

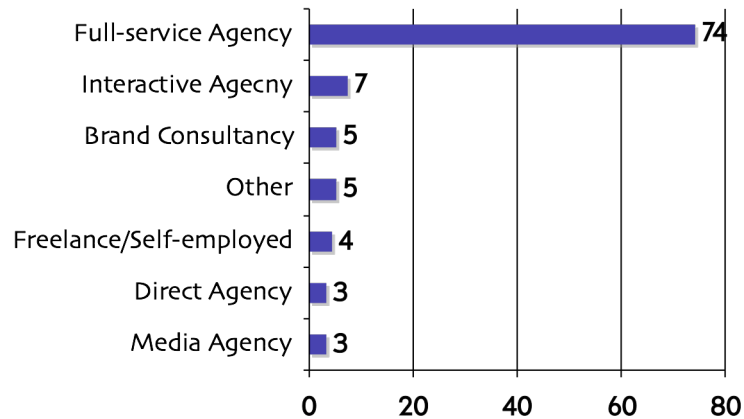
Account Planning Survey Results
May 2007

The 411

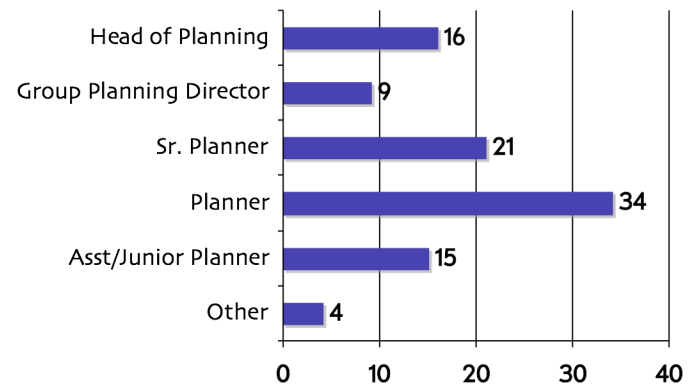
- Third year to conduct the planning survey
- Called upon planners to participate and pass on a survey
- This year several bloggers helped spread the word and we opened up responses to include planners from all over the world
- Topics included salary, experience, satisfaction, and aspects of supervisors
- 466 completed surveys (compared to 192 last year) from March 16 - April 8
 - 58% Men/42% Women
 - 38% from outside USA

Some overview info (in percentages)

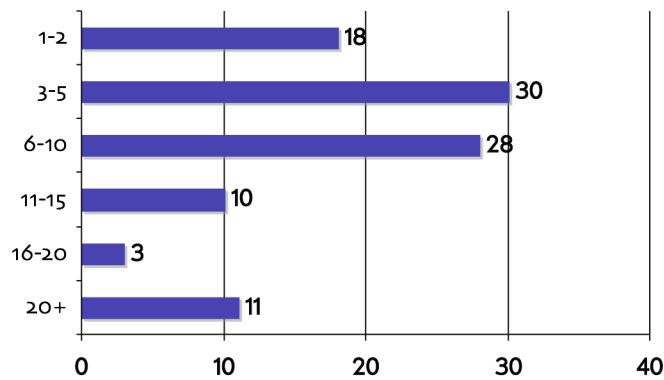
Company Types



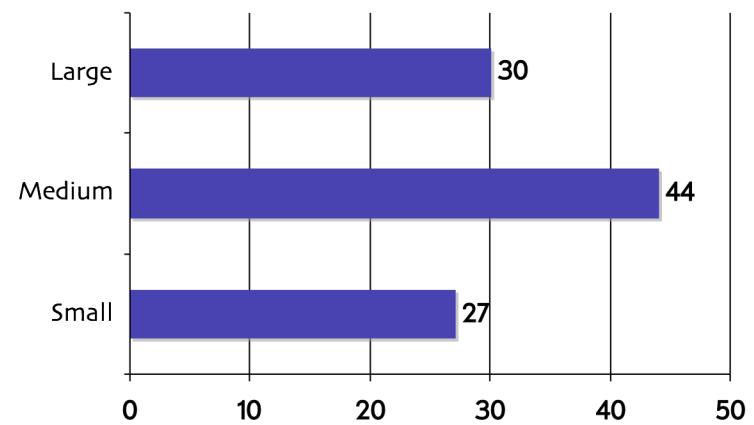
Participants by Title



Size of Department at office location



Agency Type



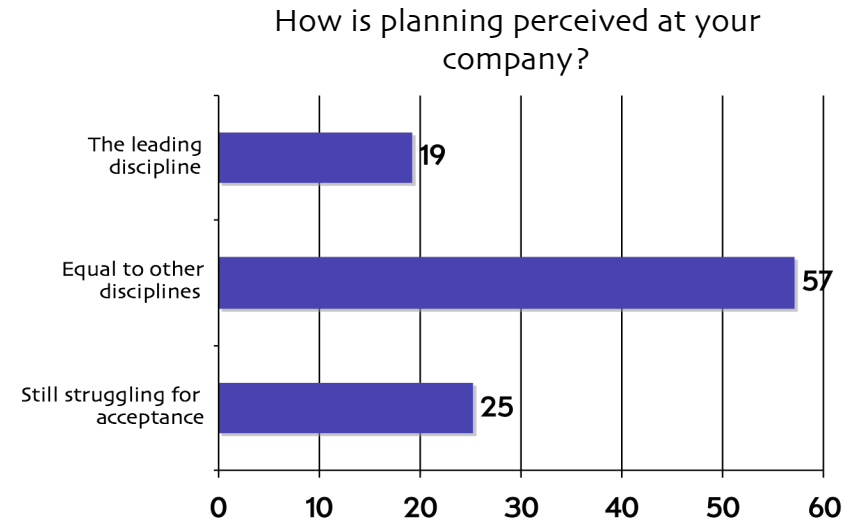
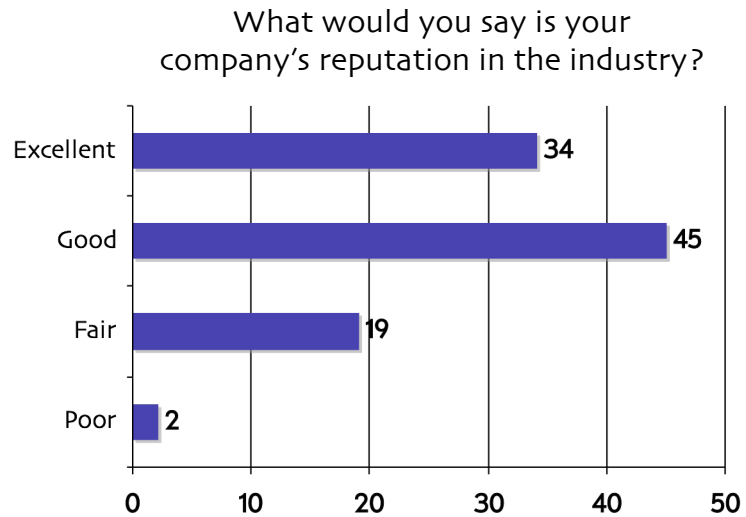
Avg. Size of Dept *at office location*

Large:
28% have
20 or more

Medium:
7.4 planners

Small:
4.2 planners
(28% are
1-person
departments)

Some overview info cont. (in percentages)



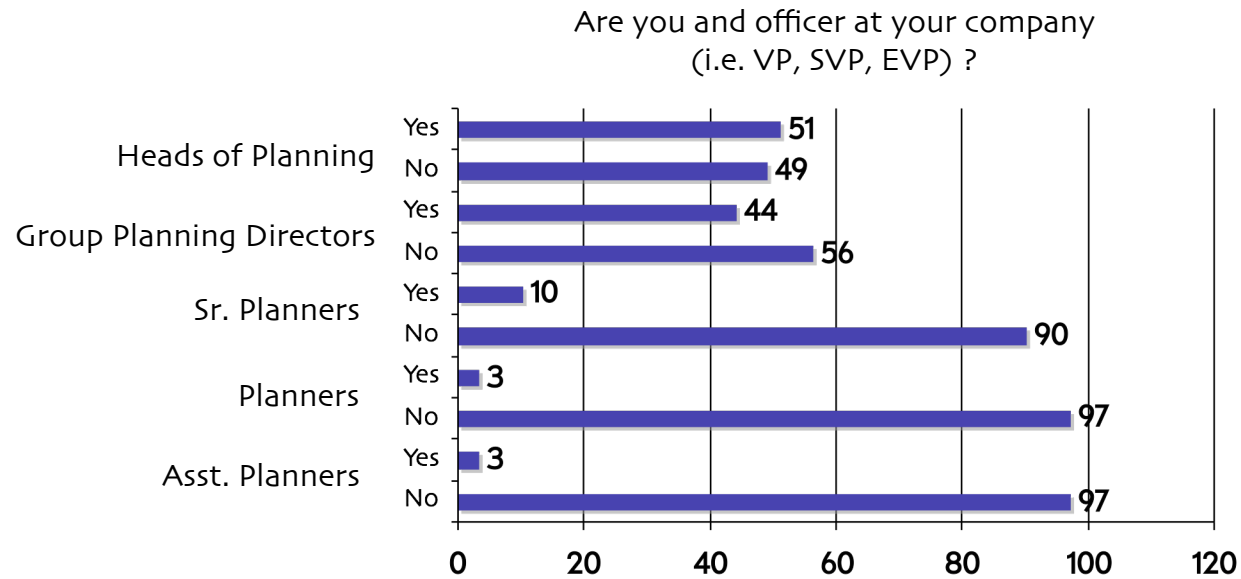
I have a foreign accent
(among USA planners):

Yes: 13%

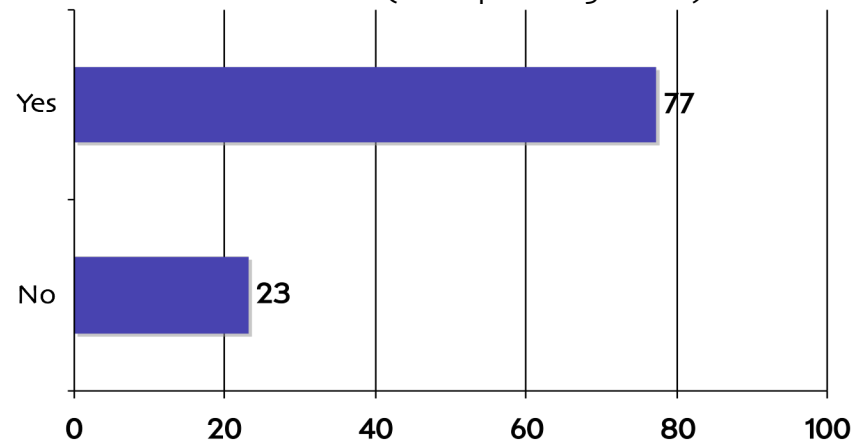
No: 87%

} 3% increase from last
year

Some overview info cont. (in percentages)

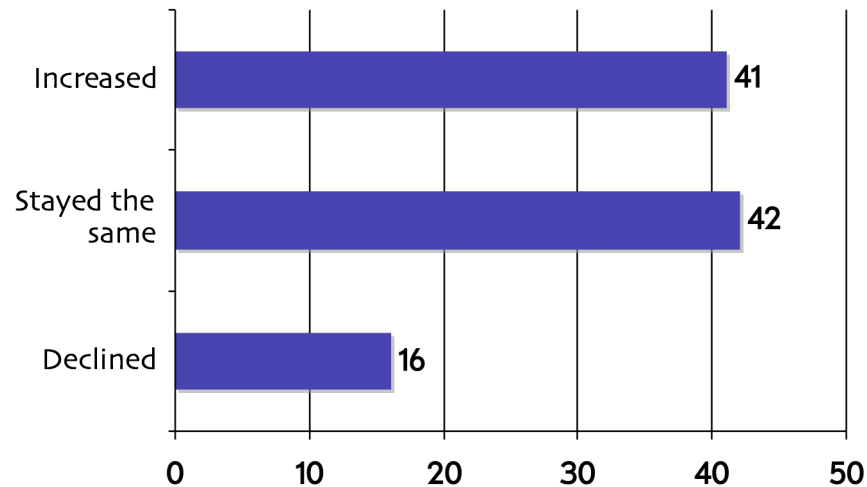


Is the Head of Planning at your company part of the executive committee (i.e. top management)?



The quality of planning (in percentages)

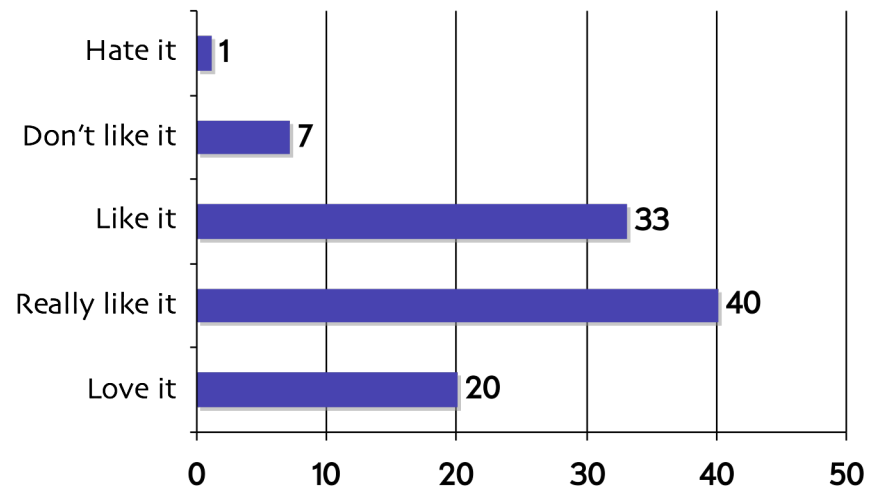
Over the past few years, do you feel the quality of planning has:



Definitely read the appendix for texture, but those who think it has increased credit blogging, generosity of thinking, better defined roles, the challenges of the world pulling us up and better people. Those who see it in decline cite dilution of talent, ill-defined role, and poor work. For those who think it has stayed the same, they mention it's not better or worse, just different, or they still see the same things over time.

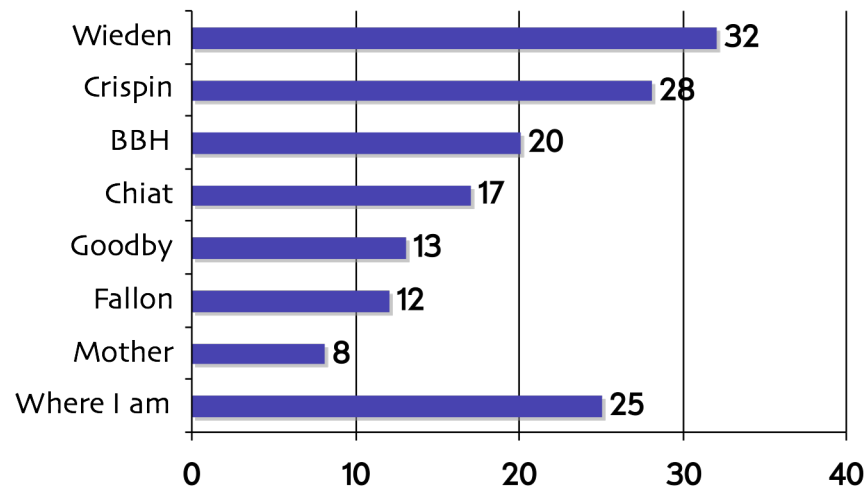
How do we feel about our jobs? (in percentages)

How much do you like your current job?



The perfect company?

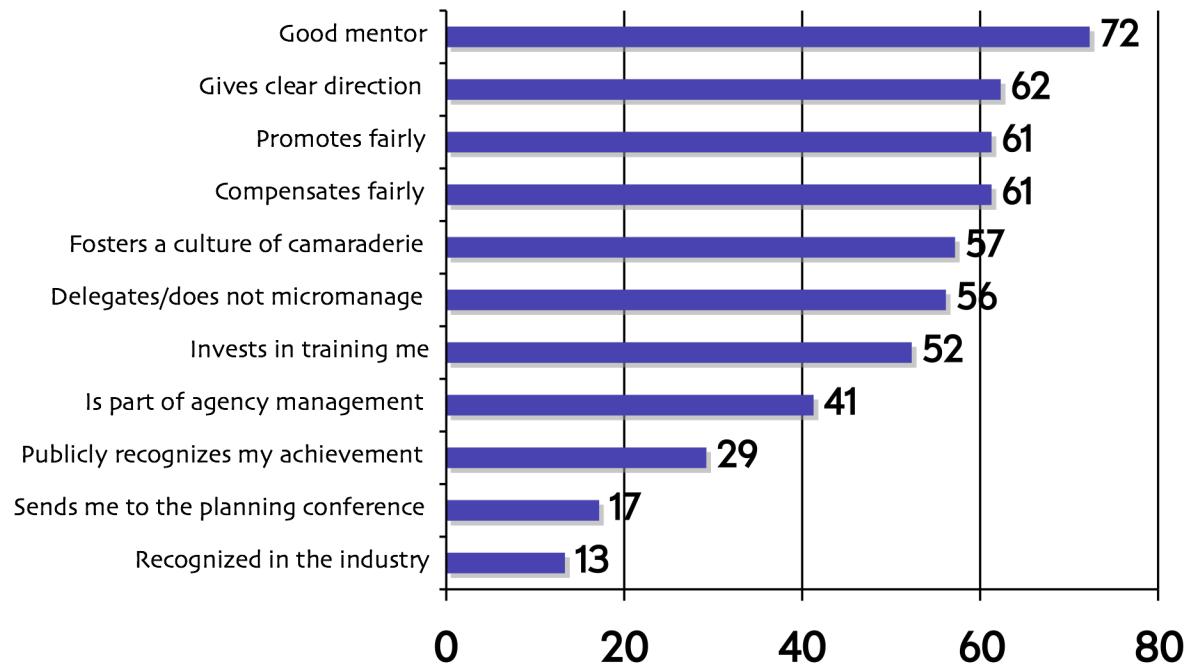
If you could work at any company in your field, where would you aspire to work? (number of mentions)



Lots of one and two mentions of places like Naked, Anomaly, and AKQA. Only a few mentions of starting own business or getting out of advertising at Google, Getty Images or EA Games.

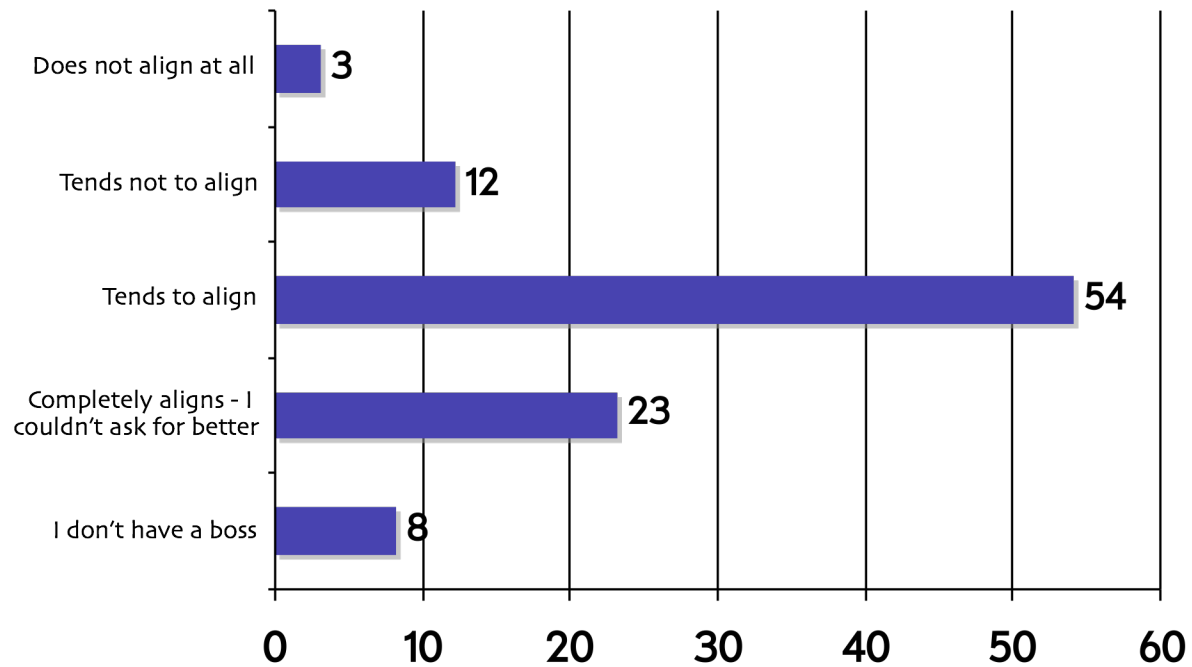
Our bosses

How important are these bossy aspects?
Percent of “very important”



Our bosses (cont.)

How well does your current boss align with what you feel is important?
(in percentages)



Looks pretty good out there. Keep up the good work.

Advice for bosses

SPEND MORE TIME

Stop trying to be everyone's best friend and start managing the dept. Be around more often.

Talk to us, be more transparent

Give clear direction. Stop and discuss and be patient.

Have more time for me and stop canceling our meetings

Take the time to be interested

HIRE MORE

Hire more planners, especially junior planners to free me up to do the thinking I need to do

Hire more planners

Invest in more staff!

Continue support, approve staffing plan for more planners!

INVEST IN TRAINING

Splurge for some formal training, we're a small agency so \$\$ is always a factor.

More training and more people for the department is always better.

Invest in education/training for much of the group.

Provide training for the Senior/Group Planners so that the department is more self-sufficient and able to utilize junior planners better

CREATE A DEPARTMENT

Promote unity/idea sharing among department.

Mix things up, encourage more learning from different members of the team

More frequent department meetings/outings

More discussion amongst planners

Invest in and give incentives to jr. planners – bad for everyone to have a lot of turnover.

Work on building team camaraderie. We're so busy, I often don't feel like we're a team.

CHART THE COURSE WITHIN THE AGENCY

Let's get aggressive as a department – with regard to internal management leadership. Get planning at the front of the line, whether it be new biz or brand stewardship. We should operate as an independent unit within the agency.

Stand up for our department more within the agency. We are doing fantastic things with brands that were all but dead before they came to us and the great strategic ideas and thinking that is happening in our department is being overlooked because our leader does not like confrontation. However, he does a great job of managing our department.

Take more of a "stand" when it comes to strategic issues.

Advice for bosses (cont.)

THOUGHT LEADERSHIP

Focus on bringing thought leadership to our discipline and to the agency

Understand the changes – in the business and thereby the communication planning function – better.

Get serious about changing the way we work to be better at new media vs just talking about it.

There should be a fund/billing# for general research... ex: trend searching helps all accounts, not just one client... there should be more room for big-picture, thinking projects.

Be more aware of developments that affect the industry (neuro science, innovation, consumer generated content) and use rather than fear change

DELEGATE

Delegate tasks based upon company business objectives

Delegate more

Give young planners more projects to take over on their own – rather than tasks

Communicate more and delegate more

MENTOR

Train us! impart your award winning wisdom

Be a mentor and avoid the no need/ready to know approach

Mentor me more! Help me learn!

PAY FAIRLY

Pay a living wage.

Monetize our involvement.

Small compensation says more than public recognition

Align department salaries with the nationwide averages

KEEP IT UP

Does a very good job!

He is doing great.

He's only been here 2 weeks. So far, so good.

Nothing – he is more than I could ever ask for.

OR NOT

Let us do OUR jobs and you worry about your own!

Get the fuck out of the way.

Retire - get out before you are sacked

CHILL

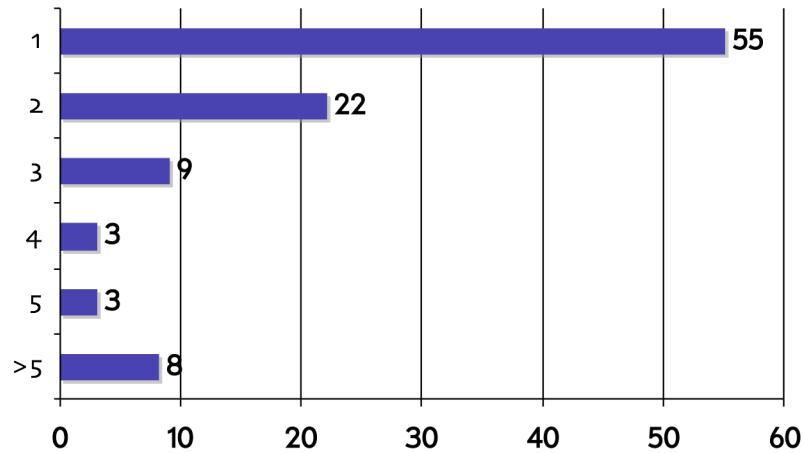
Stop being so paranoid.

Relax. The weight of the world is not on your shoulders.

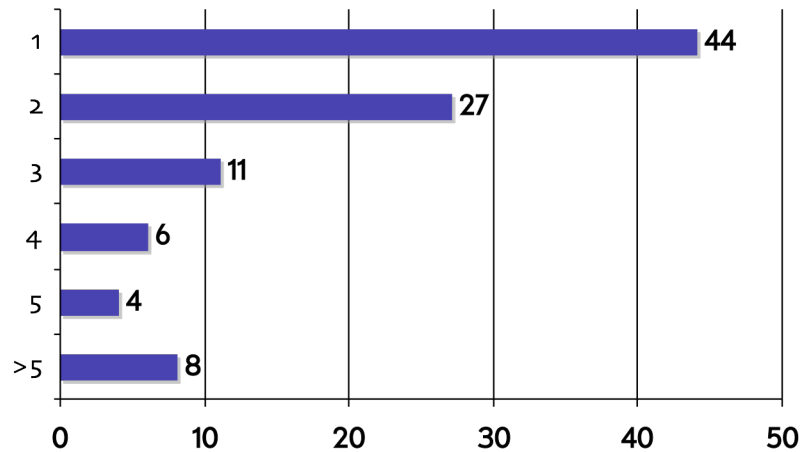
Chill out.

Planners on the move (in percentages)

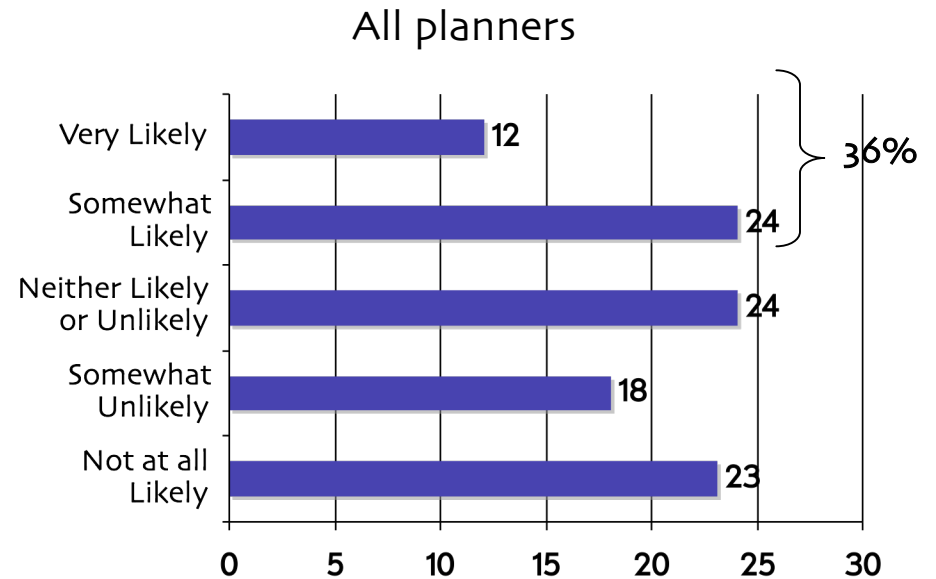
Number of years at current co.
USA



Number of years at current co.
Outside USA



How likely are you to change jobs this year?

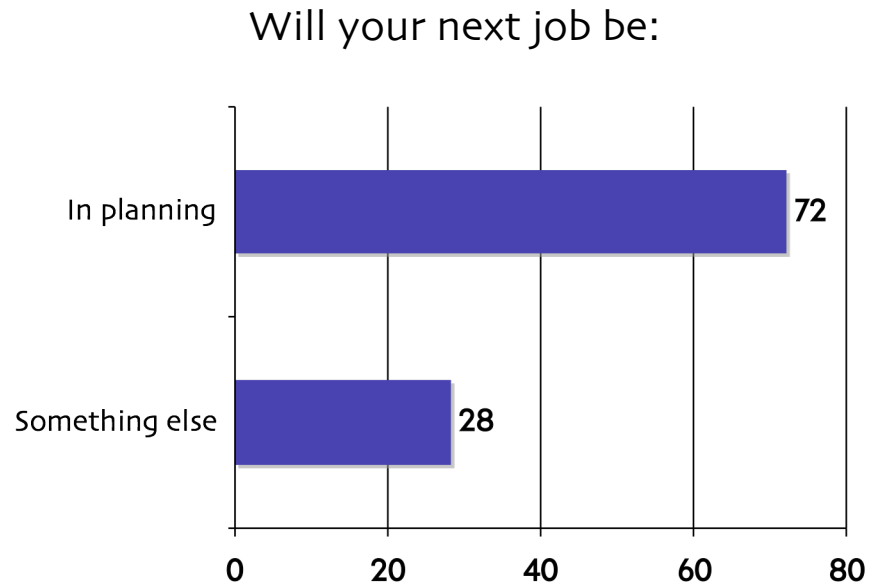


Surprisingly, likelihood to look elsewhere is steady across job titles. It's not just the junior folks looking around.

Among USA planners, "very" and "somewhat likely" is down to 34% from 39% last year.

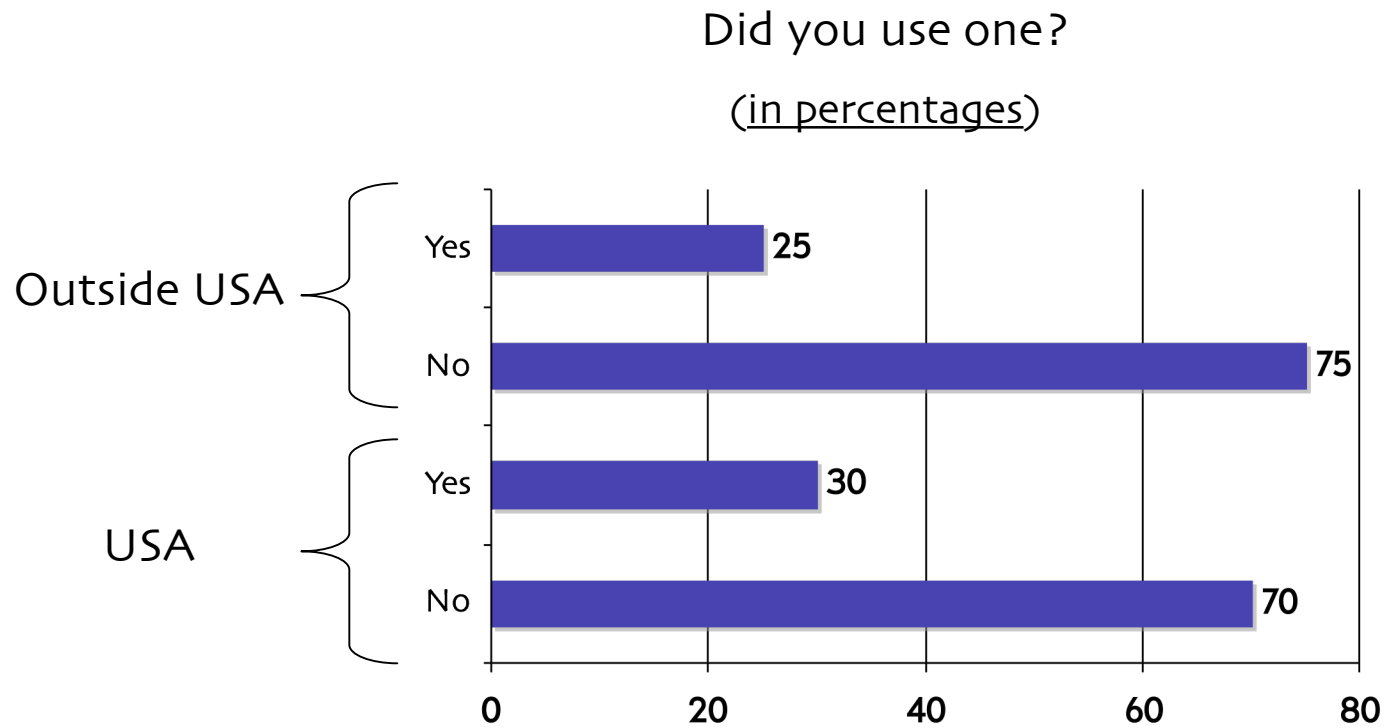
Where will you go? (in percentages)

Among “very” and “somewhat likely” to change jobs (n=162)



Those set on or considering leaving planning specify that they don't know exactly what they will do or they plan to start their own business, freelance, go back to school, go to the client side, switch to consulting, research, innovation, creative, production or media.

Ah, recruiters



Much more likely for Sr. Planners (46%) and GPDs (57%) than Asst. Planners (6%), Planners (25%), and Heads of Planning (18%) to use a recruiter. (among USA planners)

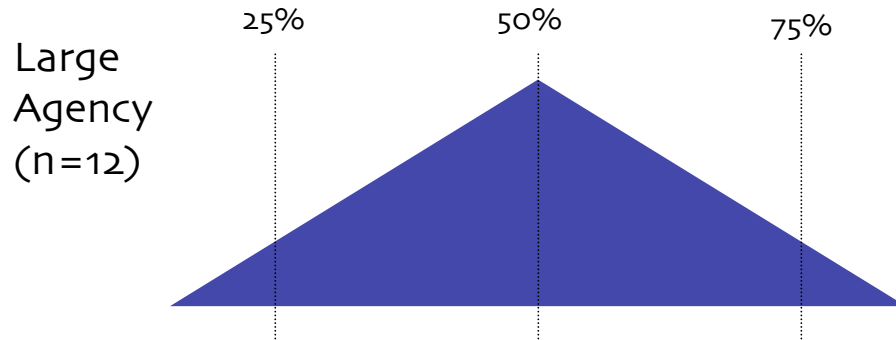
Salary results

Key to reading salary info

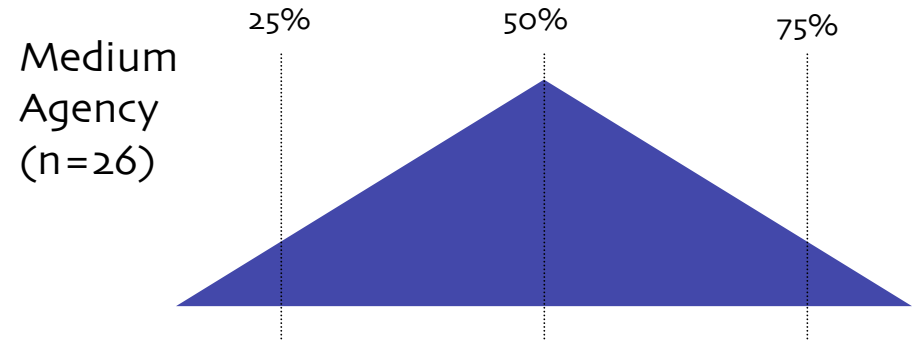
- Salaries are shown as bell curves (ok, bell triangles) - averages in addition to the 75th and 25th percentile
 - For example, when you see a number listed under 75%, this is the average of the upper 25% of the set, the number under 50% is the mean for the whole set, and the number under 25% is the average for the bottom 25% of the set
- Past years' averages are in the upper right-hand corner
- There were enough completes to divide among small, medium and large shops in the USA
- Absolute minimum and maximum salaries are shown next to the "total" curves
- A few people did not include their salary if you're wondering why the grand total "n" of all levels do not add up

Asst. Planner results - USA

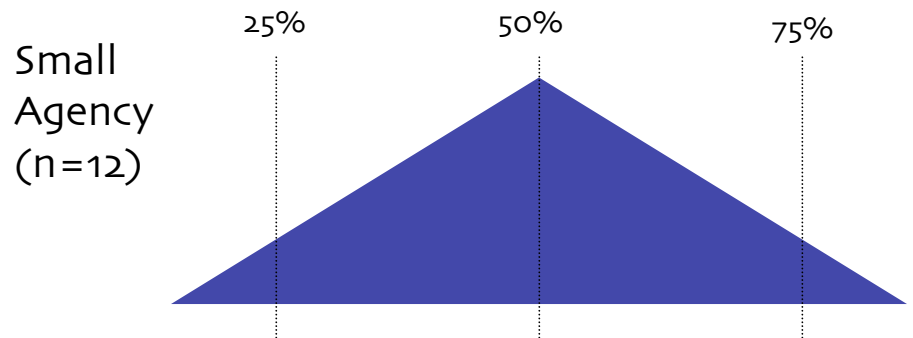
	2005 Avg.	2006 Avg.
	\$39,580	\$39,067
Years in planning	1.3	1.2
Years working	3.5	3.4



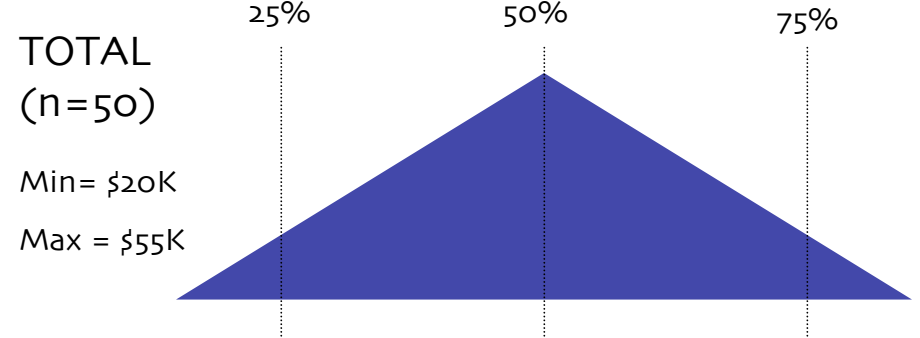
	25%	50%	75%
Salary	\$29,667	\$39,417	\$46,667
Years in planning	1	1.4	1
Years working	2	3.6	1.3



	25%	50%	75%
Salary	\$30,857	\$36,760	\$43,286
Years in planning	1.3	1.7	2.1
Years working	1.4	2.4	2.9



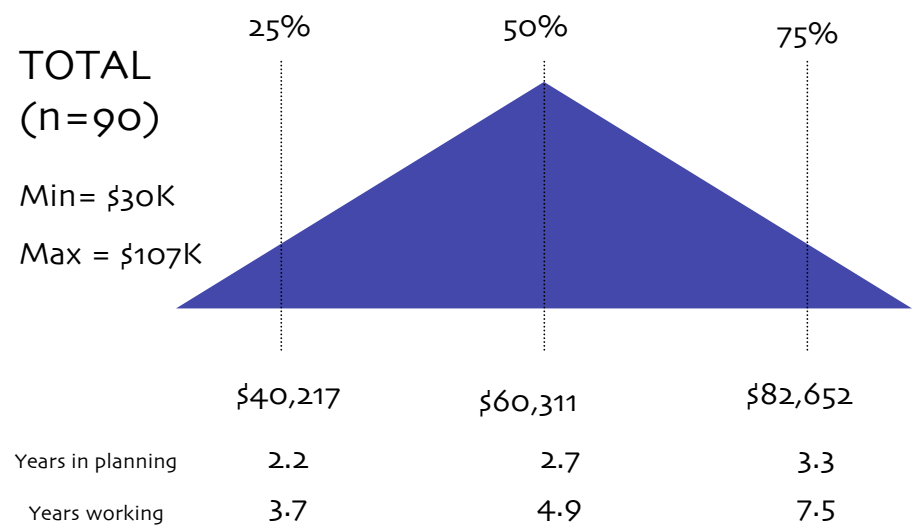
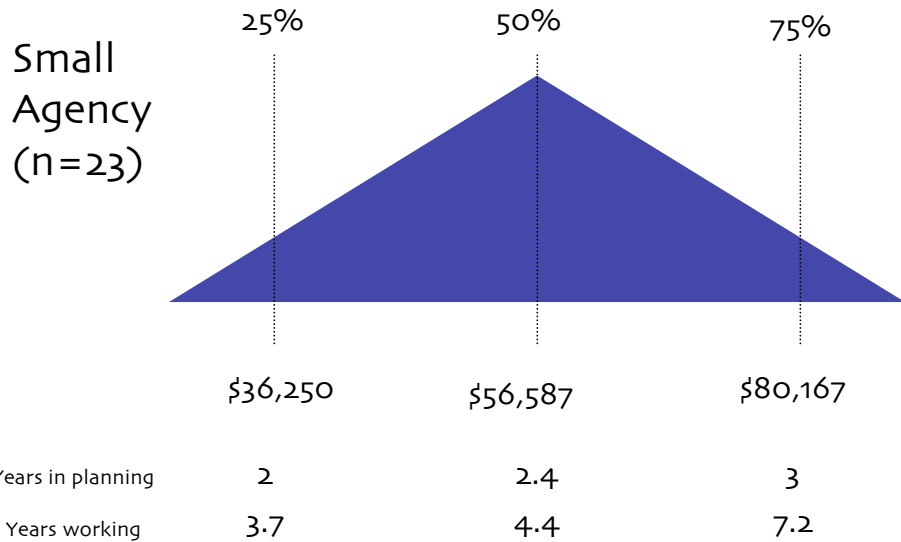
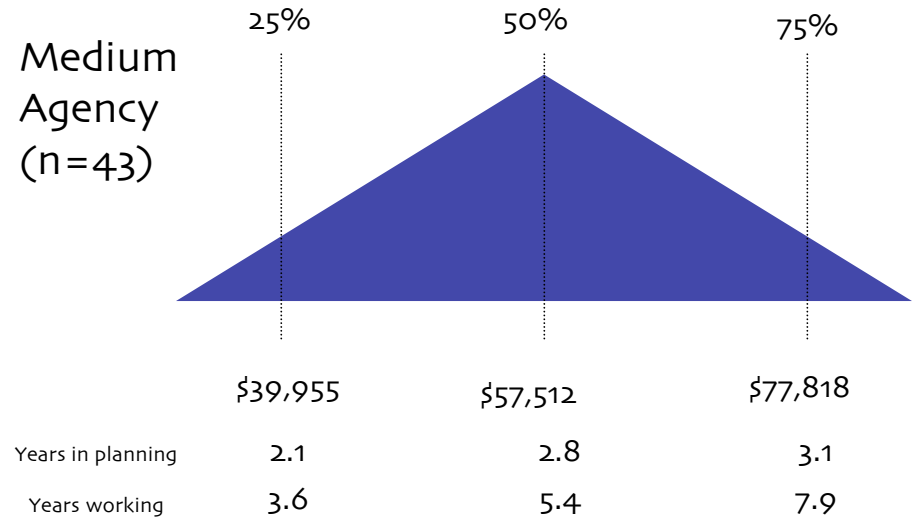
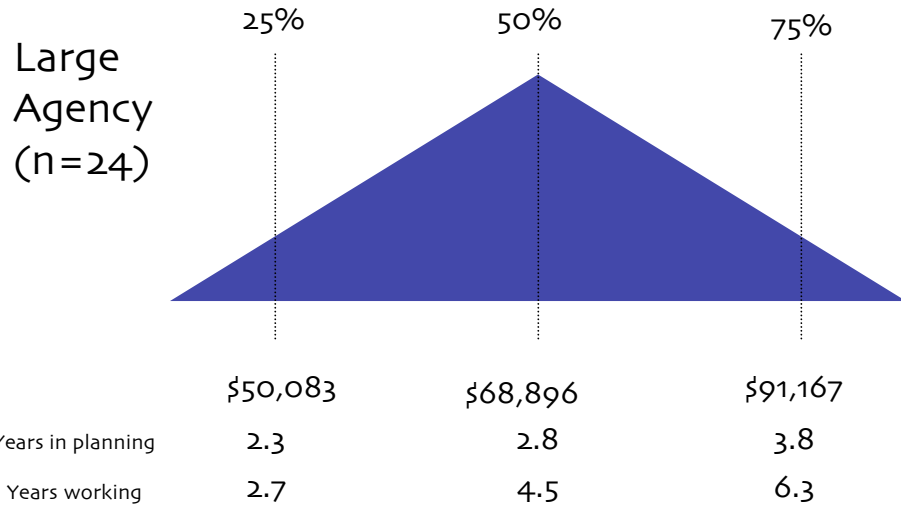
	25%	50%	75%
Salary	\$31,000	\$40,364	\$51,000
Years in planning	1.3	1.4	1.7
Years working	1.7	2.5	4.3



	25%	50%	75%
Salary	\$30,167	\$38,219	\$46,917
Years in planning	1.3	1.5	1.3
Years working	1.7	2.7	2.7

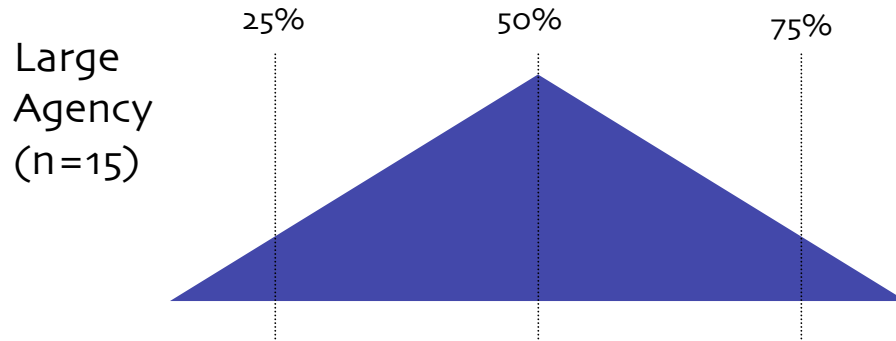
Planner results - USA

	2005 Avg.	2006 Avg.
	\$59,415	\$60,198
Years in planning	3.2	2.9
Years working	5.8	5.5

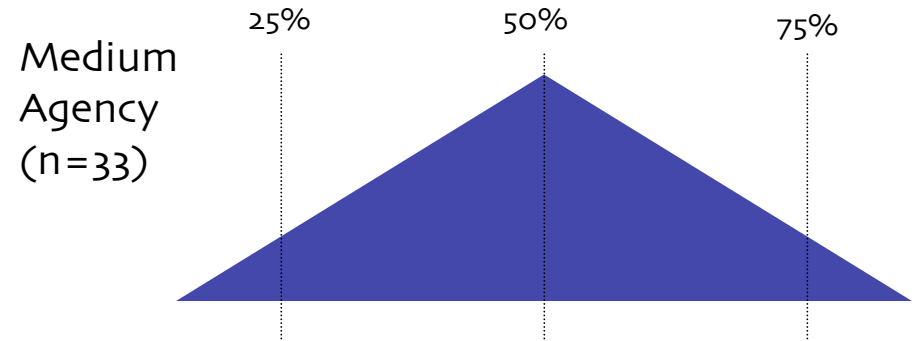


Senior Planner results - USA

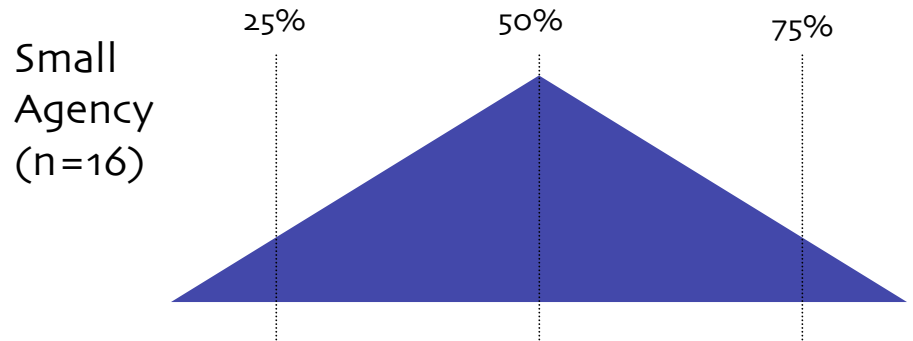
	2005 Avg.	2006 Avg.
	\$83,926	\$94,347
Years in planning	5.3	5.8
Years working	9.5	9.9



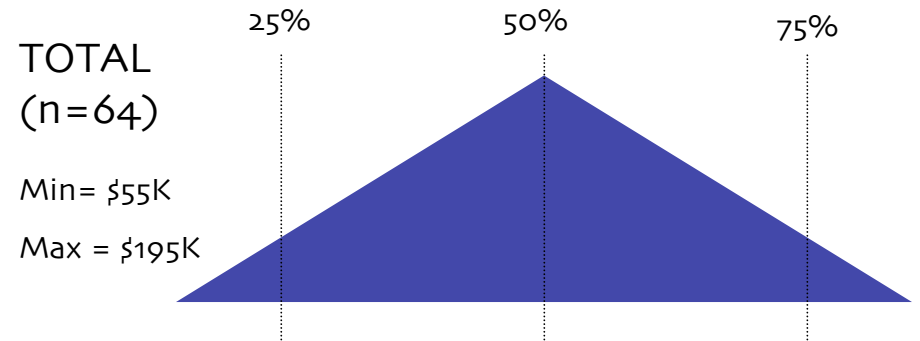
	25%	50%	75%
Salary	\$76,250	\$112,967	\$161,250
Years in planning	3.5	5.9	8
Years working	6.5	9.9	12



	25%	50%	75%
Salary	\$75,250	\$100,742	\$136,375
Years in planning	4.3	6.2	7.6
Years working	7.3	9.6	11.1



	25%	50%	75%
Salary	\$71,350	\$102,650	\$135,000
Years in planning	4.5	5.8	7
Years working	7.5	9.9	11



	25%	50%	75%
Salary	\$74,525	\$104,084	\$142,875
Years in planning	4.1	6	7.6
Years working	7.1	9.7	11.8

Group Planning Director results - USA

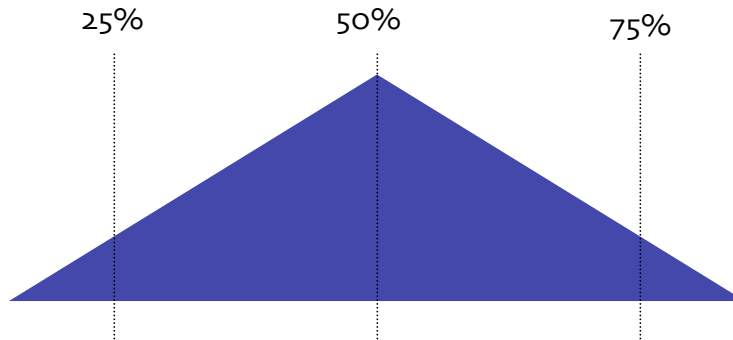
2005 Avg. 2006 Avg.

\$122,325 \$157,310

Years in planning 8.6 9.9

Years working 12 13.7

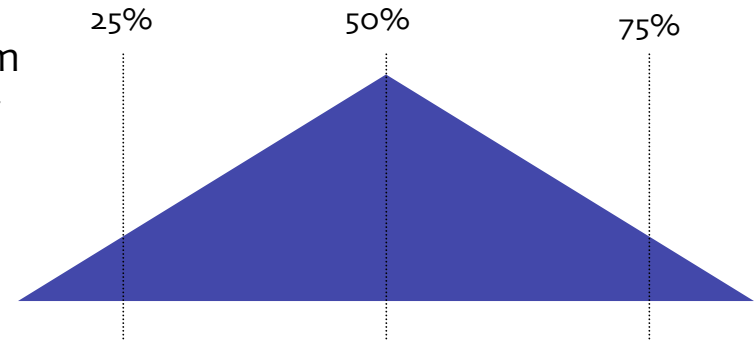
Large Agency
(n=10)



\$112,250 \$170,950 \$215,000

Years in planning	7	9	9.5
Years working	14	13.9	14

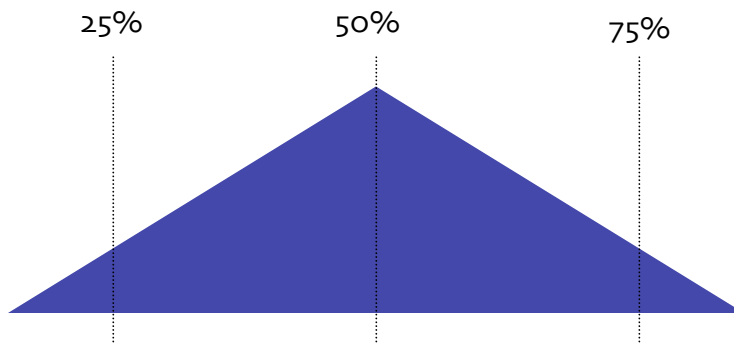
Medium Agency
(n=23)



\$118,333 \$164,522 \$223,167

Years in planning	11	9.8	12.7
Years working	14.8	14.4	19.3

Small Agency
(n=5)



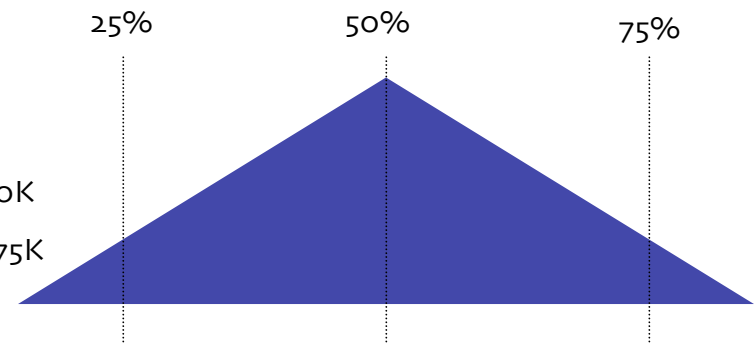
\$143,000

Years in planning	10.4
Years working	14

TOTAL
(n=38)

Min = \$100K

Max = \$275K



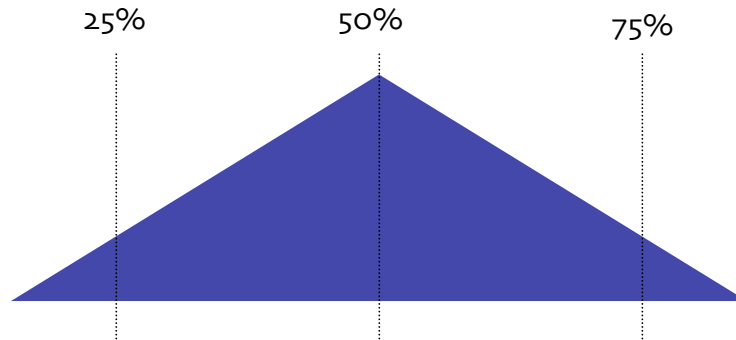
\$111,950 \$163,382 \$221,400

Years in planning	9.3	9.7	12.1
Years working	14.3	14.2	18.4

Head of Planning results - USA

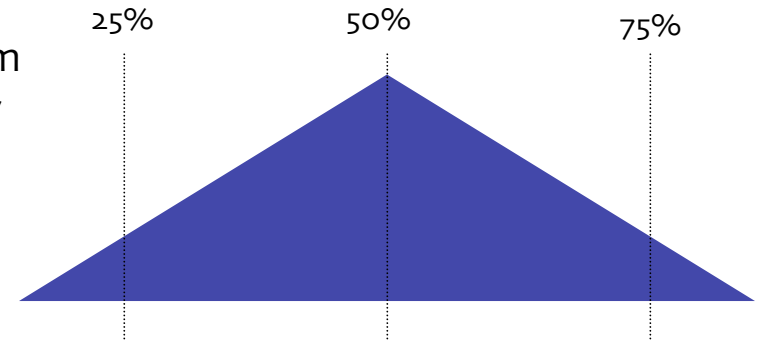
	2005 Avg.	2006 Avg.
Years in planning	\$159,091 9.6	\$172,188 11.1
Years working	14	15.3

Large Agency
(n=6)



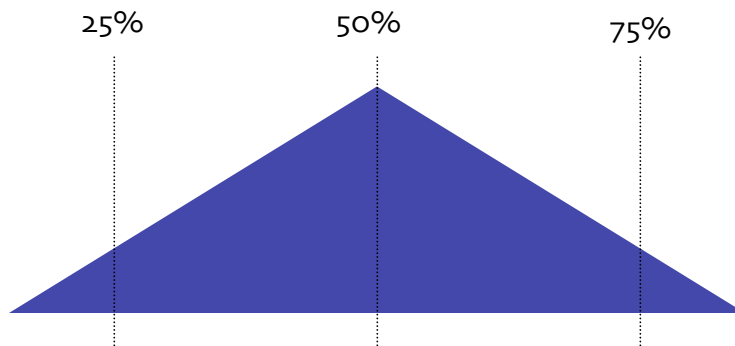
	25%	50%	75%
Years in planning		\$199,167 8.7	
Years working		15.8	

Medium Agency
(n=9)



	25%	50%	75%
Years in planning	\$147,500 8.5	\$208,556 11	\$312,500 19
Years working	20+	19.4	20+

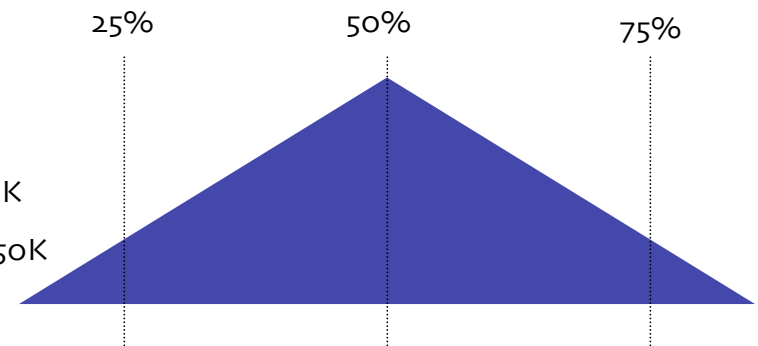
Small Agency
(n=23)



	25%	50%	75%
Years in planning	\$80,000 4.2	\$143,043 8.9	\$226,667 12.5
Years working	10.8	14.4	15.8

TOTAL
(n=38)

Min = \$60K
Max = \$350K



	25%	50%	75%
Years in planning	\$90,500 5.1	\$167,421 9.3	\$258,000 13
Years working	11.8	15.8	18.8

General salary thoughts

- Asst. planners' average salary has stayed remarkably steady over the past three years while cost of living has not. Can we throw them a bone so they can pay their utilities and set a minimum entry level salary at \$40K?
- Planners have the most to lose dollar-wise by taking a job with a medium or small sized firm.
- A big increase in small agency HOPs who participated. Looks like you have to suffer a little in terms of salary to build a successful shop, but 45% of small agency HOPs are getting \$5,000+ bonuses and 27% are getting profit sharing.

The value of advanced degrees - really?

	Asst. Planners with Masters (n=14)	Asst. Planners with Bootcamp (n=4)	Asst. Planners with BAs Only (n=32)
Average Salary	\$40,135	\$39,250	\$37,313
Average years in planning	1.6	1.75	1.5
Average years working	2.8	3.25	2.6

	Planners with Masters/MBA (n=34)	Planners with Bootcamp (n=18)	Planners with BAs Only (n=29)
Average Salary	\$58,912	\$59,833	\$61,790
Average years in planning	2.3	2.7	3.1
Average years working	4	5.2	5.6

	Sr. Planners with Masters/MBA (n=20)	Sr. Planners with Bootcamp (n=8)	Sr. Planners with BAs Only (n=36)
Average Salary	\$104,945	\$89,000	\$106,958
Average years in planning	6.7	4.5	6
Average years working	10.1	10	9.5

The value of advanced degrees (cont.)

	Group Planning Directors with Masters (n=18)	Group Planning Directors with BAs Only (n=20)
Average Salary	\$156,083	\$169,950
Average years in planning	9.1	10.2
Average years working	14.3	14.2

	Head of Planning with Masters/MBA (n=14)	Head of Planning with BAs Only (n=24)
Average Salary	\$183,000	\$158,333
Average years in planning	11.2	8.3
Average years working	16.4	15.5

The New York factor

At the GPD level it begins to matter. Until that point you can live in a lower-cost-of-living market or a high one, but salaries tend to stay in the same ballpark.

	Asst. Planners		Planners		Sr. Planners	
	NY (n=13)	Not (n= 37)	NY (n=26)	Not (n=64)	NY (n=22)	Not (n=43)
Average Salary	\$43,000	\$36,493	\$65,654	\$58,141	\$109,227	\$101,390
Average years in planning	1.5	1.6	2.8	2.7	6.3	5.9
Average years working	2.9	2.6	4.3	5.2	10.1	9.5

	Group Planning Directors		Head of Planning	
	NY (n= 13)	Not (n=25)	NY (n=11)	Not (n=27)
Average Salary	\$173,231	\$158,260	\$214,091	\$148,407
Average years in planning	9	10	9.8	9.1
Average years working	12.7	15	13.7	16.7

The Male/Female comparison

These cell sizes are still too small to count on, but the trend is not encouraging.

	Asst. Planners		Planners		Sr. Planners	
	M (n=22)	F (n=28)	M (n=45)	F (n=45)	M (n=26)	F (n=38)
Average Salary	\$37,989	\$38,321	\$63,522	\$57,100	\$108,346	\$101,168
Average years in planning	1.4	1.6	2.7	2.7	5.5	6.4
Average years working	2.6	2.7	5.4	4.5	9.5	9.9

	Group Planning Directors		Head of Planning	
	M (n=23)	F (n=15)	M (n=20)	F (n=18)
Average Salary	\$176,826	\$142,767	\$166,750	\$168,167
Average years in planning	9.7	9.6	8.75	10
Average years working	14	14.6	14.4	17.5

A word on the world

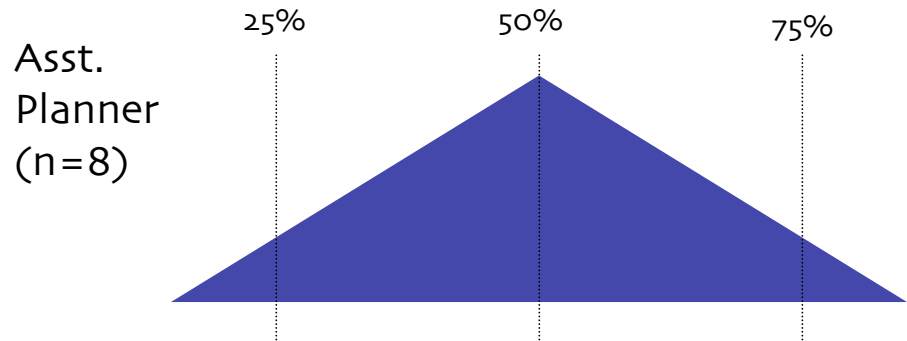
- We had 172 completed surveys from the rest of the world
- There were 68 from the UK, but not enough from any other country to do a separate analysis

Australia	7	France	2	Kuala Lumpur	1	South Africa	2
Austria	1	Germany	9	Mexico	4	Spain	1
Belgium	5	Hungary	2	Netherlands	2	Singapore	3
Brazil	10	India	9	New Zealand	1	Sweden	7
Bulgaria	1	Indonesia	1	Norway	1	Switzerland	2
Canada	3	Israel	2	Philippines	2	Thailand	4
Croatia	1	Italy	4	Portugal	2	UK	68
Denmark	2	Japan	3	Romania	9	Asia (did not write country)	1

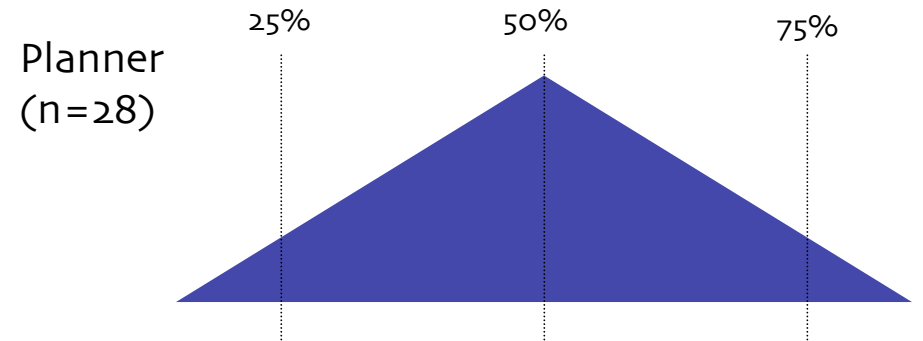
UK averages

In US \$\$\$

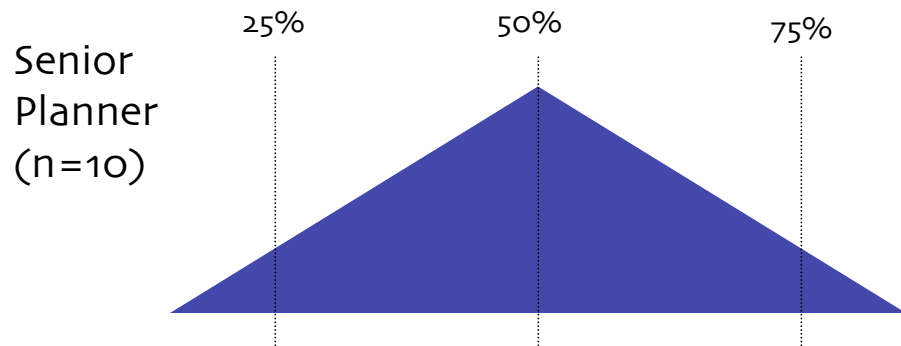
WARNING - I'm not sure how much we can trust these numbers. Most salary entries were nice round numbers - i.e. 97,000 rather than 131,147.89 (the first would be Euros, the second in dollars). I don't think many people actually used the currency converter.



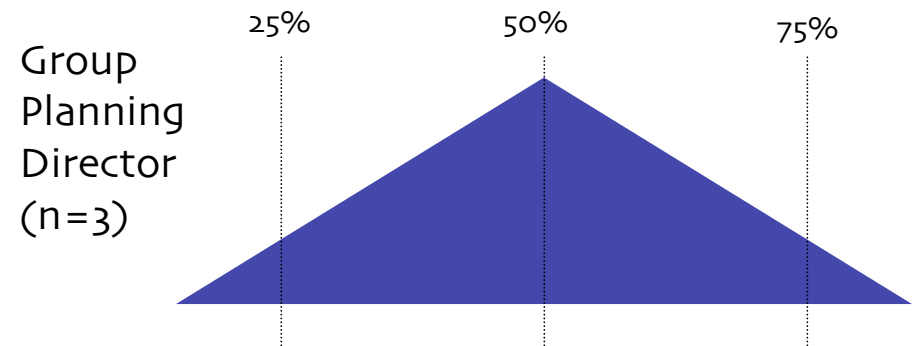
	\$43,782
Years in planning	1.3
Years working	2.4



	\$41,916	\$64,804	\$91,727
Years in planning	2	2.3	2.6
Years working	2.3	4.6	6.4



	\$74,000	\$106,200	\$136,500
Years in planning	6	5.2	5.5
Years working	12	11.8	11.5

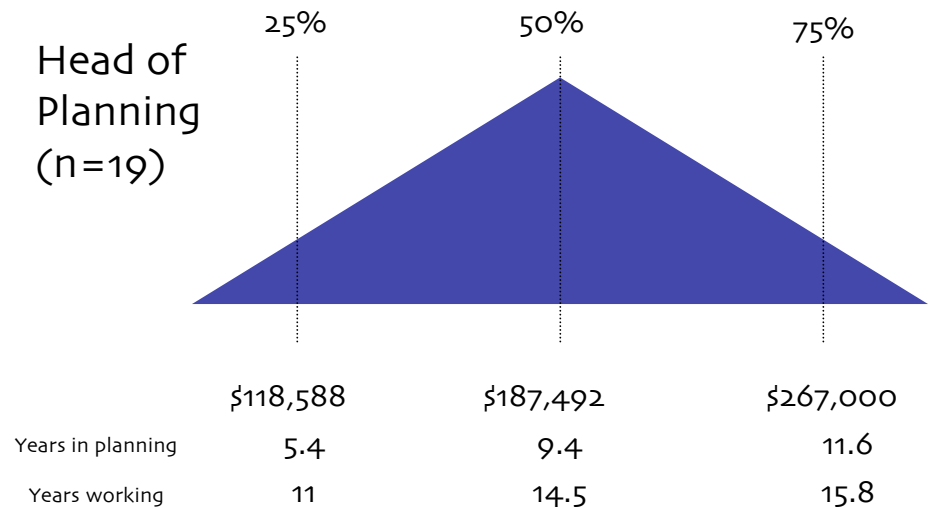


	\$146,667
Years in planning	6.7
Years working	12.3

UK averages cont.

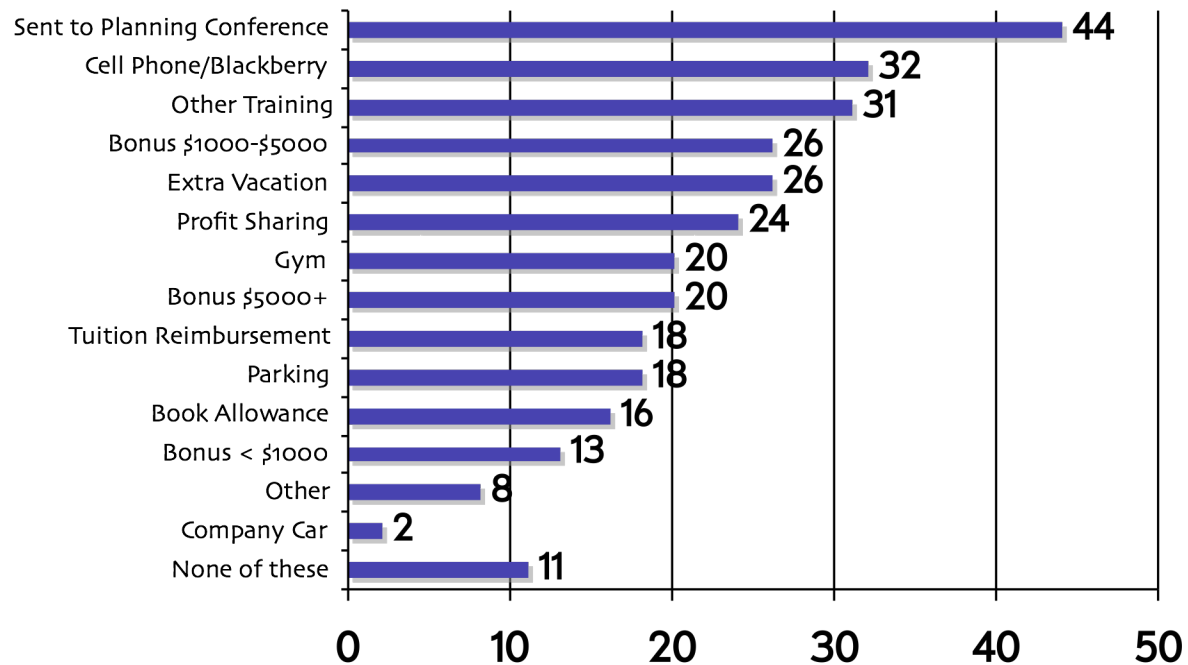
In US \$\$\$

WARNING - I'm not sure how much we can trust these numbers. Most salary entries were nice round numbers - i.e. 97,000 rather than 131,147.89 (the first would be Euros, the second in dollars). I don't think many people actually used the currency converter.



Additional Compensation - USA (in percentages)

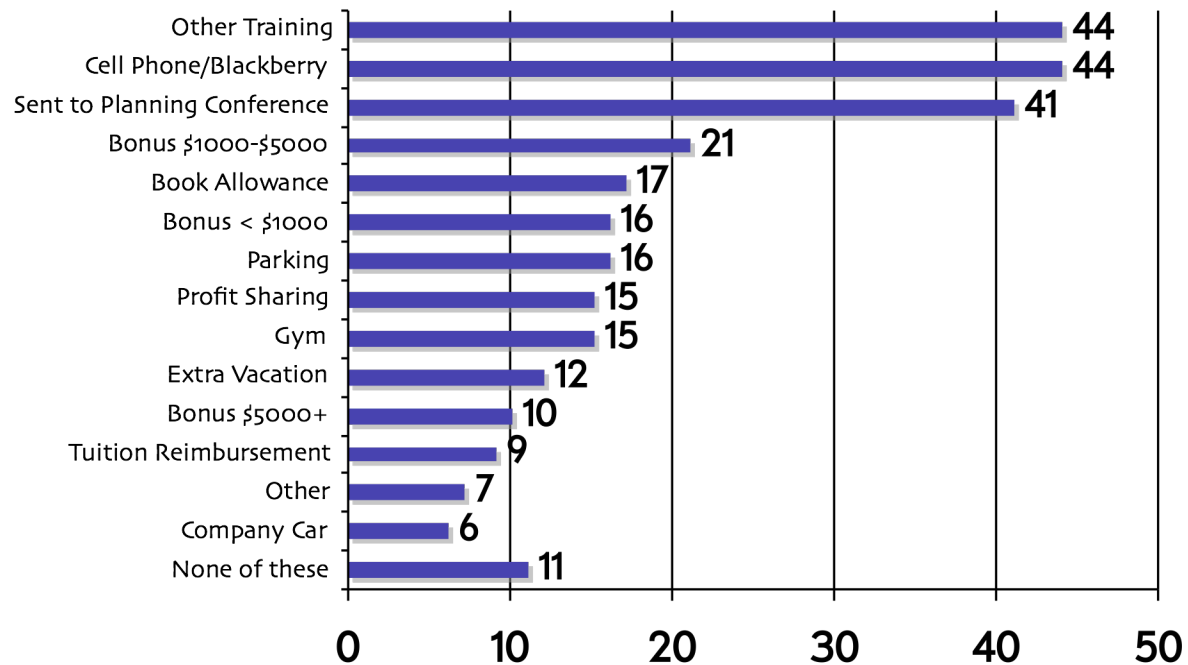
Please select each of the additional elements of compensation that you receive



"Other" includes health insurance (I forgot that one), 401K matching (forgot that too), free food/alcohol, working part-time, flexible hours, technology reimbursement, video games, bowling, yoga, bring dog to work and weight watchers

Additional Compensation - Outside USA (in percentages)

Please select each of the additional elements of compensation that you receive



“Other” includes health insurance, pensions, working from home, dividends and kindergarten

Satisfaction with compensation by title - all

	Completely Unfair	Somewhat Unfair	Fair	Somewhat Better Than Fair	Really Awesome
Assistant/Junior	15%	32%	35%	15%	4%
Planner	5%	27%	47%	21%	1%
Senior	2%	17%	53%	22%	5%
Group Director	5%	9%	47%	35%	5%
Head	4%	13%	43%	28%	12%

n=464

Not all add up to 100 due to rounding

Closing thoughts

- There are a lot of factors that go into salaries: education, experience, geography, gender, ethnicity, and probably appearance and what the planning director had for lunch the day you were interviewed. If the survey gets bigger, I'm hoping to be able to determine some of those drivers better. But, we continue to see the trend from last year that graduate degrees do not influence salary and there does seem to be a gender disparity in this year's numbers.
- Would love to know your comments and have more of a dialogue, so please ask questions, suggest new questions for next year or suggest additional analysis ideas on my blog:
<http://illchangeyourlife.wordpress.com> or email me at hklefevre@gmail.com