

The Annual MSQ Procurement Survey

MSQ is a next generation creative and technology company that helps brands get closer to customers.

Find out more about MSQ Procurefest 2022 below, or check out Procurefest 2021 at procurefest.msqpartners.com

The key challenges and opportunities for marketing procurement professionals, as identified by leading global procurement chiefs.

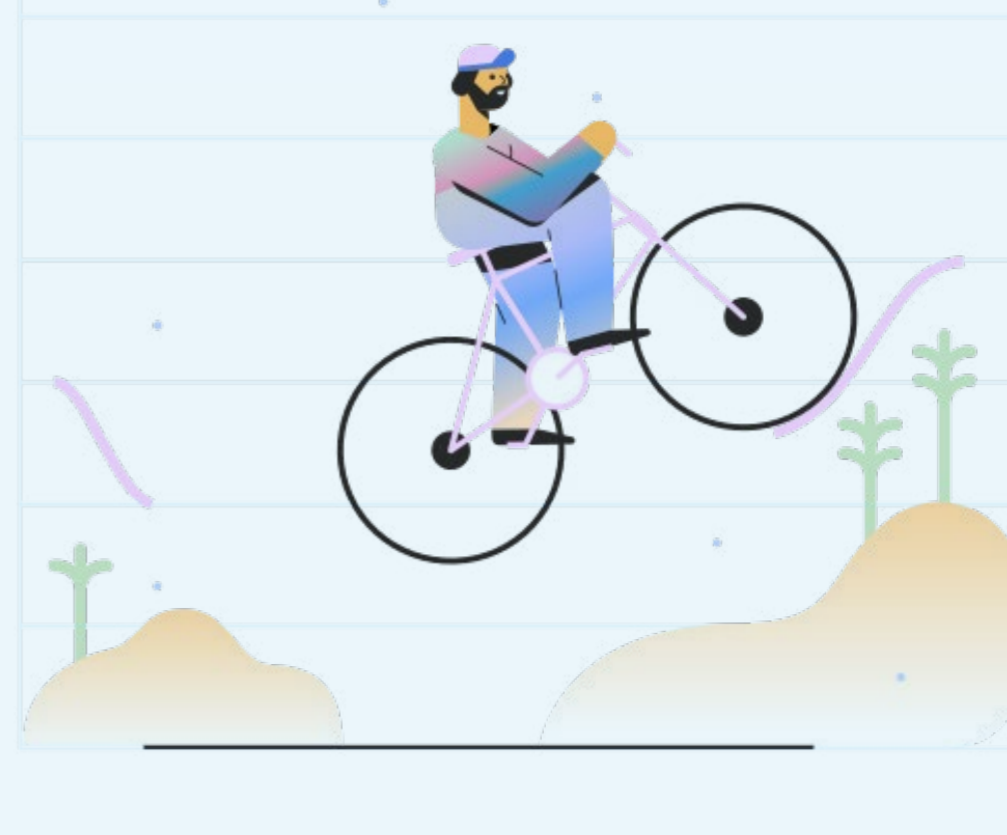
1 It's not easy being green

THE CHALLENGE

Identifying, developing and embedding sustainability strategies to hit key sustainability targets and bring businesses into a more responsible age. Marketing activity needs to be authentically sustainable – no greenwashing.

OUR SURVEY SAID

91% respondents had sustainability as a moderate or high challenge they're facing in the next 12 months



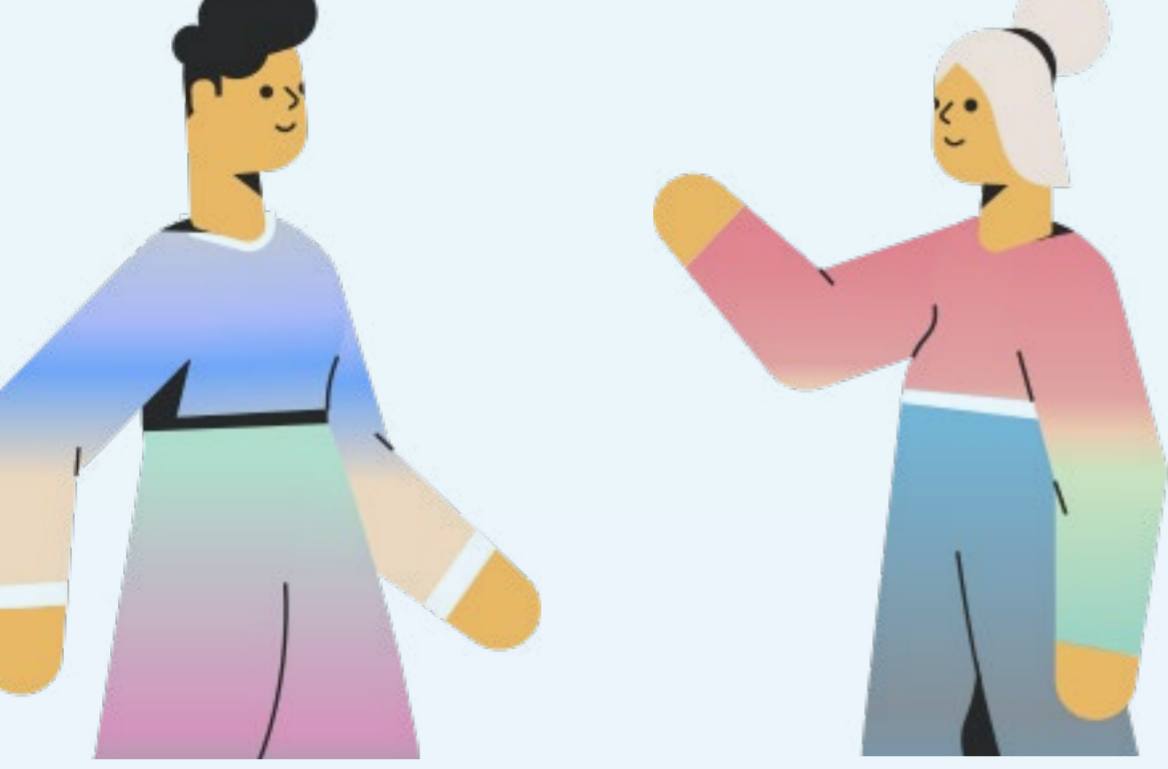
2 CFO, meet CMO

THE CHALLENGE

The industry still isn't speaking the CFO's language. Despite it being amongst our respondents' highest priority areas, 'measuring marketing and media activity in a way that speaks to the CFO' was also identified as one of the most challenging.

OUR SURVEY SAID

62% respondents identified 'Proving/Measuring Effectiveness' as the area in which their agencies most need to improve



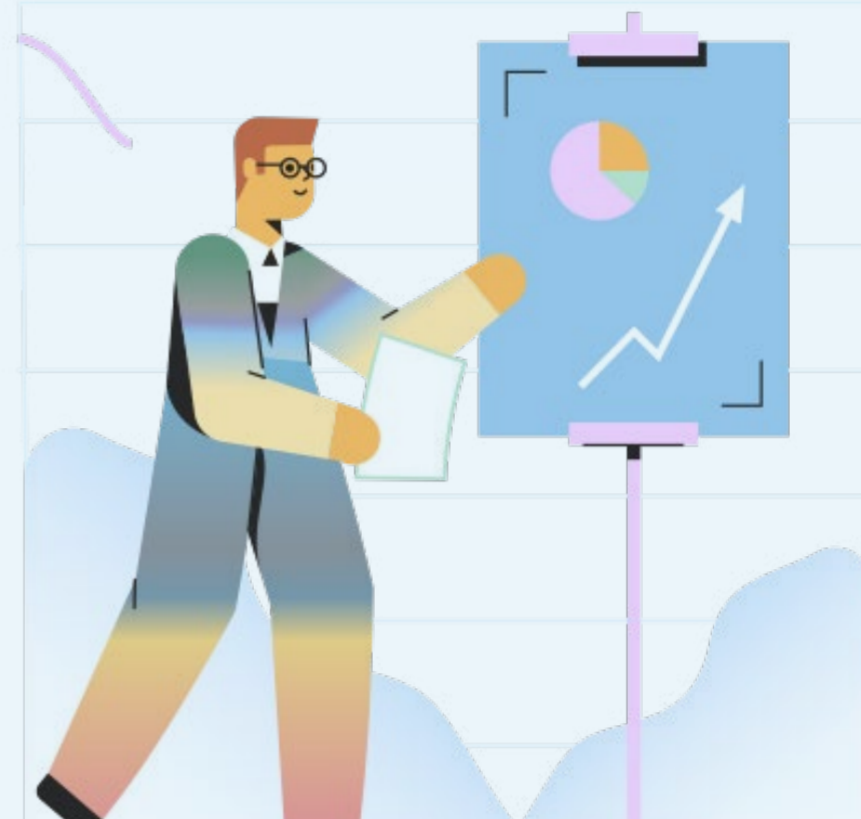
3 What's my media strategy?

THE CHALLENGE

Media agency negotiations will take centre stage for many of our respondents over the next twelve months, with an increased focus on the ROI and transparency offered by media incumbents and the desire to get more media with less.

OUR SURVEY SAID

“ We want to automate, innovate and put a closer focus on ROI. That starts with exploring our media buying and planning procurement strategies”



4 Navigating the digital landscape

THE CHALLENGE

The end of 3rd party cookies, transparent accountable digital media, data regulations, the Metaverse... marketers face an unenviable job ensuring they're match-fit for the current and future digital world. No wonder our respondents state it's the area they're putting most effort into.

OUR SURVEY SAID

55% respondents selected 'Planning for changing digital landscape' as the number one biggest challenge for their marketing team right now

5 Limber up for agile

THE CHALLENGE

Bringing teams – specifically marketing and IT – closer together isn't easy, and many of our respondents admit they're struggling to know where to start. 80% identify it as a key talking point for the procurement community – but 40% have made little to no effort on addressing the issue so far.

OUR SURVEY SAID

Only **18%** respondents believe that their marketing and IT teams are effectively embracing agile ways of working



6 Feed the beast

THE CHALLENGE

Delivering personalised content at scale and across territories without compromising creativity? That's the Holy Grail. No wonder 'Producing high volume and high quality digital marketing assets at speed' (72%) and 'Delivering dynamic content at scale' (79%) were identified as medium-to-high priorities by three-quarters of brands surveyed.

OUR SURVEY SAID

“ Strategic consolidation across our agency landscape is a big focus. And to do that we need to bring automation into content creation to improve efficiency”

7 Connect the dots

THE CHALLENGE

According to our procurement experts, more efforts are being made to ensure design agencies are creating distinctive brand assets across touchpoints than any other subject area our survey touched upon. But is it a case of 'job done' or do the increasing touchpoints mean that distinctiveness and consistency is becoming harder to maintain?

OUR SURVEY SAID

Addressing brand identity is currently on the agenda 'a fair amount' or 'a great deal' for **89%** of our respondents.



About our Survey

We spoke with the Chief Procurement Officer or Marketing Procurement Manager of more than 50 blue-chip brands based across Europe. 43% of those brands had an annual turnover of £1bn, with a further 22% boasting a turnover between £500m-£1bn. The survey took place April-May 2022.

53%

had an annual marketing budget of more than £50m

11+

52% of brands had more than 10 marketing/media agencies on their roster

71%

had an in-house research & insights department

52%

had their own in-house production studio

Next up: Procurefest 2022

14TH SEP 22

Procurefest special: The future of the pitch

12TH OCT 22

Planning for the changing digital landscape

10TH NOV 22

Getting better value from your media strategy

6TH DEC 22

Measuring marketing impact in a way that speaks to the CFO

12TH JAN 23

Embedding agile ways of working across your team

9TH FEB 23

Creating distinctive brand assets across all touchpoints

9TH MAR 23

Delivering personalised content at scale

MSQ's Procurefest is organised specifically for the marketing procurement community to discuss the key challenges facing them. This year Procurefest consists of a series of breakfast roundtables focused on the issues derived from our Annual Procurement survey.

Check out the sessions coming up and if you'd like to attend, contact matt.williams@msqpartners.com



About MSQ

MSQ is a leading next generation creative and technology company, helping brands earn emotional capital to attract, convert, retain and grow valuable customers.

It seamlessly fuses insight, creativity, data, talent and technology to provide collaborative, agile and flexible solutions for clients. These clients include Unilever, Vodafone, Cancer Research UK, AXA Investment Managers, Emirates and Zalando.