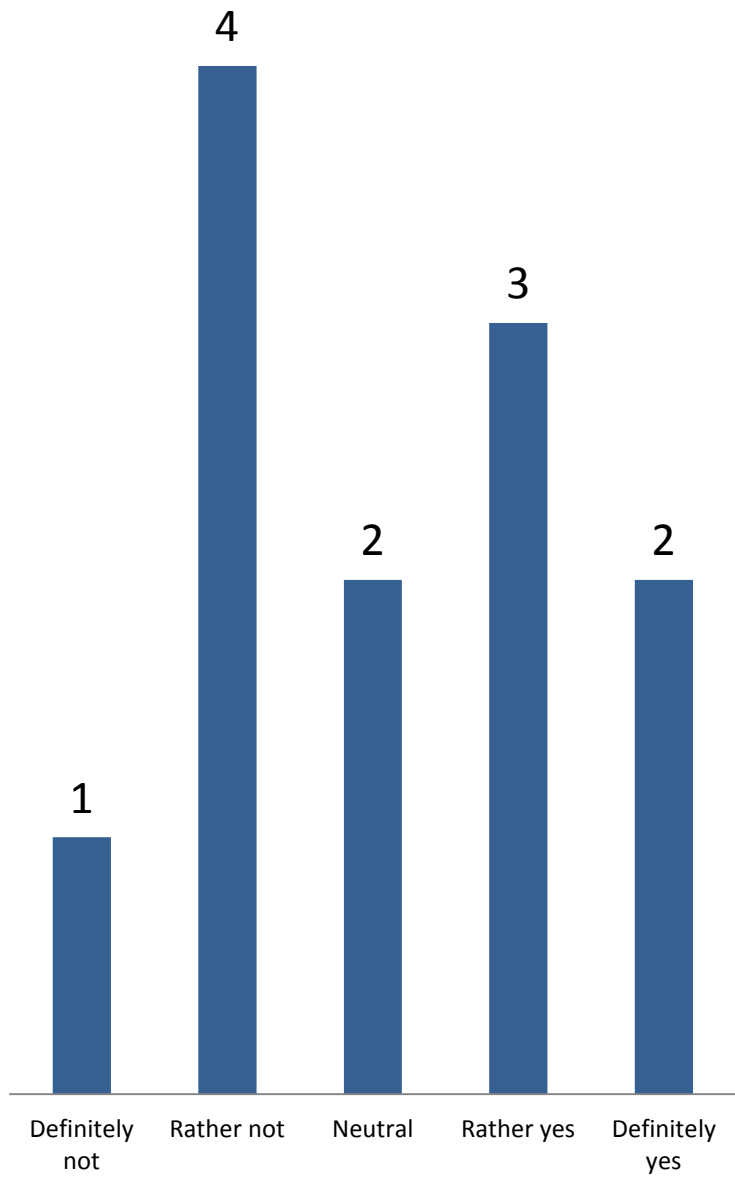
Bulgaria



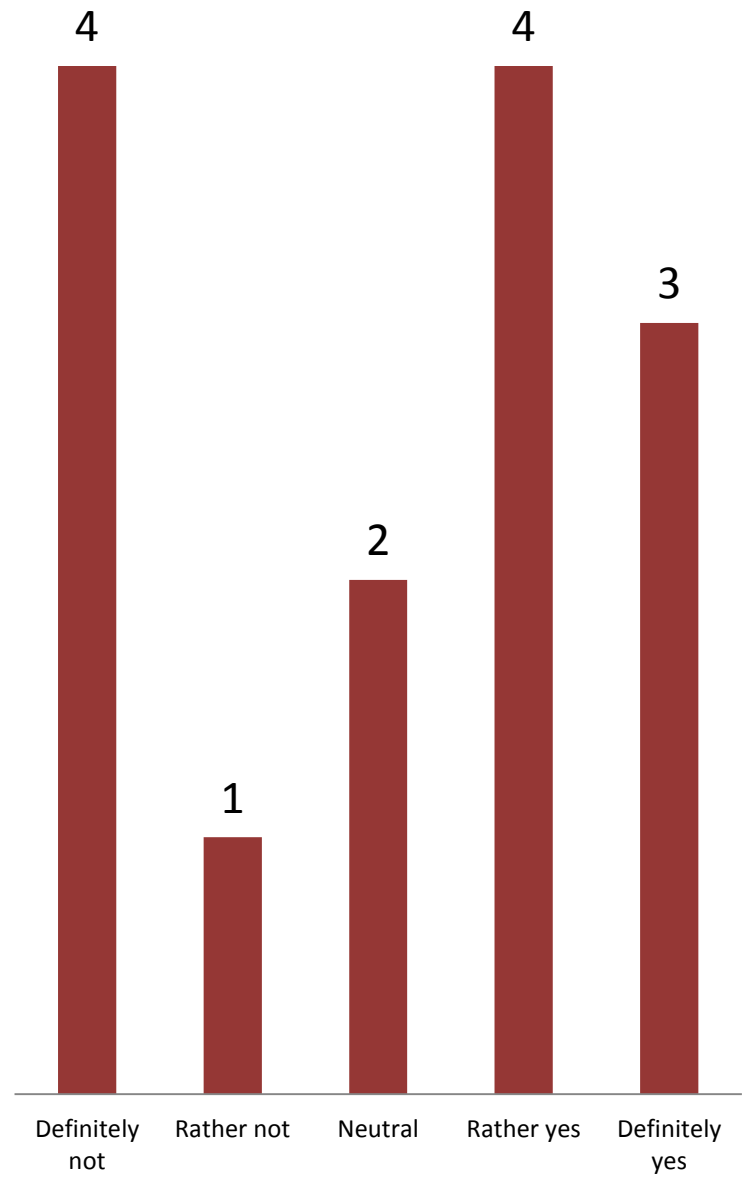
Finland



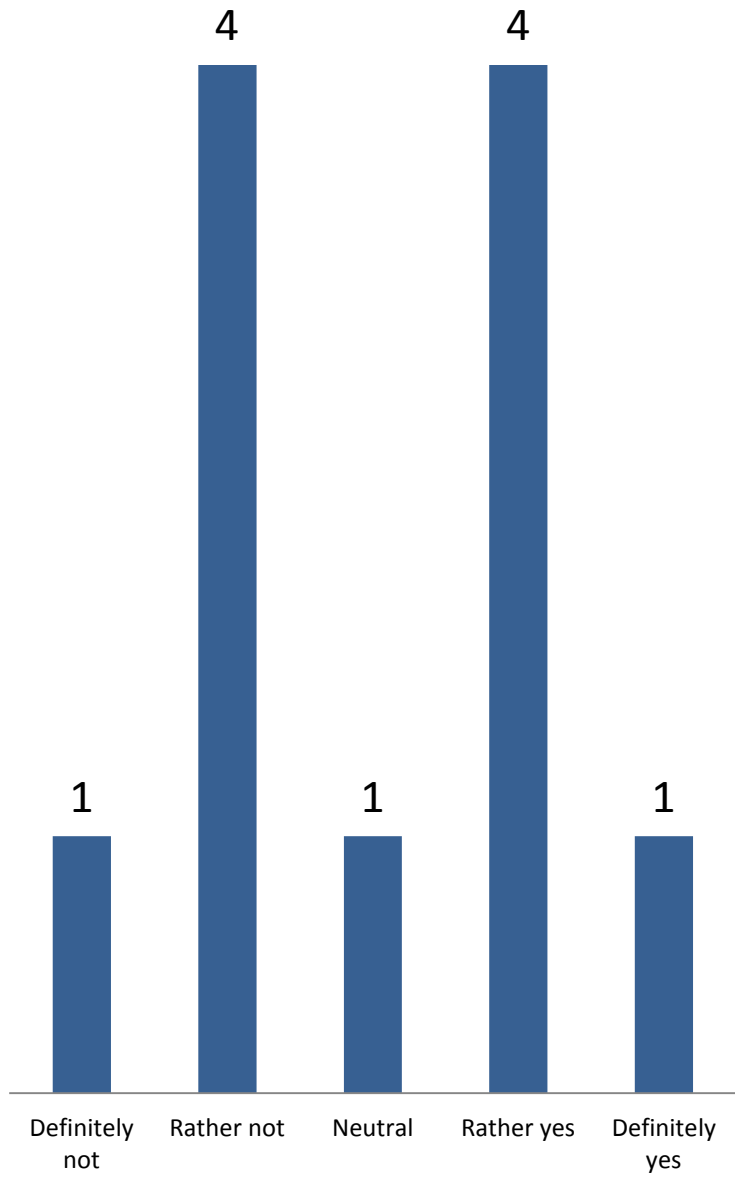
Greece



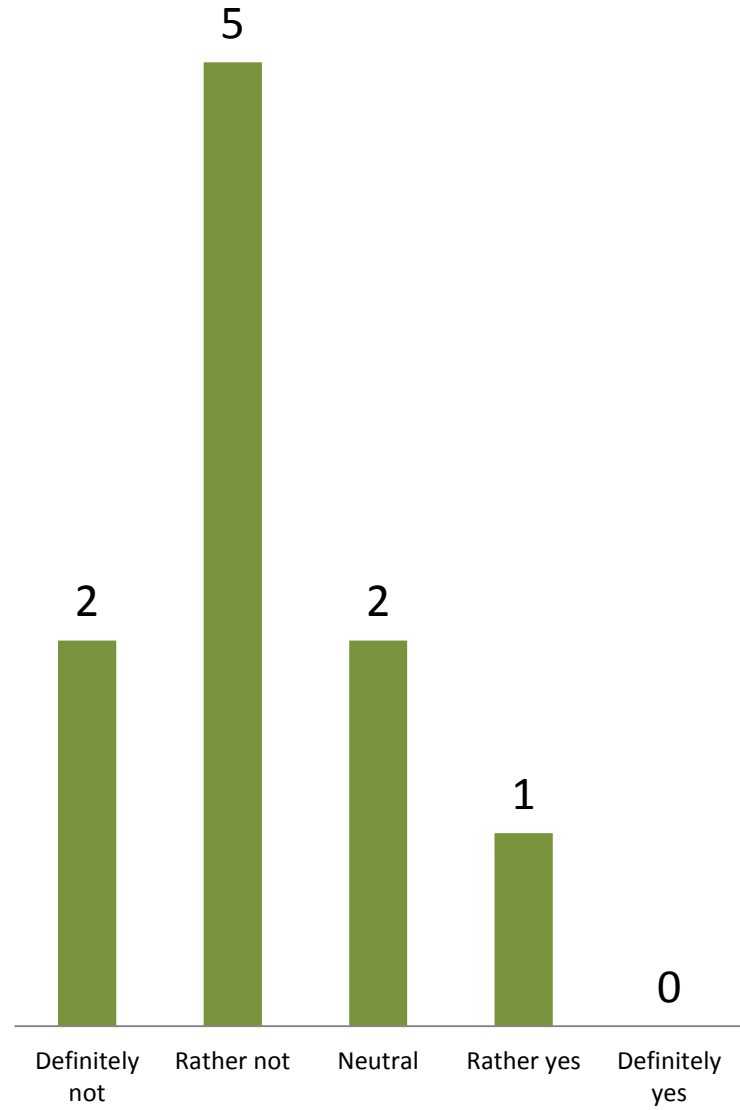
Portugal



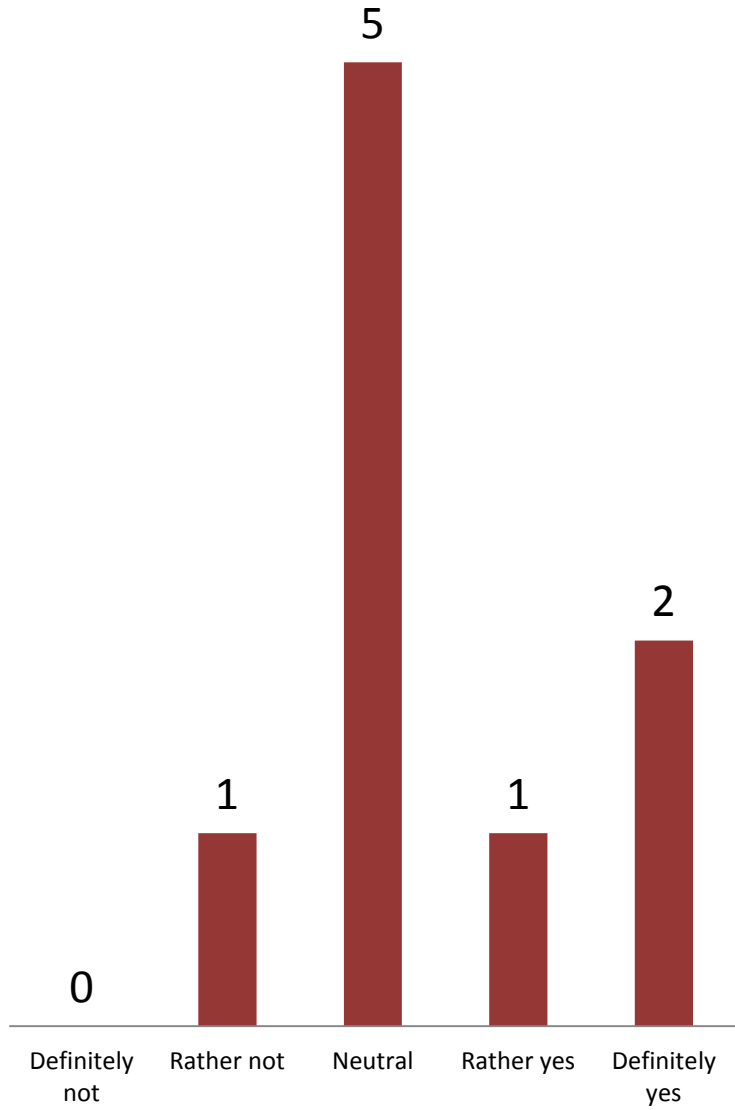
Norway



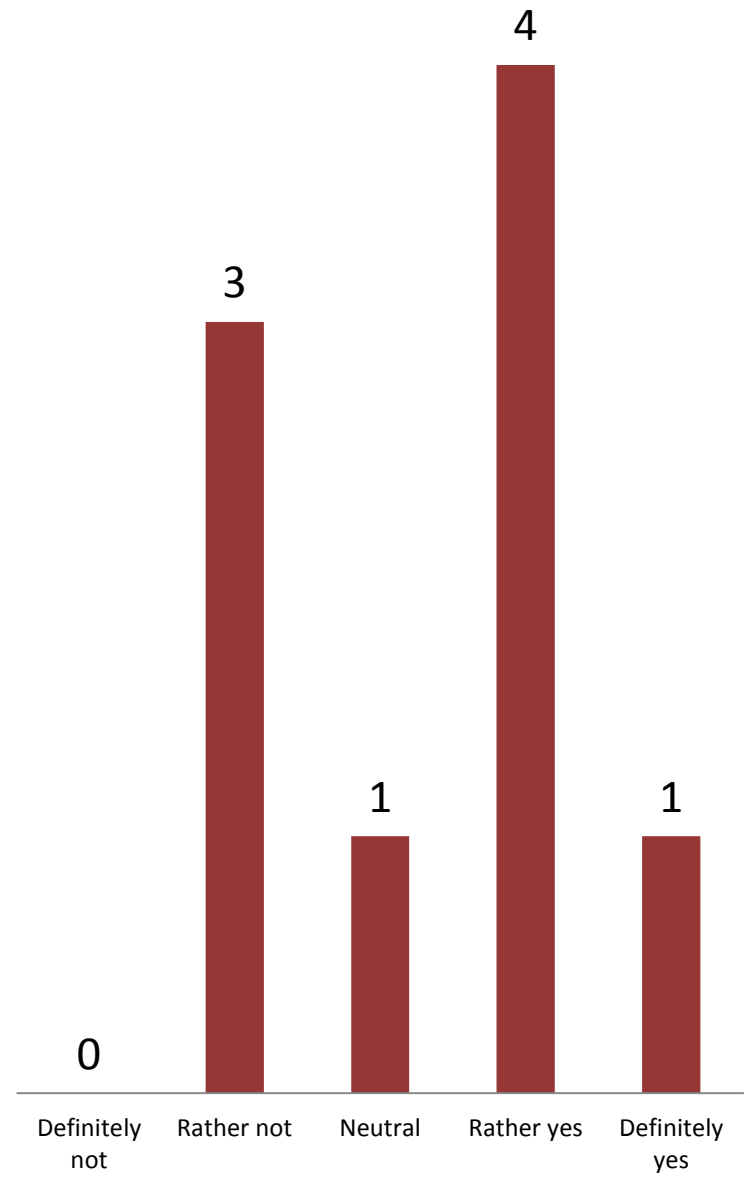
Romania



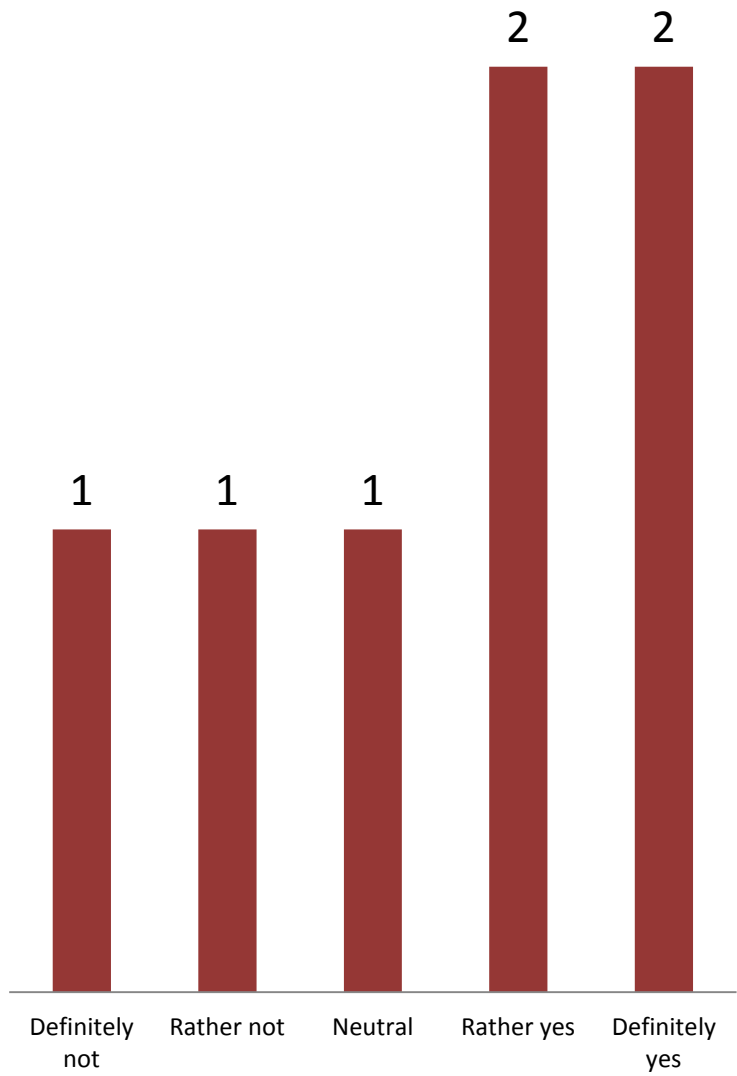
Switzerland



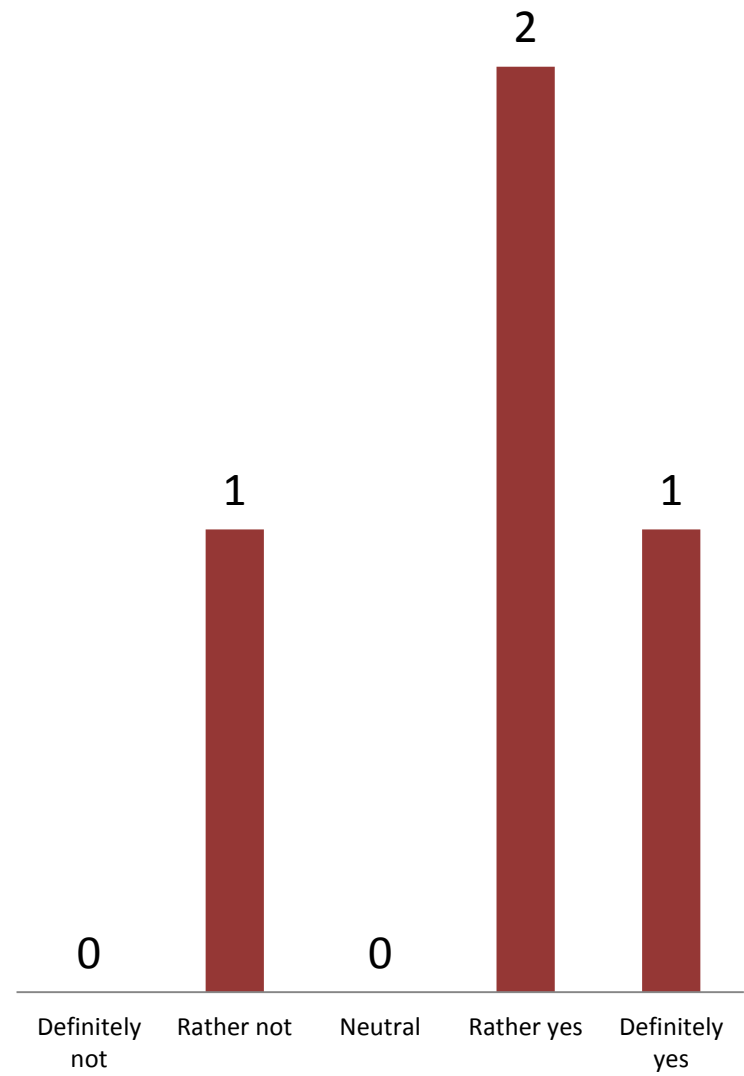
Italy



Croatia



France

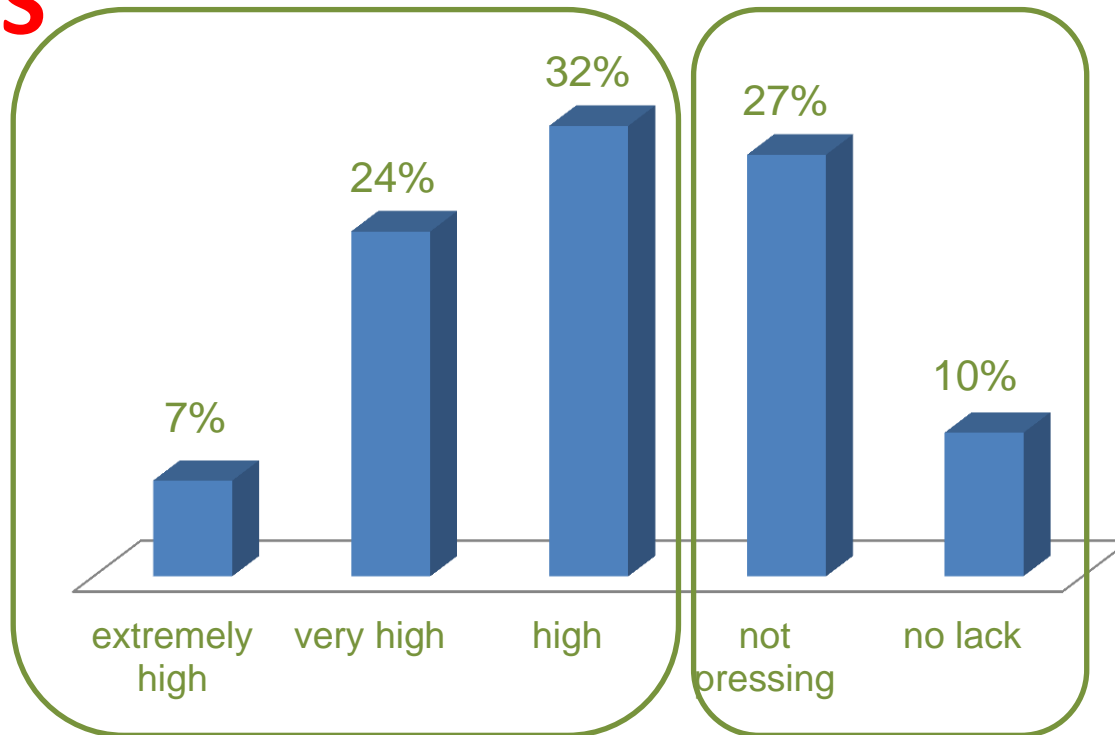


Is there an issue attracting graduates into the industry?

Account Manager

63 % YES

37 % NO

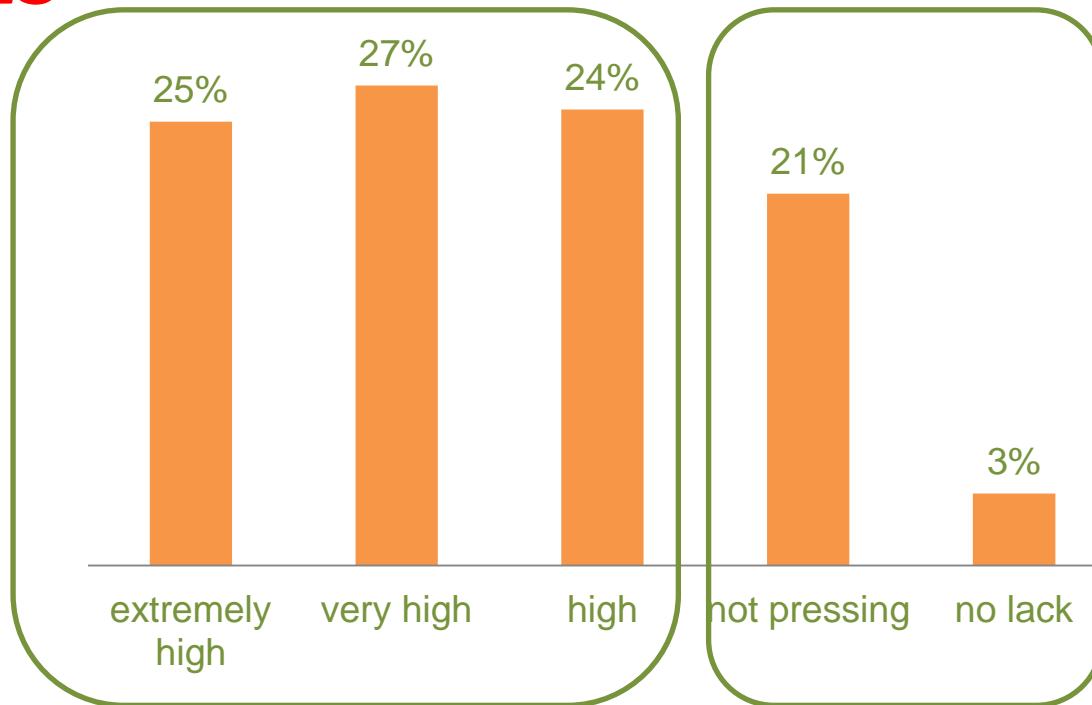


Do you have an issue attracting graduates into the industry?

76 % YES

Strategic Planning

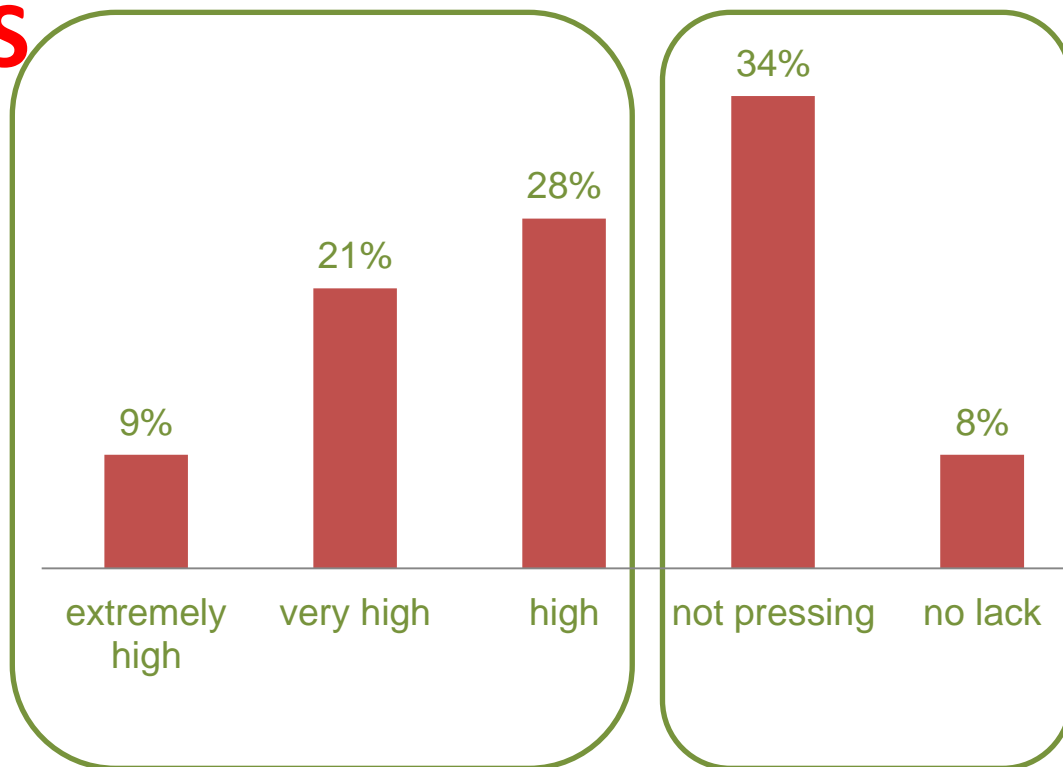
24 % NO



Do you have an issue attracting graduates into the industry?

Creative

58 % YES

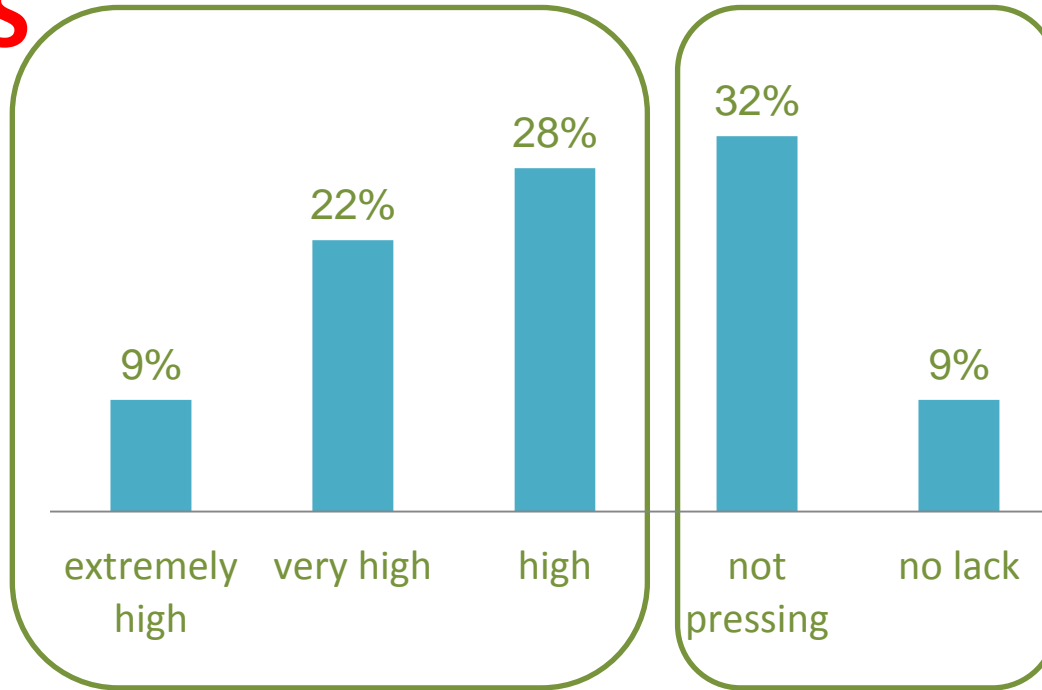


42 % NO

Do you have an issue attracting graduates into the industry?

Dialogue Marketing

59 % YES



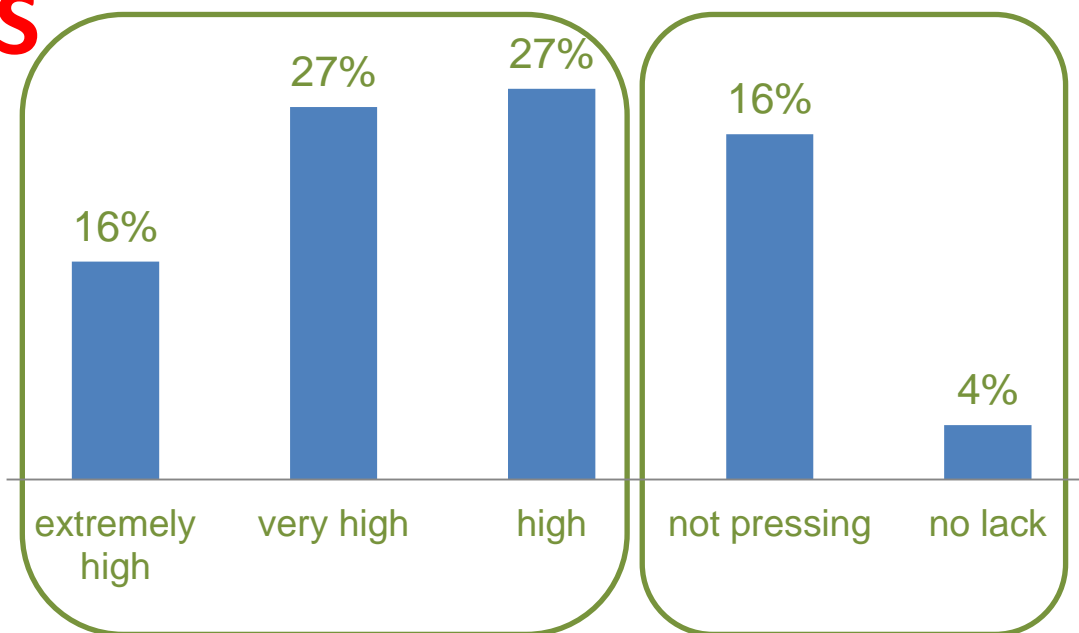
41 % NO

Do you have an issue attracting graduates into the industry?

80 % YES

Digital expert

20 % NO

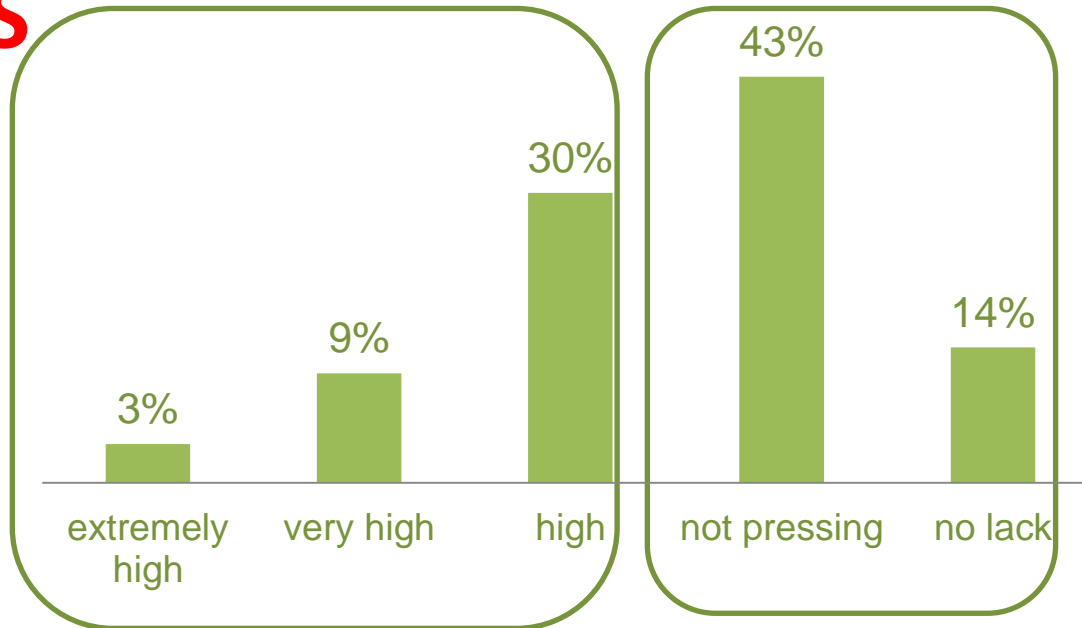


Do you have an issue attracting graduates into the industry?

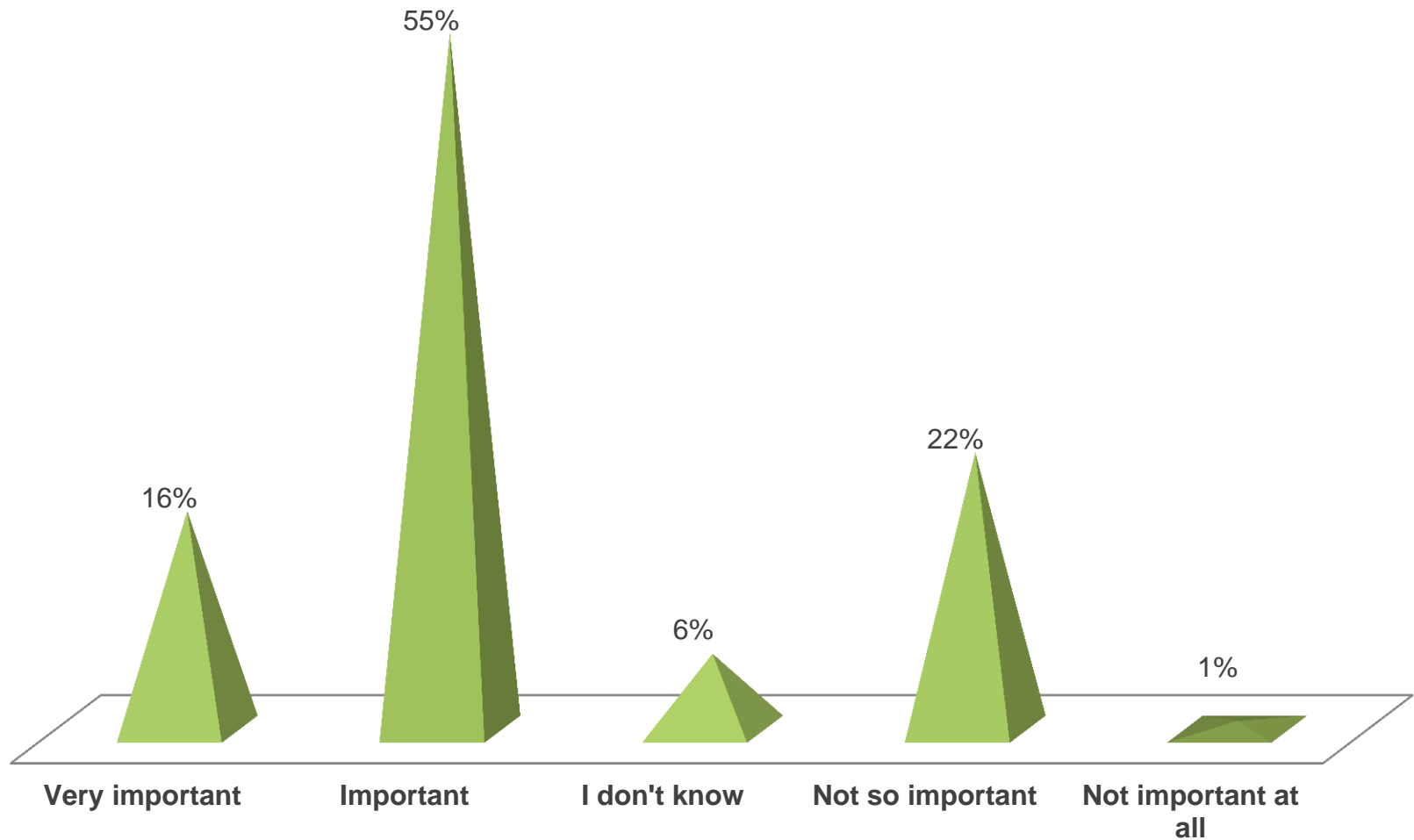
Media Planning/Research/Buying

42 % YES

58 % NO



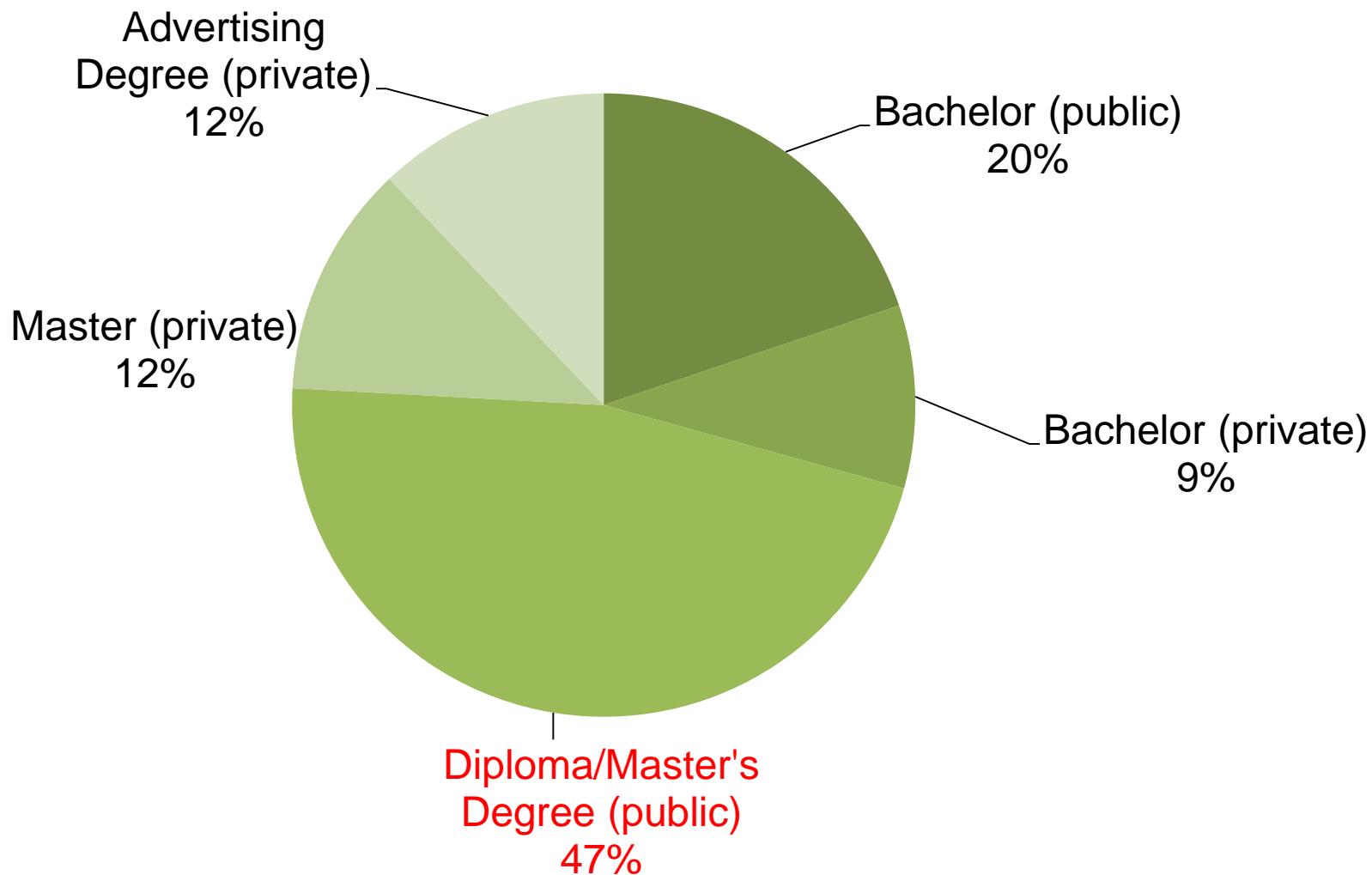
Is the type of higher education degree an important to a career in advertising?



Over 70% of respondents find higher education degrees important

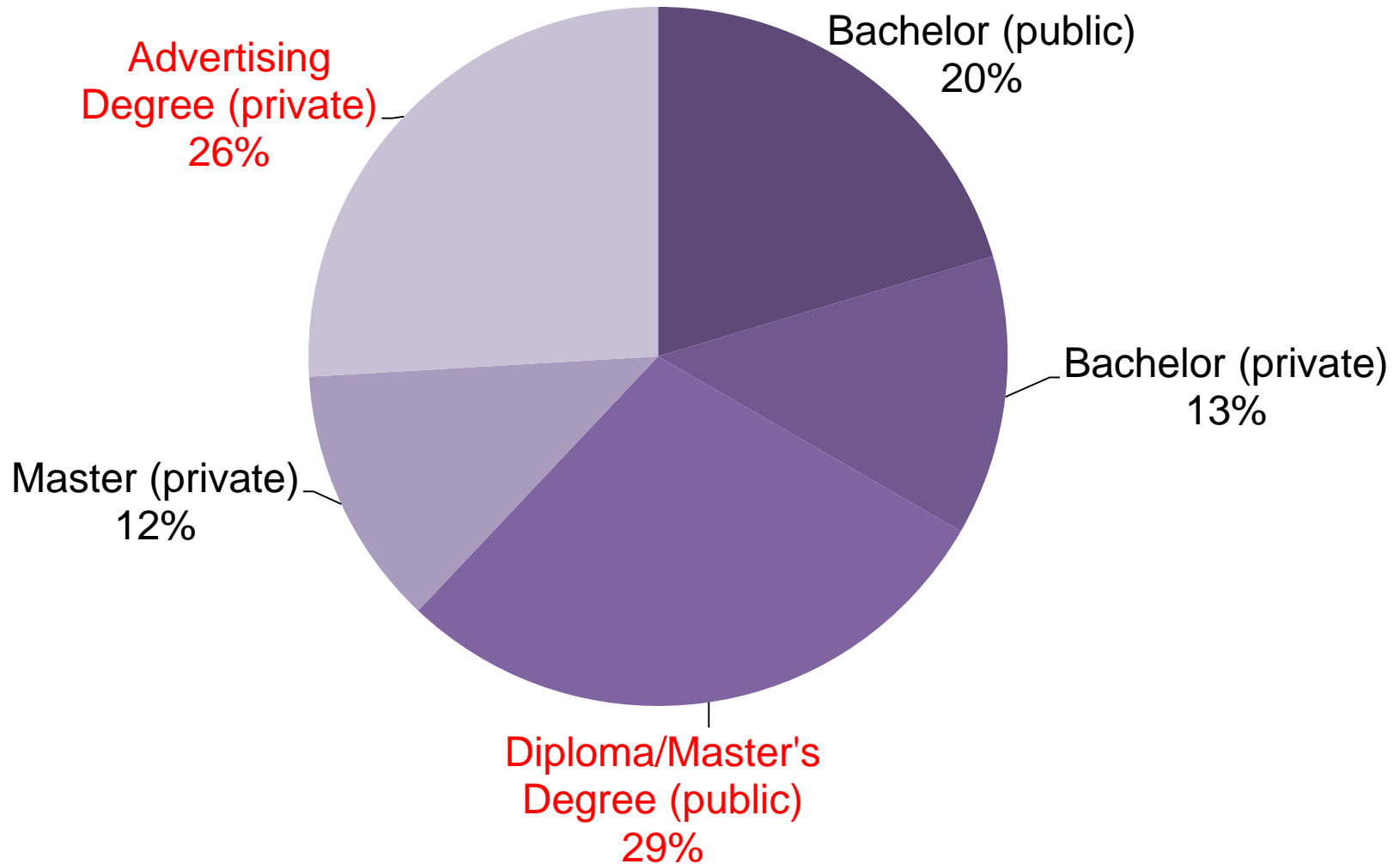
Which type of degree is best suited for entering the agency business?

For Account Manager

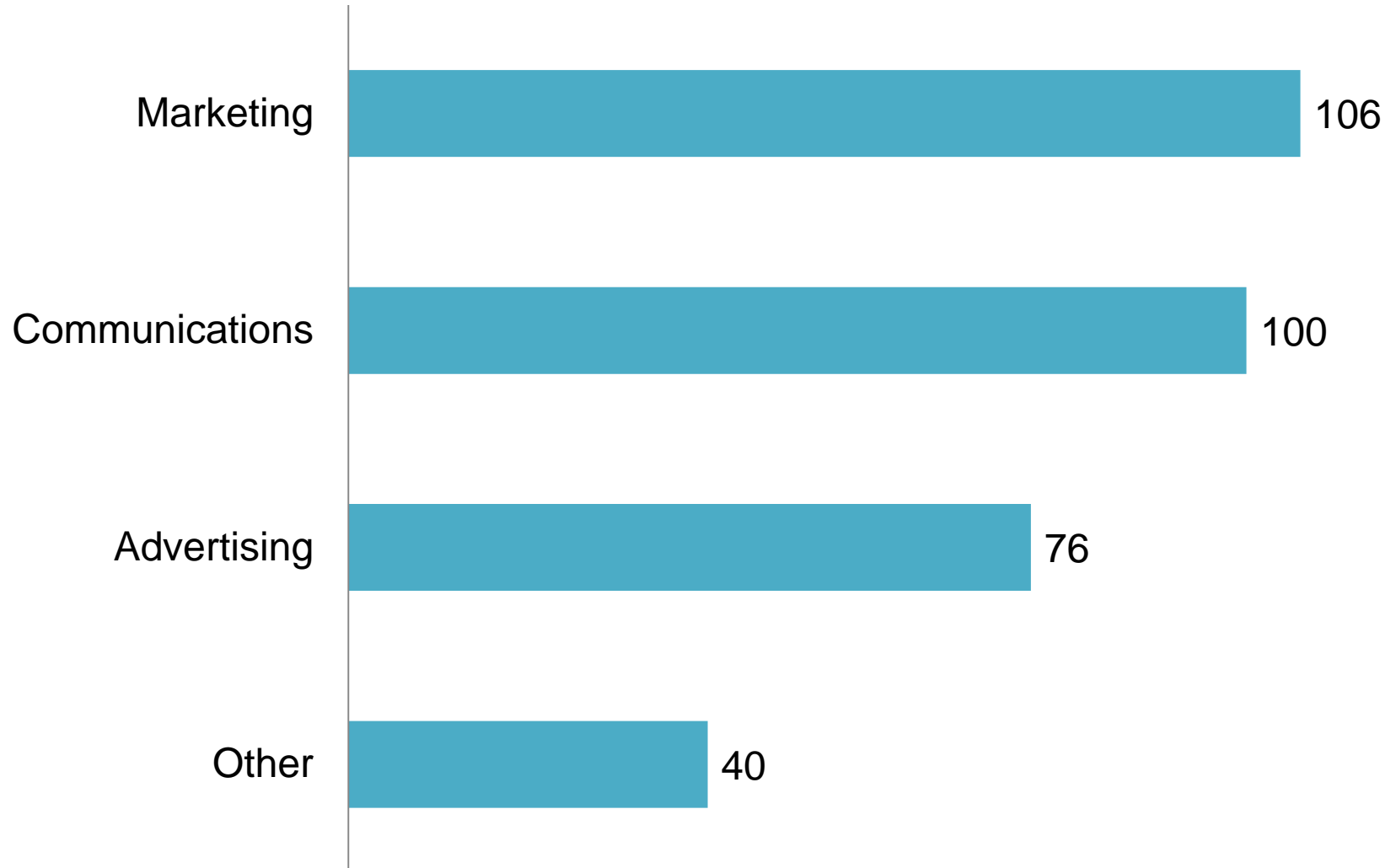


Which type of degree is best suited for entering the agency business?

For creatives

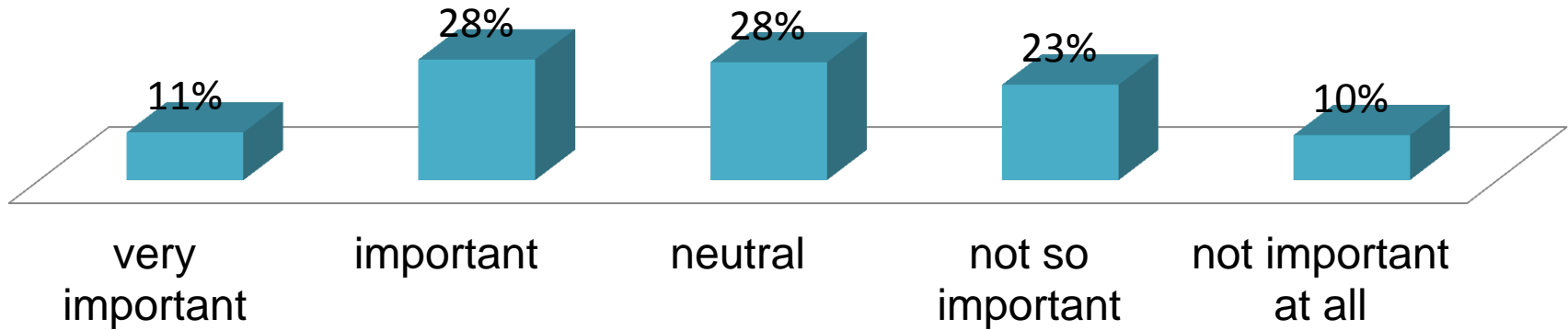


What background/degree do your junior employees have? (Multiple choice)

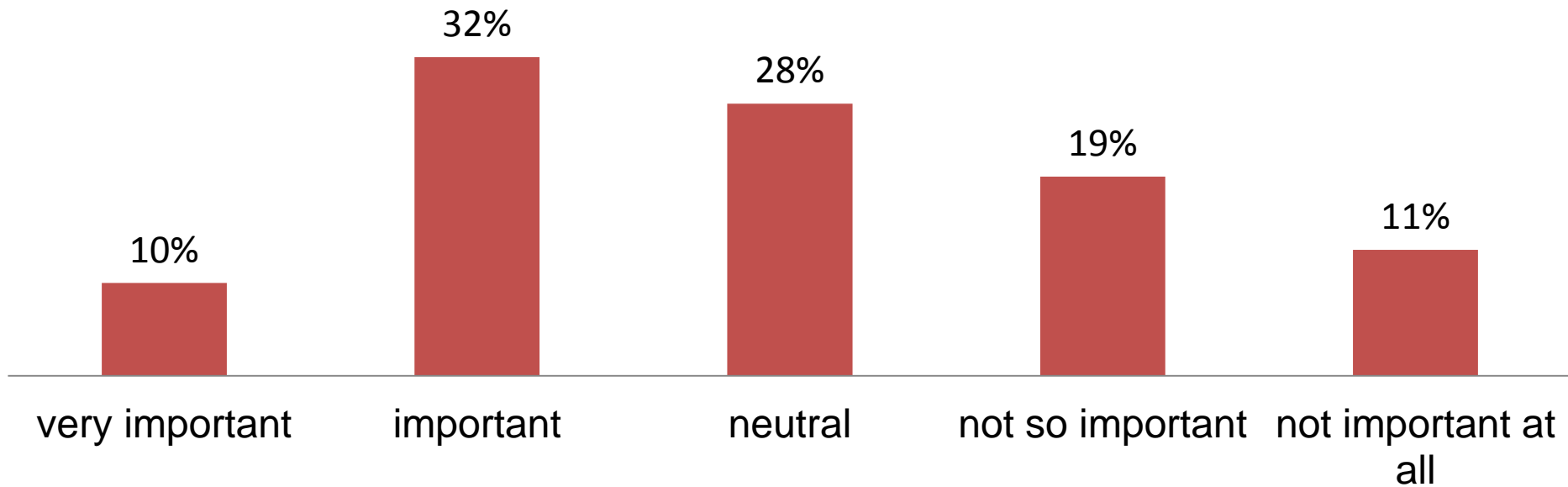


How great is the importance of the following channels for recruiting new employees?

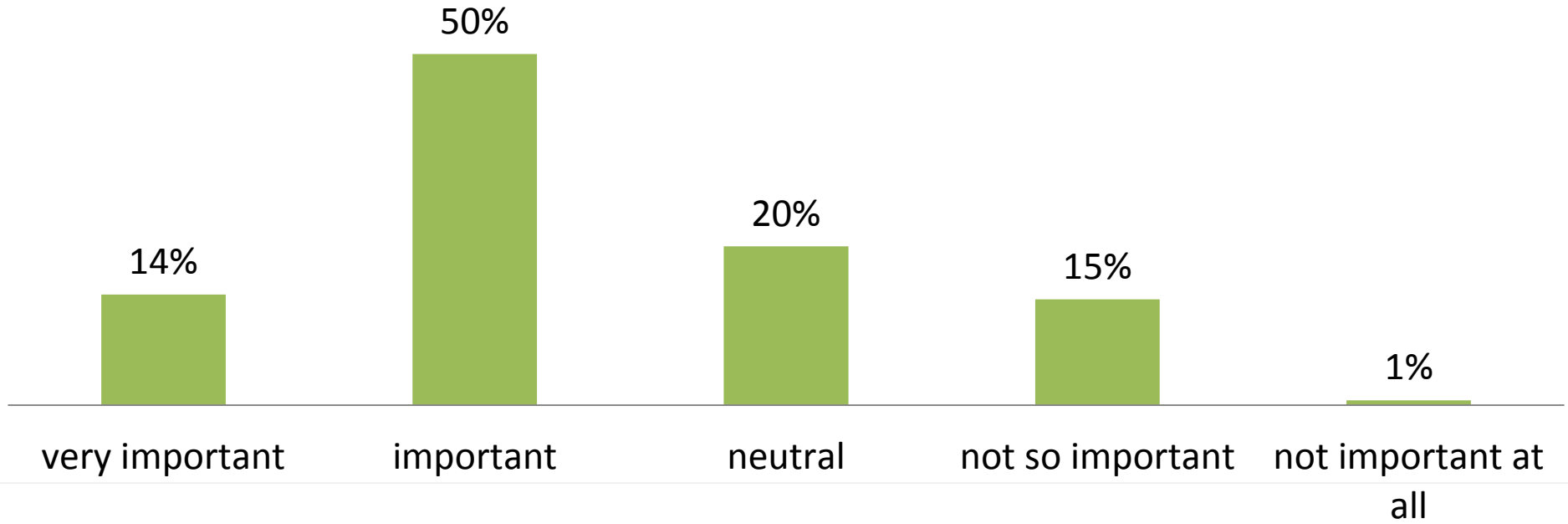
Recruitment consultancies



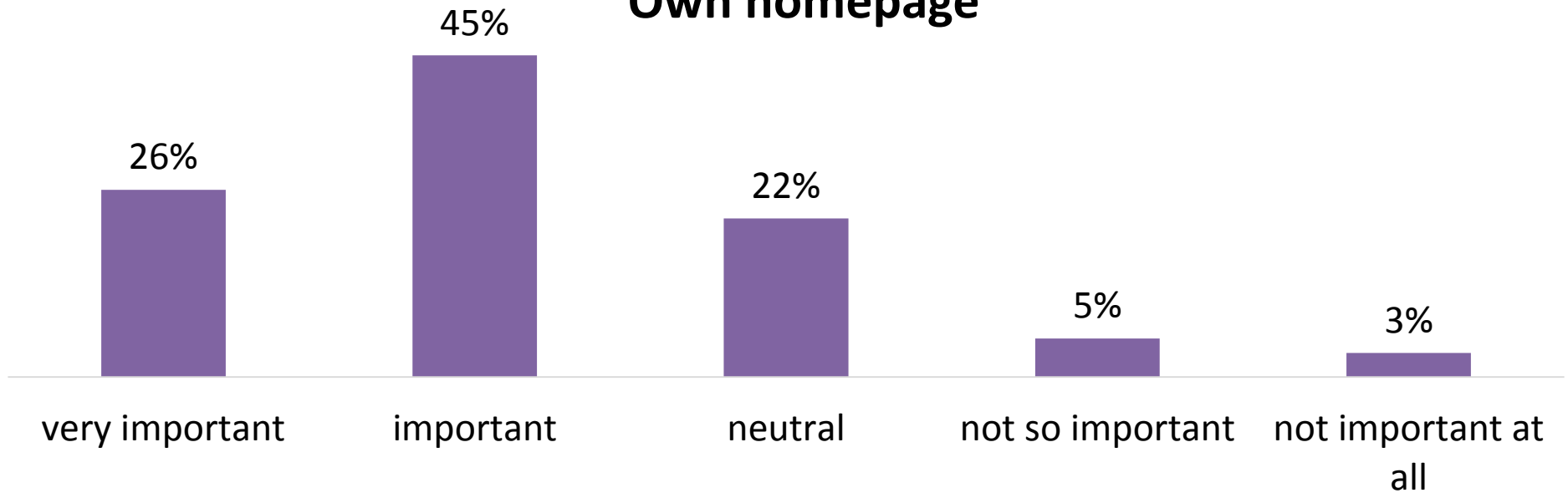
Facebook



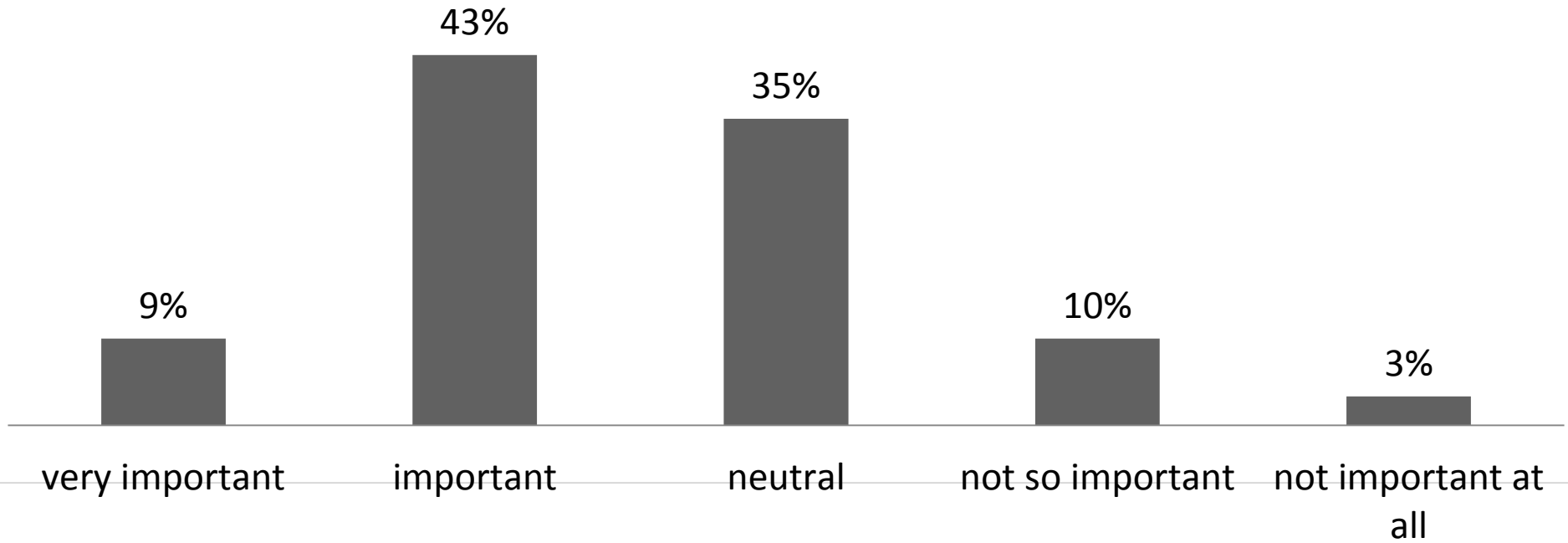
Job markets



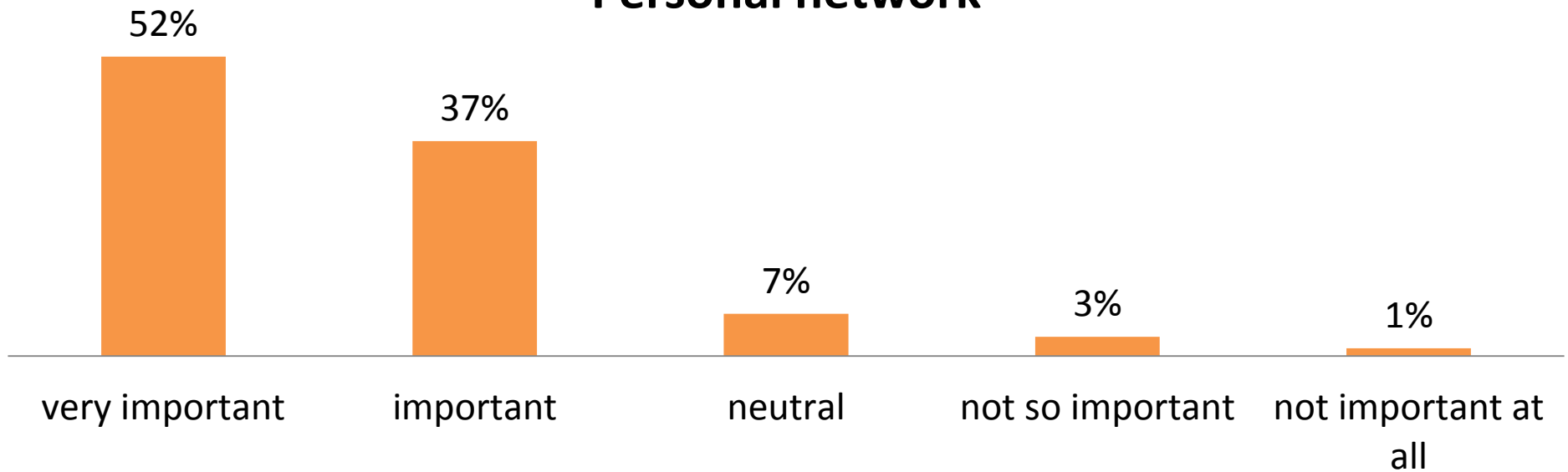
Own homepage



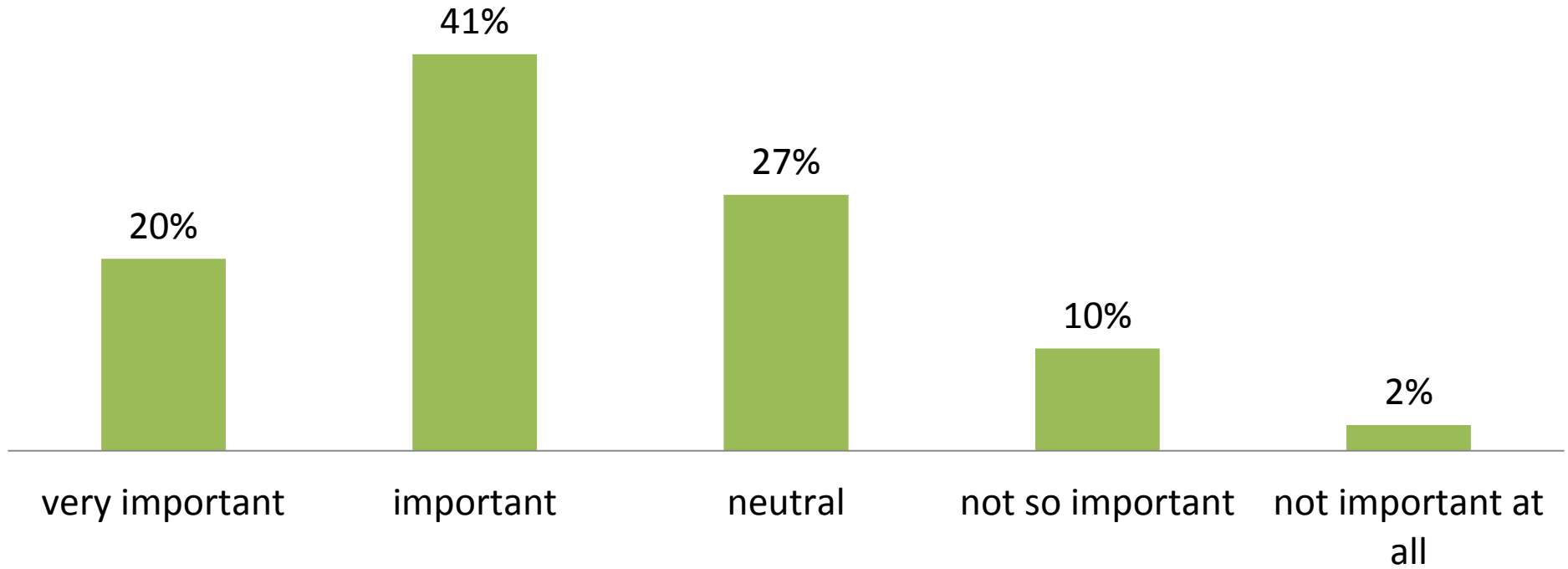
Universities



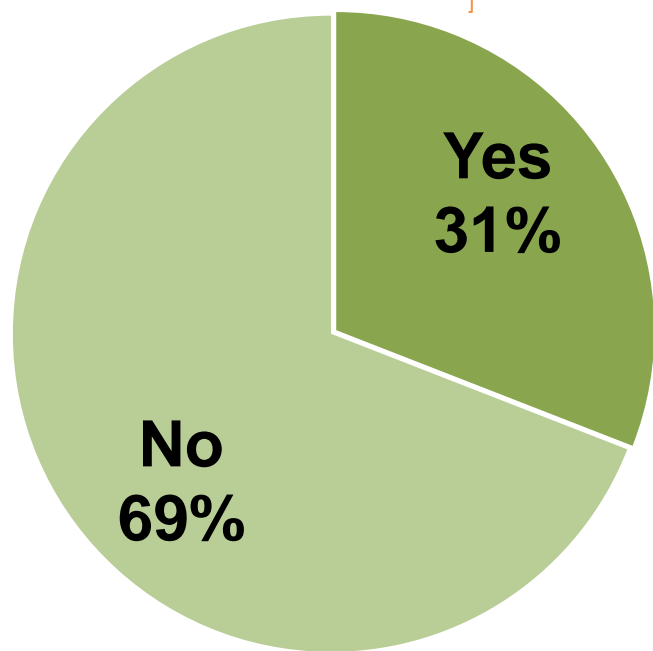
Personal network



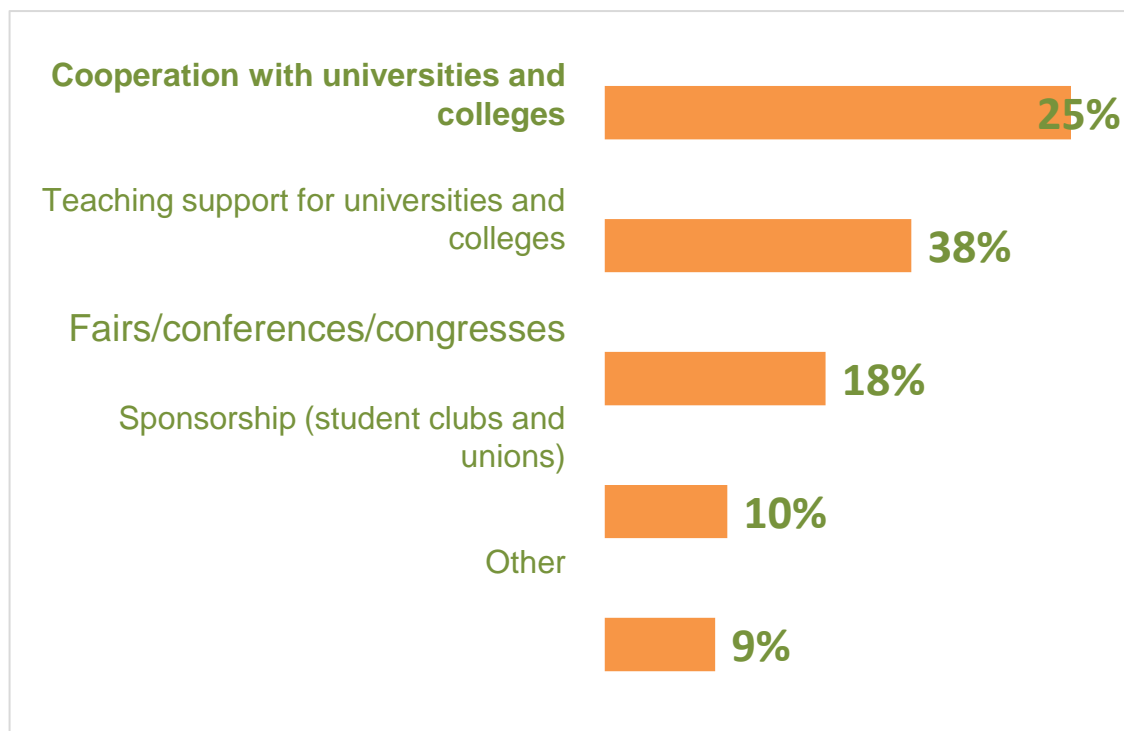
Other Social Networks (Linkedin, Xing)



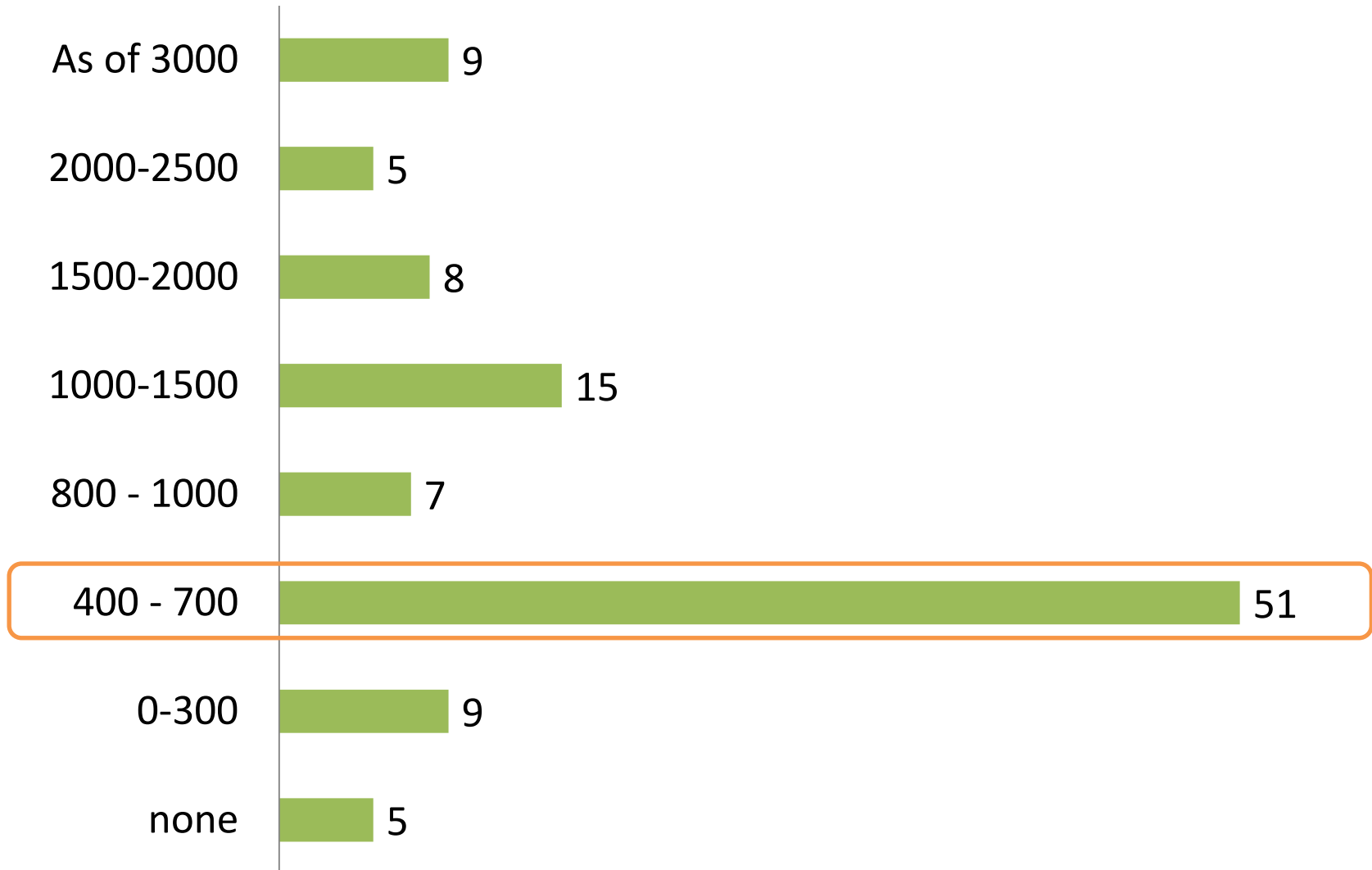
Do you have a budget for marketing activities aimed at universities and colleges?



How do you spend it?

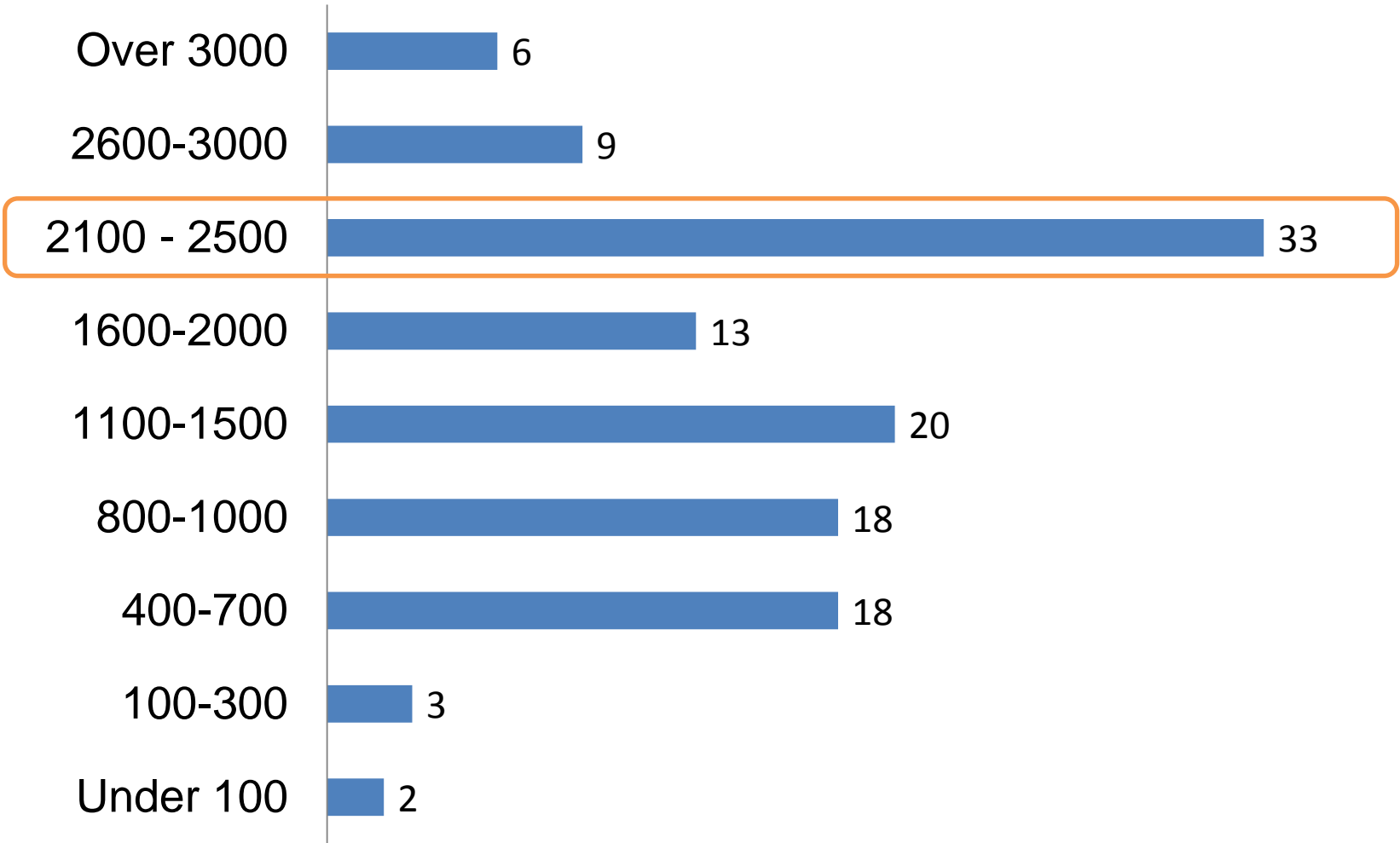


Which monthly gross salary do you offer your **INTERNS**?

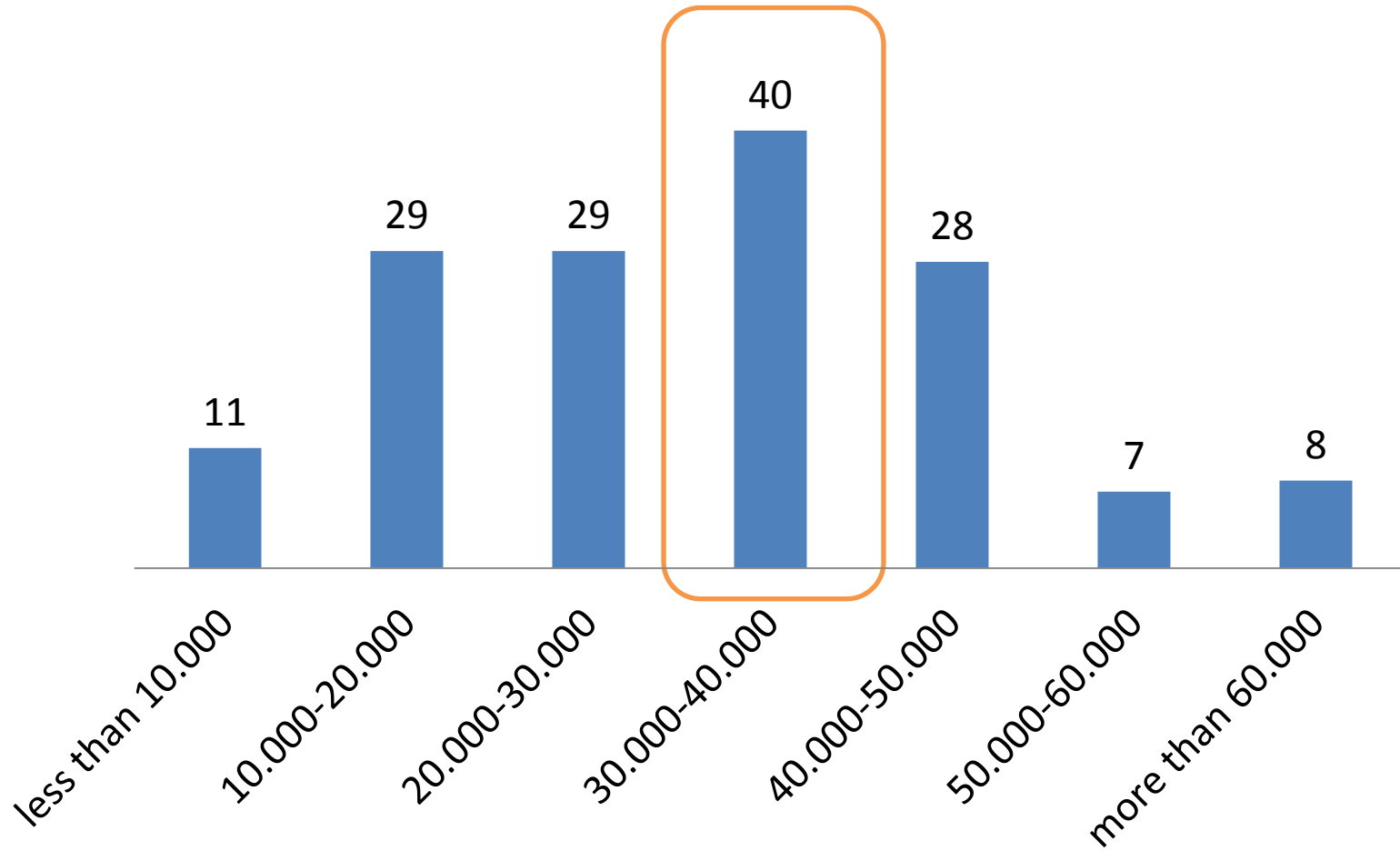


What monthly gross salary do you offer your JUNIOR STAFF?

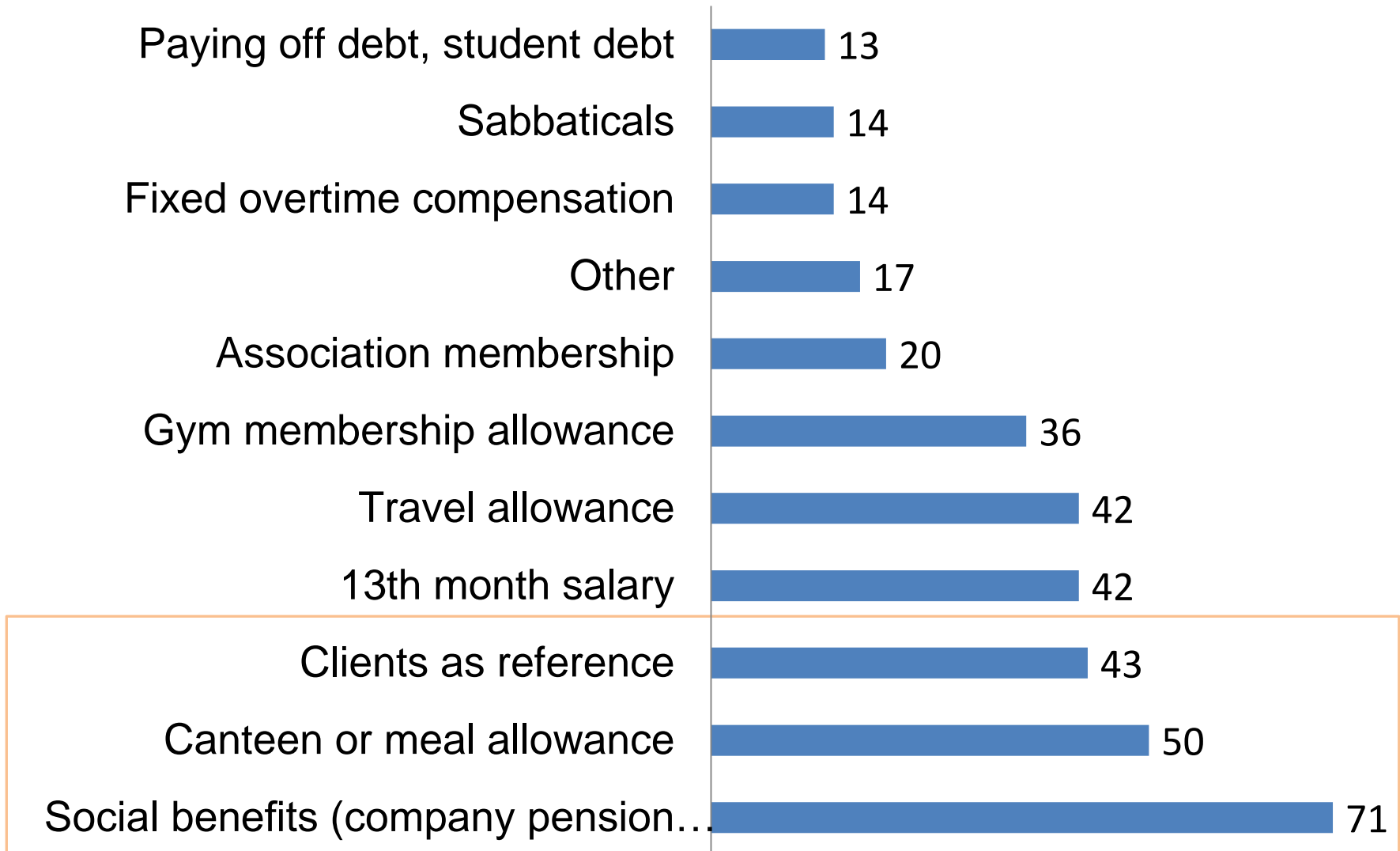
EUR



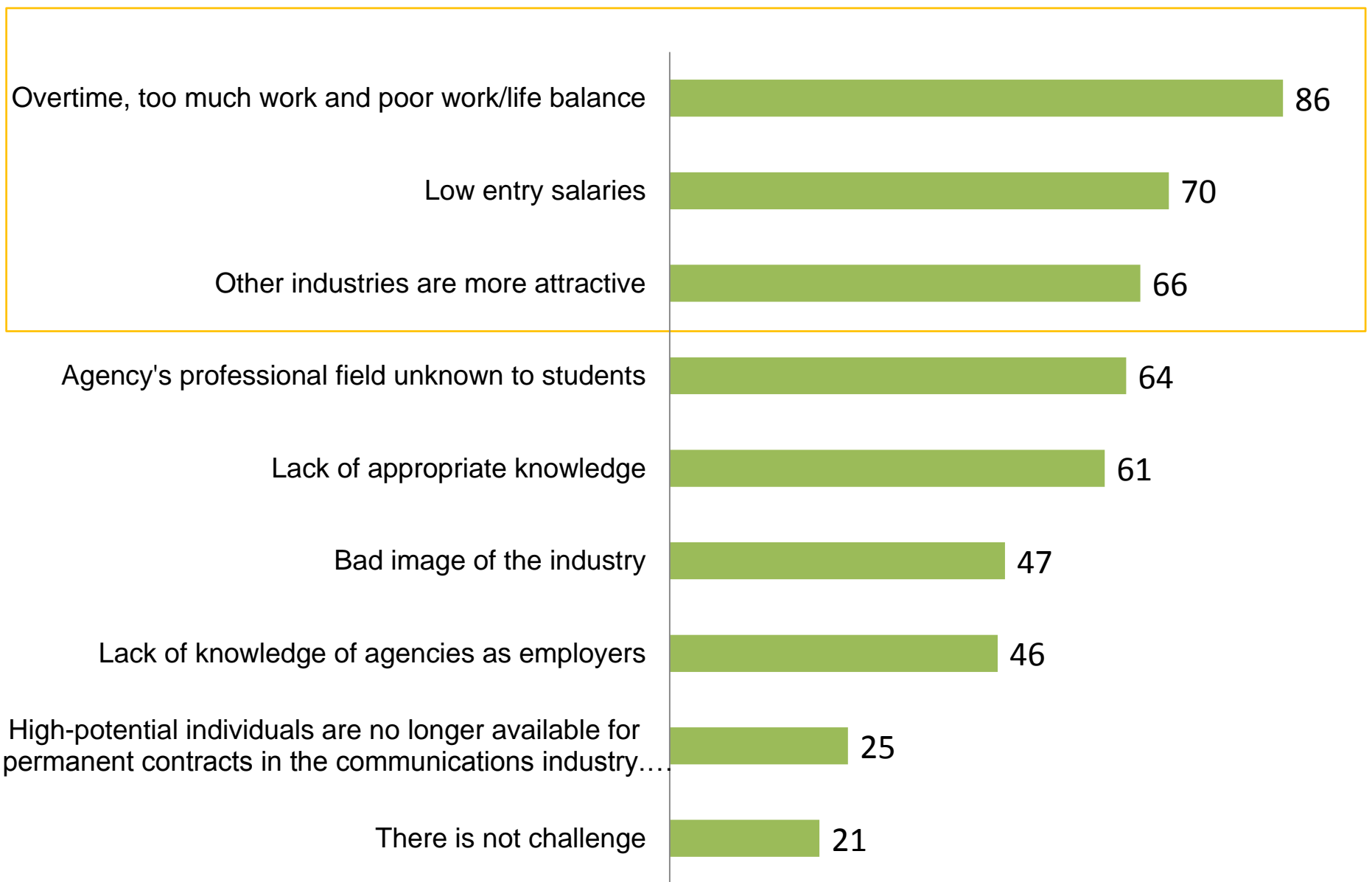
What **annual gross salary** could a talented and dedicated Account Manager expect after four years?



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