

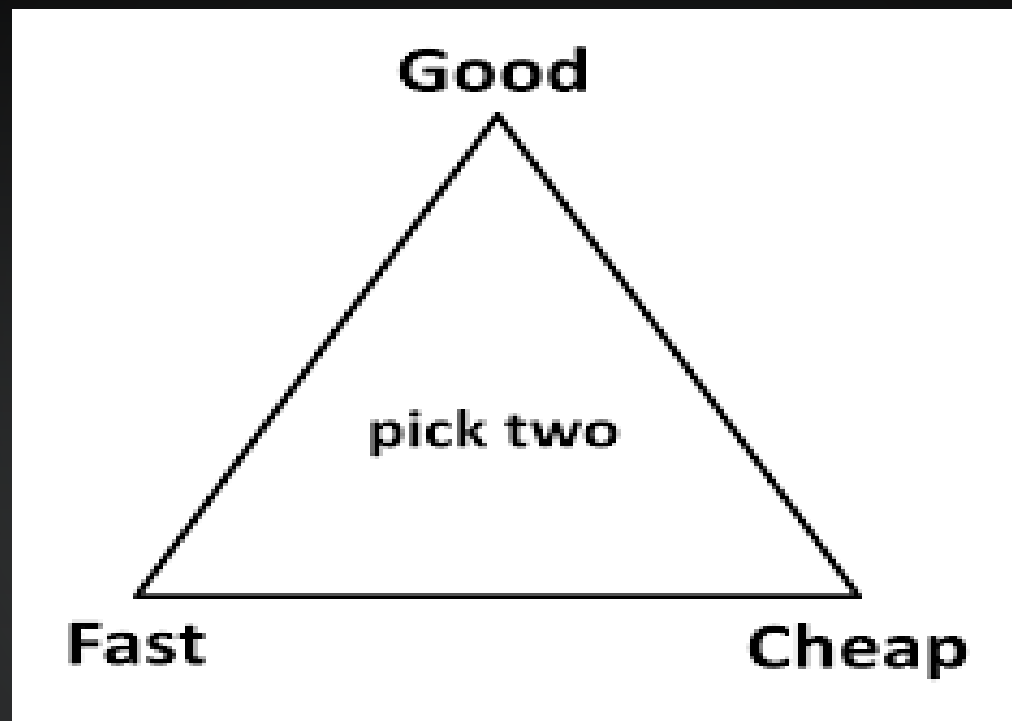


**IN-HOUSE  
AGENCY  
CONFERENCE**

March 16, 2022

# In-House Agency Conference





# 2022: Terranea



# 2019: Ritz-Carlton Grand Lakes



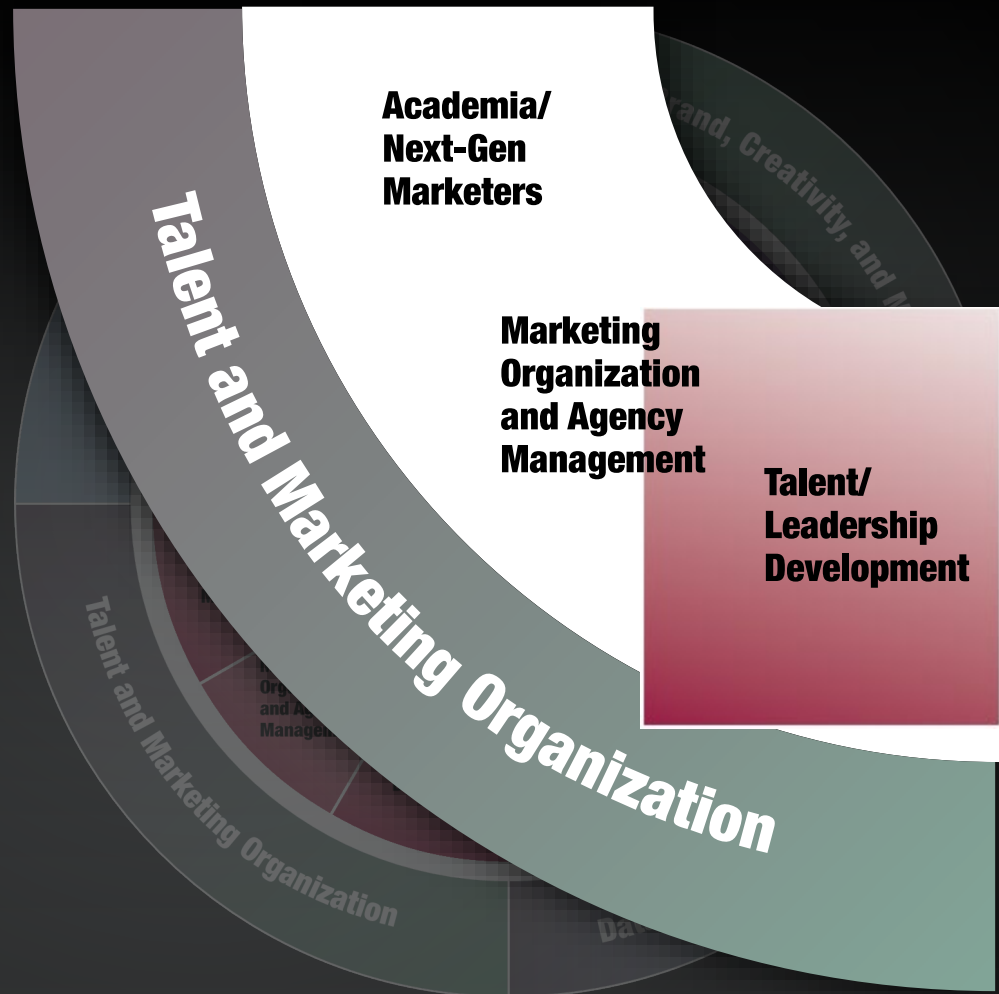
# 2020/21: At Home



# ANA GROWTH AGENDA



# ANA GROWTH AGENDA

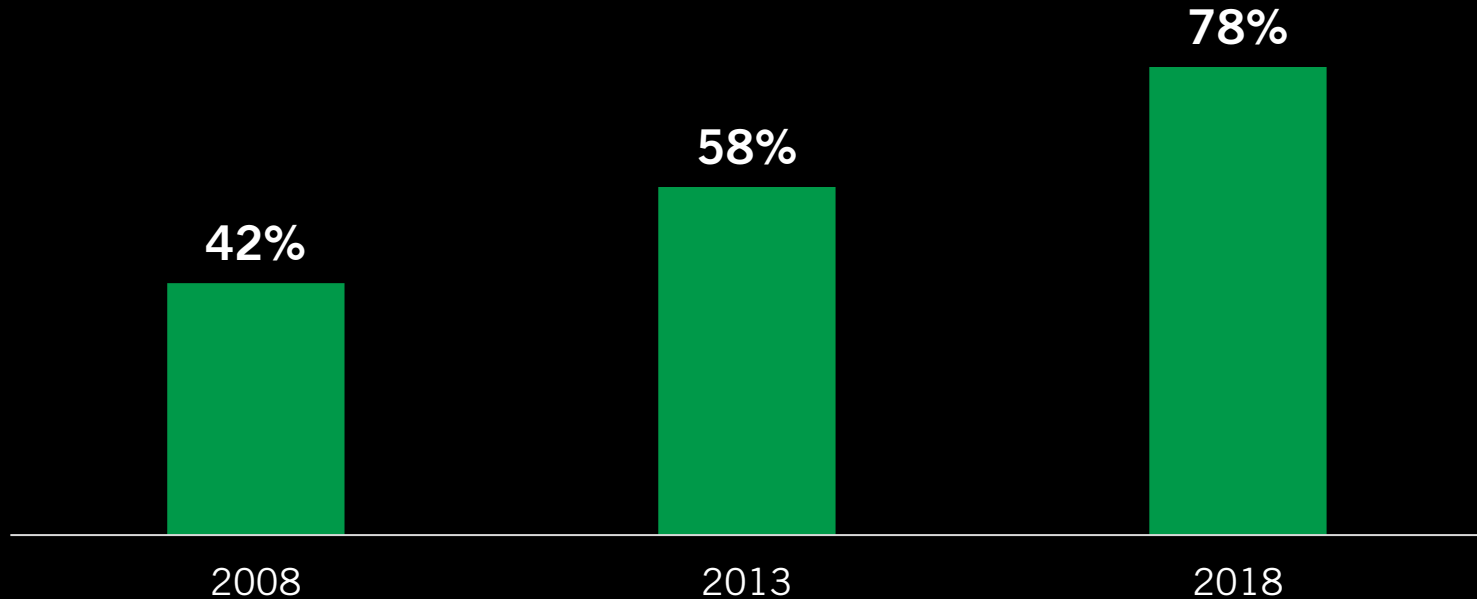






# The Continued Rise of the In-House Agency

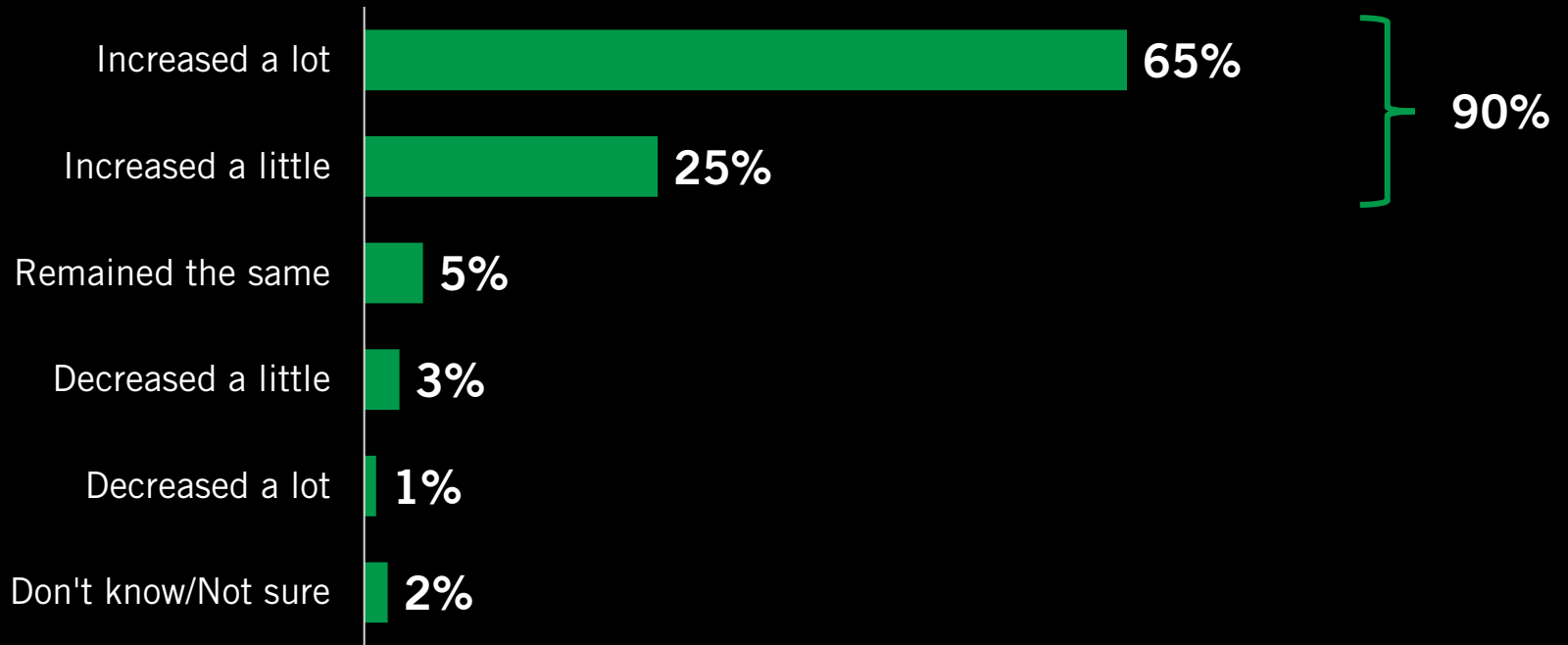
# In-House Agency Penetration



- Q. Does your company currently have an in-house agency? An “in-house agency” is defined as a department, group, or person who has responsibilities that typically are performed by an external advertising or other MarComm agency. For the purposes of this survey, an internal PR function is not part of our definition of an in-house agency.



# Workload

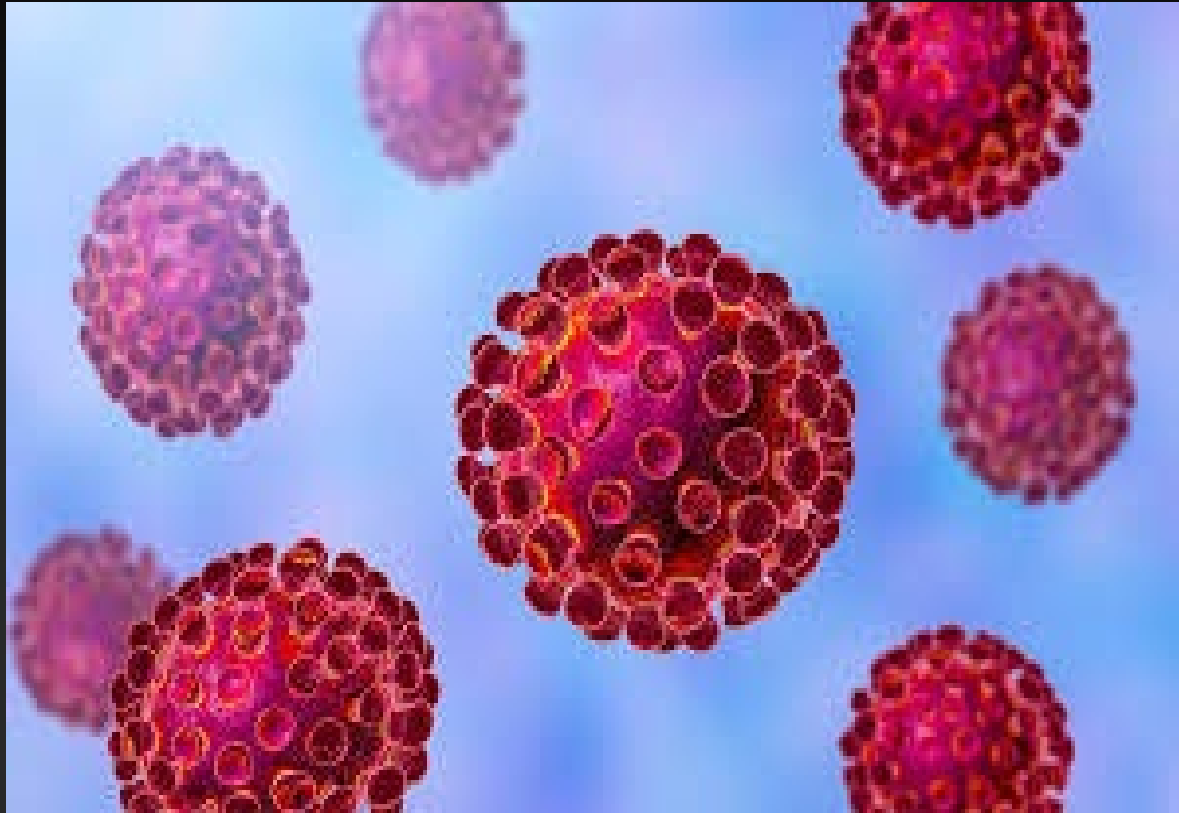


• Q. How has the workload of your in-house agency changed over the past year?

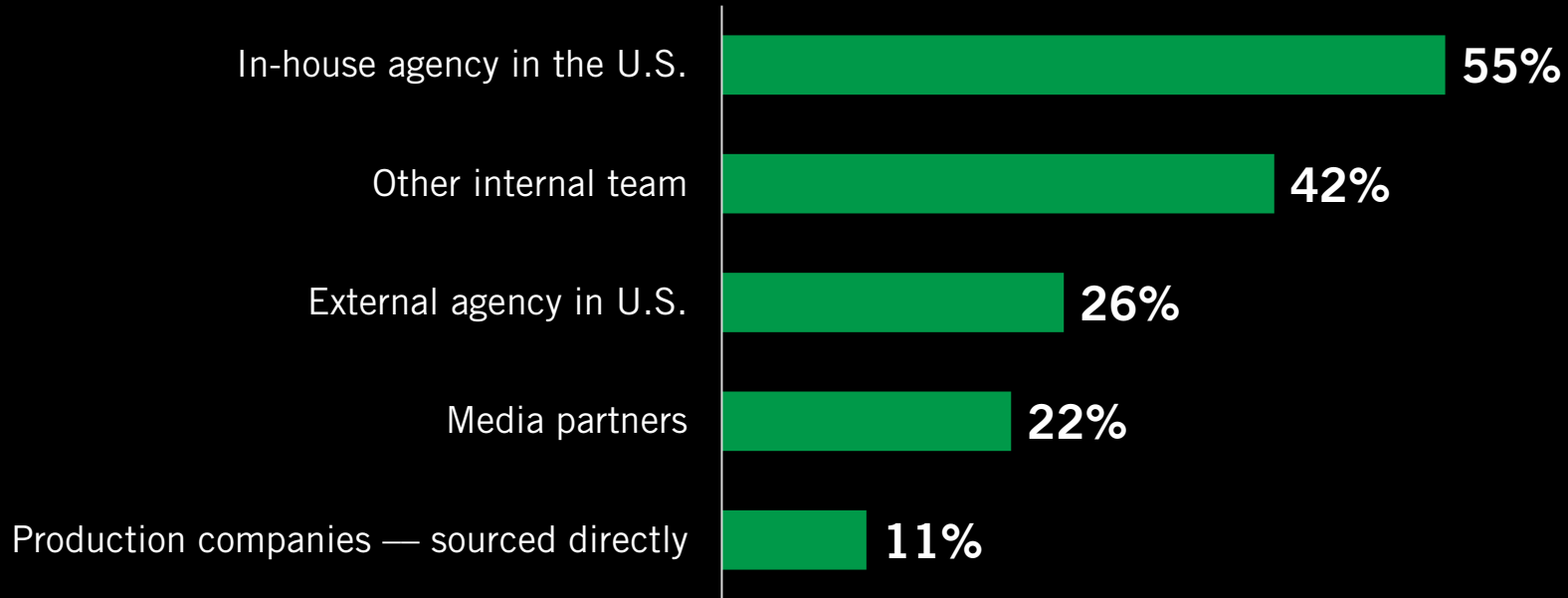
*Note: Percentages may not add up to 100% due to rounding.*



# COVID-19



# Resources Most Important for Producing New Creative Assets (Top-Box)



- Q. What resources are currently important to you for producing new creative assets? Please rate on a scale of 1–5 where 1 = Not Important and 5 = Very Important.



# What Are In-House Agencies Doing?

- Collateral
- Internal Communications
- Search Engine Marketing
- Social Media
- Content Marketing
- Influencer Marketing
- Data/Marketing Analytics
- Programmatic
- Strategy: Creative, Media
- High End TV Commercials
- Other Production

**Deloitte.**

# Uncensored

Stories of Black professionals at Deloitte

Kevin Saunders





“As a Black man in America, I don't have the privilege of looking past, minimizing, or ignoring the racial injustice that's plaguing our country right now. It's real for me. It's real for my six-year-old son, who came to understand—far too young—that some people may be prejudiced against him because of his skin color. It's real for my wife, who worries every time I go for a jog. It's real for so many.”

# Uncensored

Stories of Black professionals at Deloitte

Nkiruka Ogbuchiekwe



“We must have conversations where we give someone the gift of candor and make them aware of the moments when we felt invisible...

... I don't think Deloitte has gotten it right yet. As an organization, we still have a lot that needs to be unpacked, unlearned, and redesigned. But at least the journey has begun.”

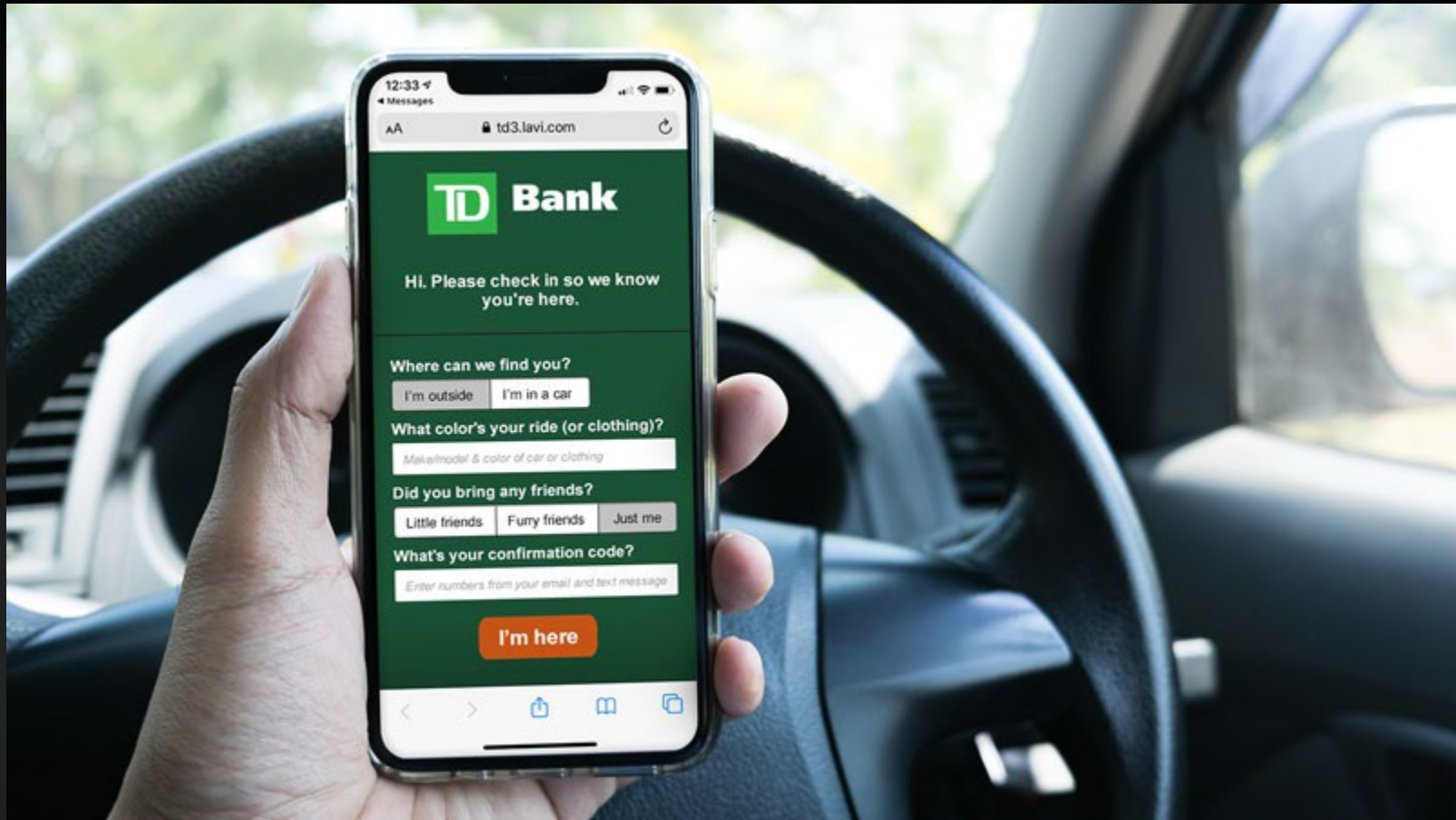


# Working with External Agencies



• Q. Do you work with external agencies?





12:33

Messages

AA

td3.lavi.com



Hi. Please check in so we know you're here.

Where can we find you?

I'm outside

I'm in a car

What color's your ride (or clothing)?

Make/model & color of car or clothing

Did you bring any friends?

Little friends

Fury friends

Just me

What's your confirmation code?

Enter numbers from your email and text message

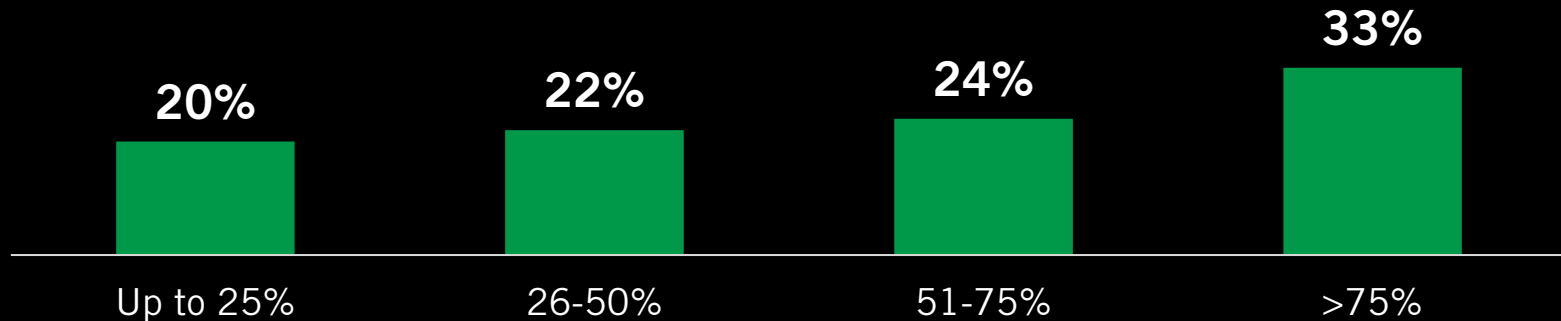
I'm here

## Studio 361(TD Bank) ...

- . Customer email
- . Instructional video
- . Website landing page creation
- . Webpage updates
- . Mobile and website banners
- . OOH media campaign promotion
- . Dynamic digital audio

# Workload: In-House vs. External Agencies

Percentage of Work Done In-House:  
**58% average**



• Q. Thinking about all the work your company does both in-house and with external agencies, approximately what percentage of the work is done in-house?

• *Note: Percentages may not add up to 100% due to rounding.*





**MEDIA**

**INTERNET**

**TELEVISION**

**RADIO**

**MAGAZINES**

**NEWSPAPERS**

# **SOCIAL MEDIA**



**Norton LifeLock™**

# MASS MEDIA

# ADT



## All Media In-House ...

- \$75 million
- Planning, buying, analytics
- National, local and connected TV, audio and OOH (Chris' team)
- Buys in the network upfront
- Social, digital, direct mail (another team)

## In-Housing Media

- Faster turnaround (social media)
- Greater control
- More transparency
- Leveraging 1<sup>st</sup> party data

A Forrester Consulting  
Thought Leadership Paper  
Commissioned By Acxiom

November 2021

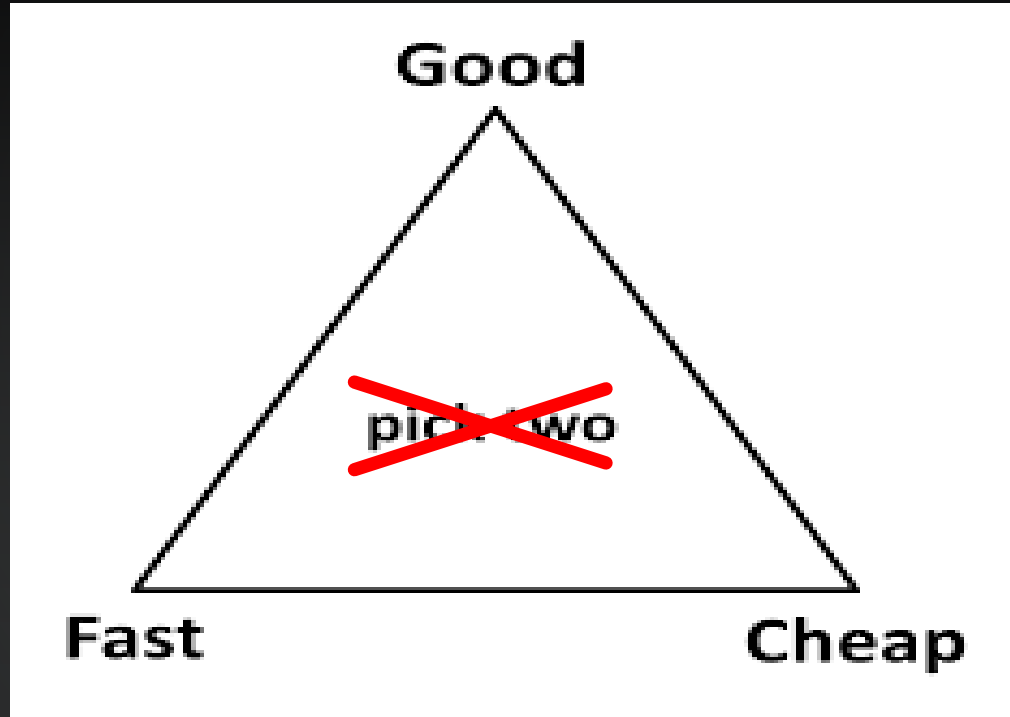
# **Gaining Digital Media Control And Transparency**

A Deeper Look Into Bringing Media In-House



Bringing media capabilities in-house is top of mind for many marketers. Nearly 50% of surveyed marketers said that bringing media capabilities in-house is currently a top marketing objective

**Hire in-house media leaders conversant in data.** The importance of media and customer data in managing in-house media cannot be understated. Sixty percent of respondents reported that their companies prioritize primary data to support media efforts. Hire in-house leaders with strong data strategy and management experience. These experts will not only guide media capabilities, but also the effective and compliant use of customer data.



A stylized house icon made of blue outlines, positioned above the main text. It features a chimney on the left side and a gabled roof.

**ANA  
IN-HOUSE  
EXCELLENCE  
AWARDS**

**Accepting Entries Now**

# ANA In-House Agency Lead



Greg Wright







**IN-HOUSE  
AGENCY  
CONFERENCE**

March 16, 2022