

## Accountability Rises Up The Agenda In Australia

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Accountability is the top issue facing marketers today, according to a report released by Australia's leading digital publisher, News Digital Media.

The study conducted by research company, Core Data, of more than 288 marketing professionals across Australia examined current market sentiment and future marketing plans.

It revealed marketers are experiencing greater scrutiny from management with the majority of respondents (61%) saying they were required to show more accountability in their decision making as a result of the downturn.

The News Digital Media Report – Accountability the top issue facing marketers also found:

- A more frequent monitoring of marketing activity by management with reporting cycles becoming shorter term for most marketers (57%).
- Most marketers (59%) felt they were being given different objectives and instructions from management as a result of the economic downturn.
- Truncated marketing planning cycles with 38% saying their planning cycle has become shorter as a result of the economic downturn. Plans spanning less than 6 months have grown from representing 9% to 66% of the marketers.
- Budgets are being cut with 62% of marketers experiencing marketing budget cuts in the current financial year as a result of the economic downturn.
- Changes in media mix used has seen most mediums apparently lose ground to online, for which 75% of marketers are already allocating relatively more budget to online as a result of budget cuts.

News Digital Media's chief commercial officer, Ed Smith, said "The report is evidence that marketers across Australia are feeling the pressure of today's economic environment as we all try to do more with less.

"They are subject to more scrutiny from management and are not replacing staff who leave. Many are reducing their spend on brand advertising and marketing with many putting launches on hold.

"Despite the economic downturn, online advertising looks set to accelerate further with the majority allocating more to online in their media mix.

"We believe this is the result of publishers, like News Digital Media, delivering marketers with the required accountability and flexibility desired by management."