



**IN-HOUSE
AGENCY
CONFERENCE**

May 12-13, 2021

In-House Agency Conference



2019: Ritz-Carlton Grand Lakes



2020: At Home



2021: Still at Home!



2022: Terrenea



ANA Growth Agenda

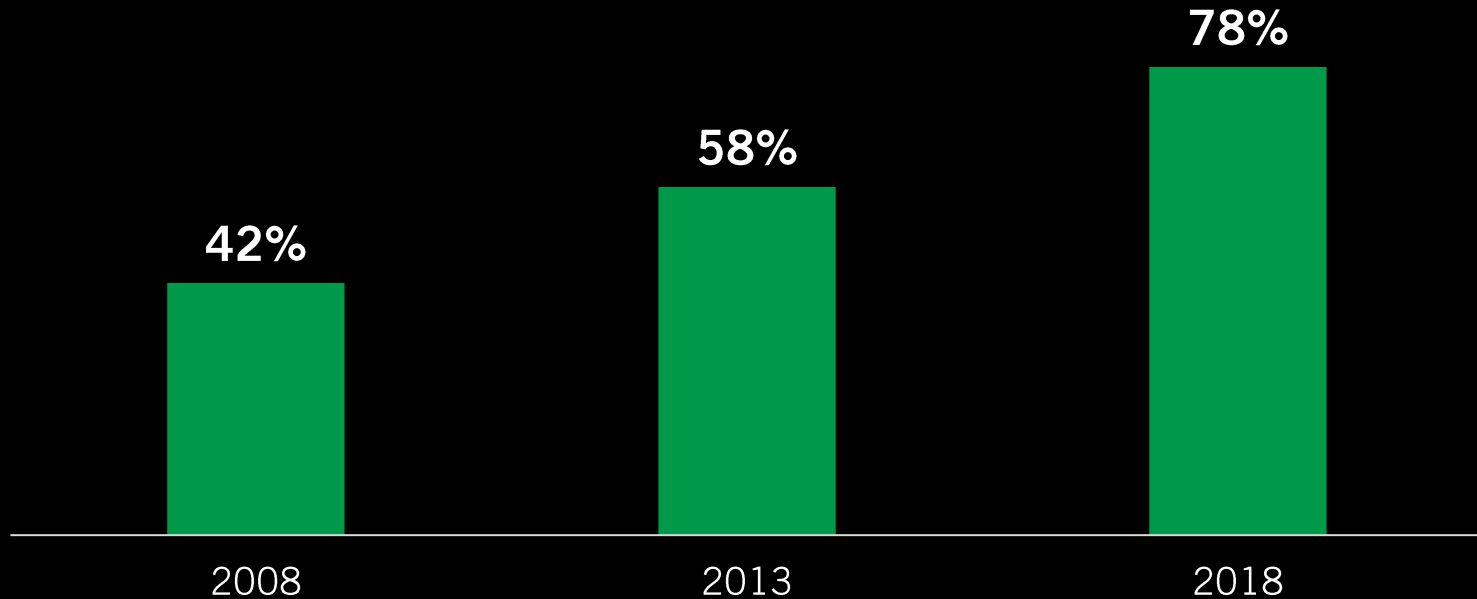
ANA GROWTH AGENDA





The Continued Rise of the In-House Agency (2018)

In-House Agency Penetration



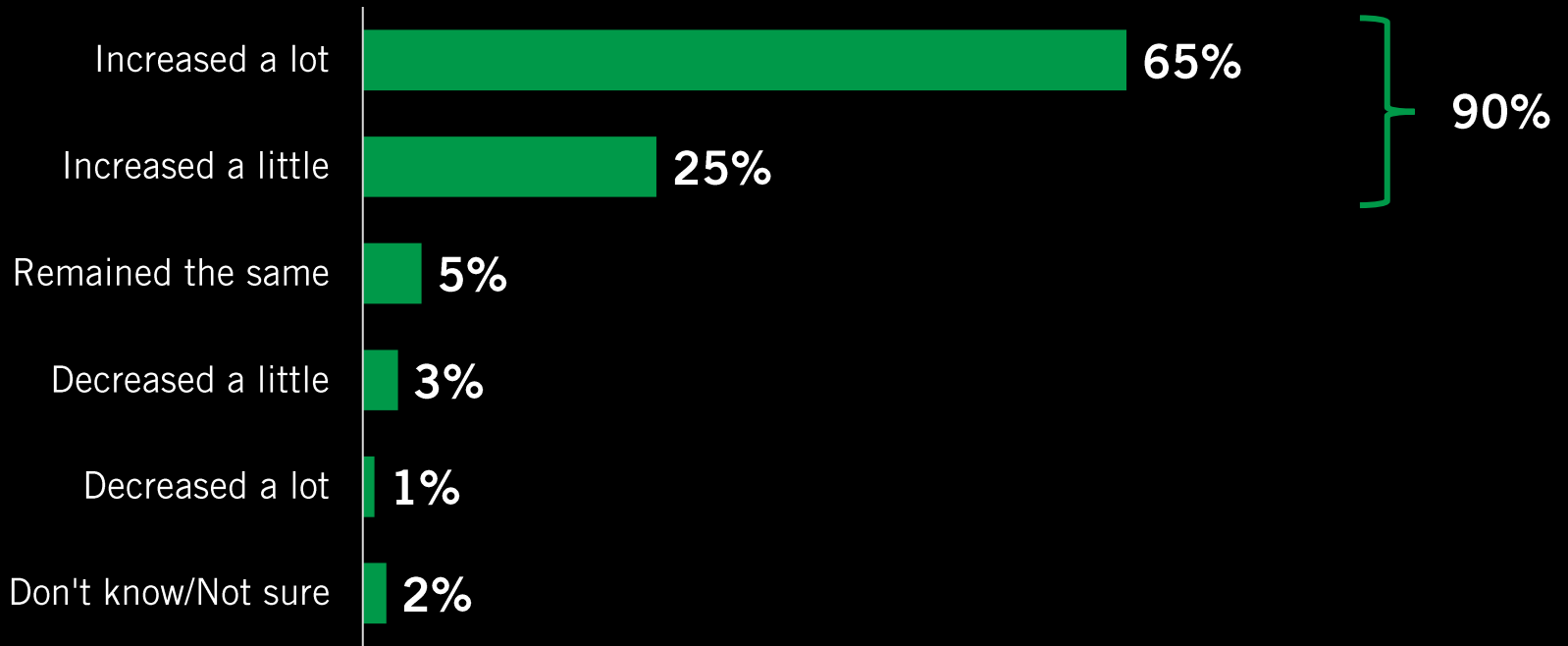
- Q. Does your company currently have an in-house agency? An “in-house agency” is defined as a department, group, or person who has responsibilities that typically are performed by an external advertising or other MarComm agency. For the purposes of this survey, an internal PR function is not part of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



What Are In-House Agencies Doing?

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

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.



Working with External Agencies

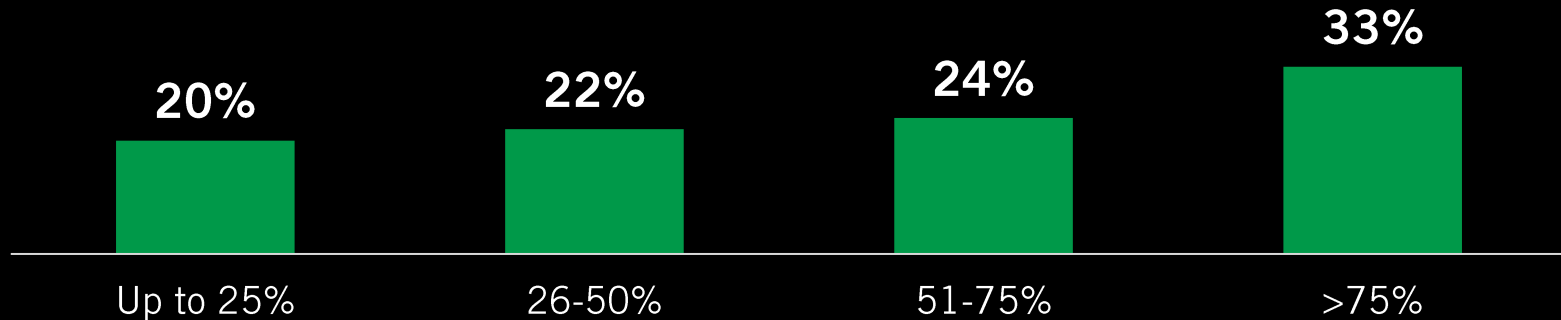


• Q. Do you work with external agencies?



Workload: In-House vs. External Agencies

Percentage of Work Done In-House:
58% average

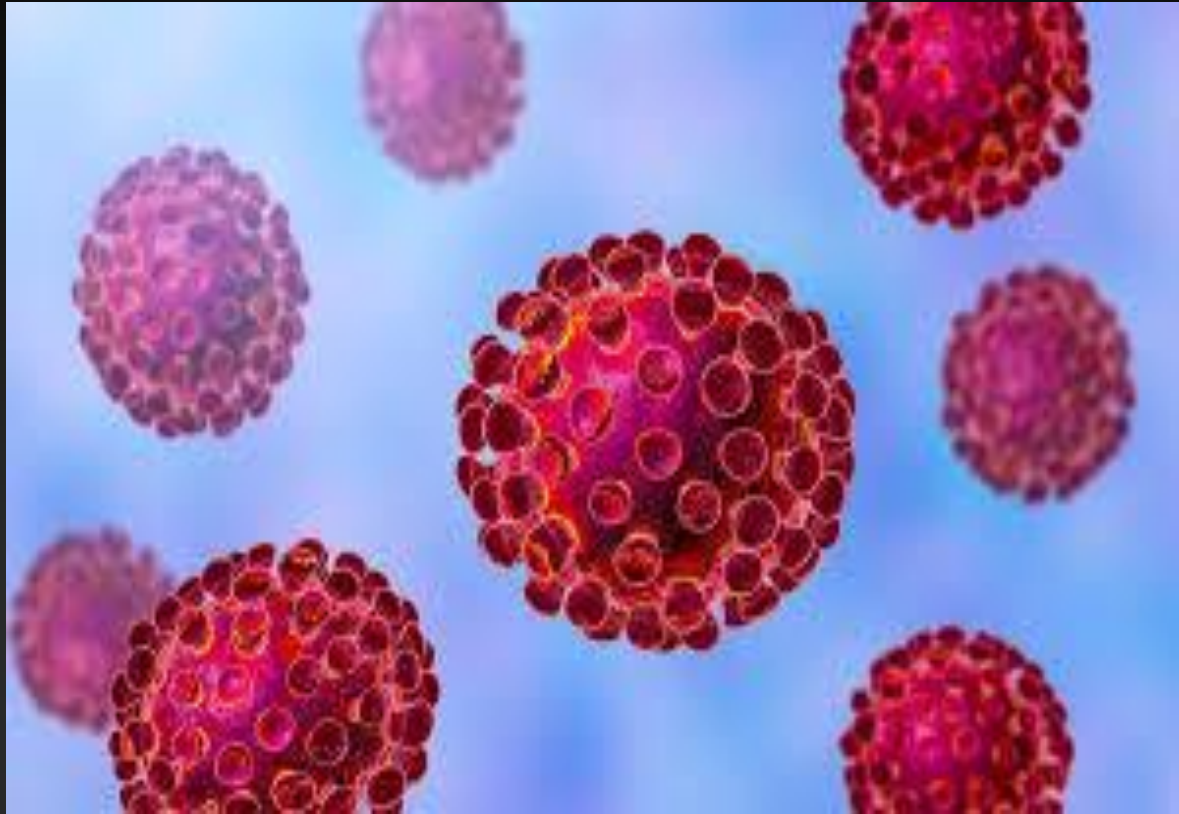


• Q. Thinking about all the work your company does both in-house and with external agencies, approximately what percentage of the work is done in-house?

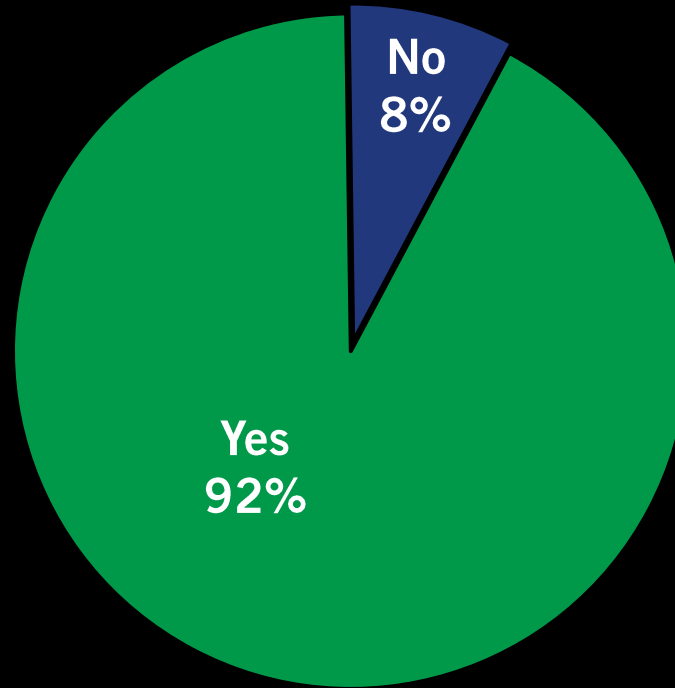
• *Note: Percentages may not add up to 100% due to rounding.*



COVID-19

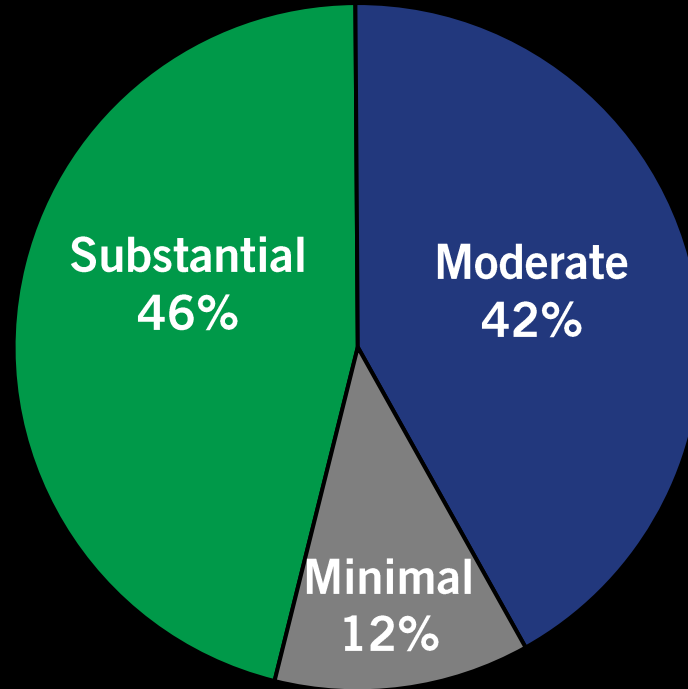


Adjusting Creative Messaging



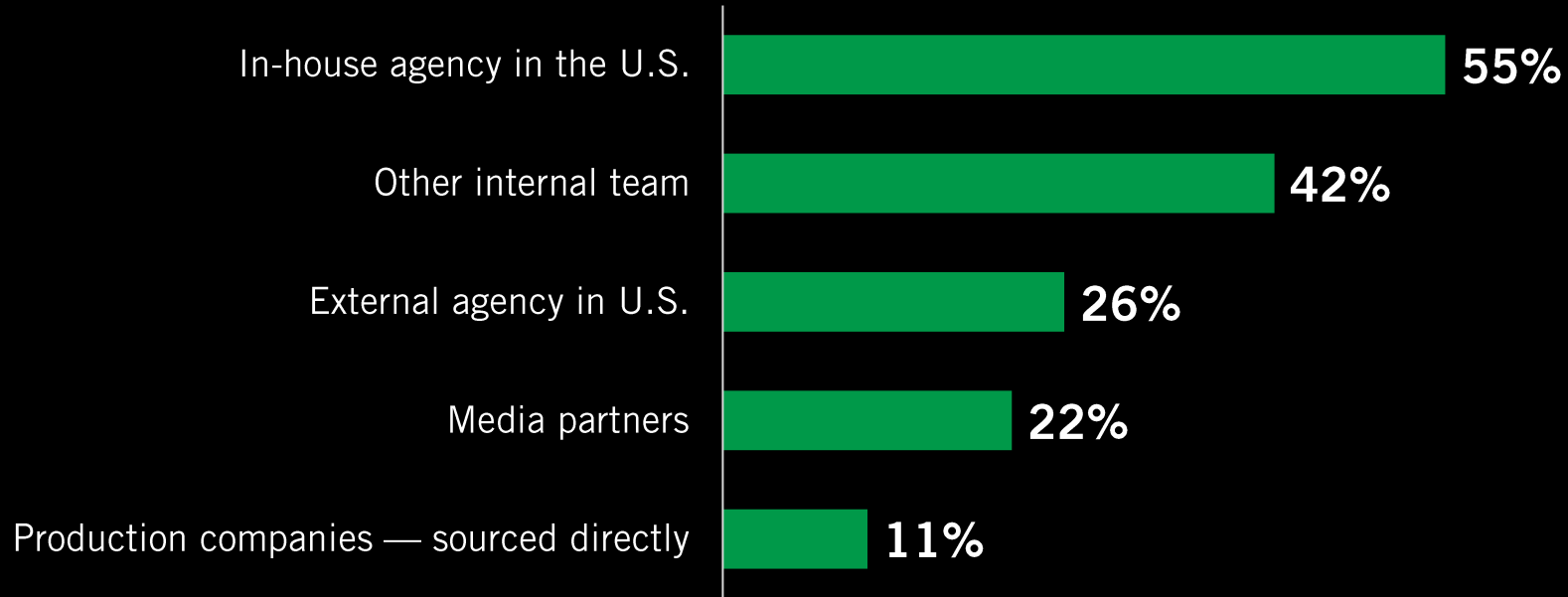
- Q. Have you adjusted the creative messaging for your marketing since mid-March, when COVID-19 was declared a pandemic by the World Health Organization?

Scale of Creative Messaging Adjustments



- Q. Have those adjustments been minimal, moderate, or substantial?

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.



“The Ultimate Stress Test”

- Seb Joseph, Digiday, April 16, 2020
- “For those advertisers that bought into the promise of the in-house model, the coronavirus crisis is the ultimate stress test ... CEOs are pushing senior marketers to do more across a range of media channels with less. Some of those marketers think their in-house agencies are in a unique position to make those savings ... The pandemic is accelerating the development of in-house teams.”

A black and white close-up portrait of Gideon Spanier, a man with a receding hairline and a light beard, wearing a dark suit jacket, white shirt, and patterned tie. He is looking directly at the camera with a neutral expression.

**Gideon Spanier, UK editor-in-chief of Campaign:
“In-housing is here to stay and growing”**

April 2021

“In-housing is on the rise and external agencies are worried.

Advertisers are motivated by a mixture of reasons: saving money, moving faster, creating higher volumes of content and bringing marketing closer to the heart of their business and to their first-party data.

There are lots of caveats about in-housing, particularly around attracting and retaining talent and encouraging creative excellence and risk-taking and avoiding corporate ‘capture’. But as digital communications and customer experience become more central to the way that companies do business, it makes sense for brands to invest in their own capabilities and bring them closer.

In-housing is not only here to stay but also likely to grow.”

Brian Jacobs
Media Village
“In- or Out-Housing?”
• **April 2021**



“In-housing isn’t new, but it’s improved and evolved. It’s no longer purely about buying cheap stuff, and it’s no longer loathed as a concept by the agencies, some of whom have embraced the idea and are working to help clients set up strong in-house models.

The best in-house teams improve planning by ensuring that the client’s proprietary first-party data is available and used. Many are by definition fleetier of foot than any agency when it comes to reacting to social media use models.”

“Media KPIs That Matter”

Data Source Quality/Targeting Information Quality

- Data used to target audiences in advertising is a topical issue. “Third-party cookie deprecation” will increase the importance of first-party data (data collected by the advertiser from its own direct interactions with the consumer, with the consent of the consumer). Brands should take action now to enhance their first-party data capabilities. In fact, one of the interviewees spoke about creating a data-driven marketing organization supported only by first-party data.
- This could also create opportunities for in-house agency teams, as embedded staff will likely be best suited to work with the organization’s first-party data.

Three Wishes



Data

In-House agencies should take action now to enhance their first-party data capabilities.

Top KPIs

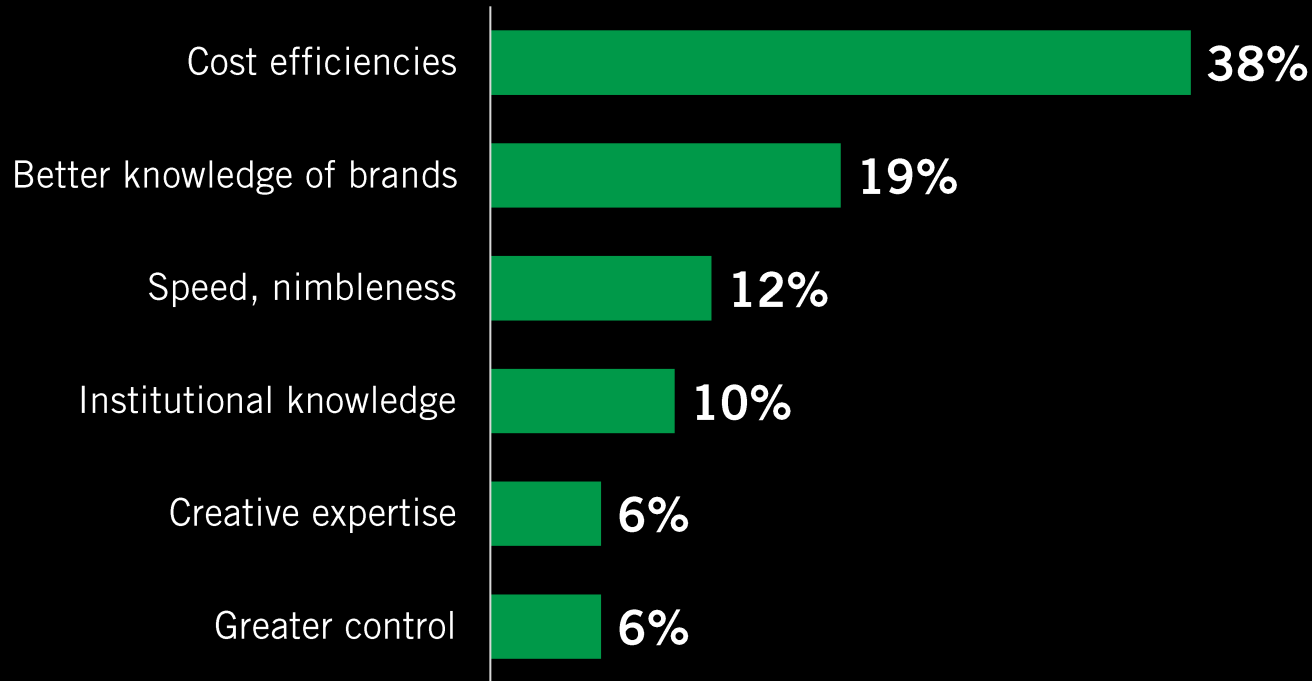


• Q. What KPIs (or other metric types) do you use to assess the effectiveness of your in-house agency? (Select all that apply.)

• *Note: Only top responses shown above.*

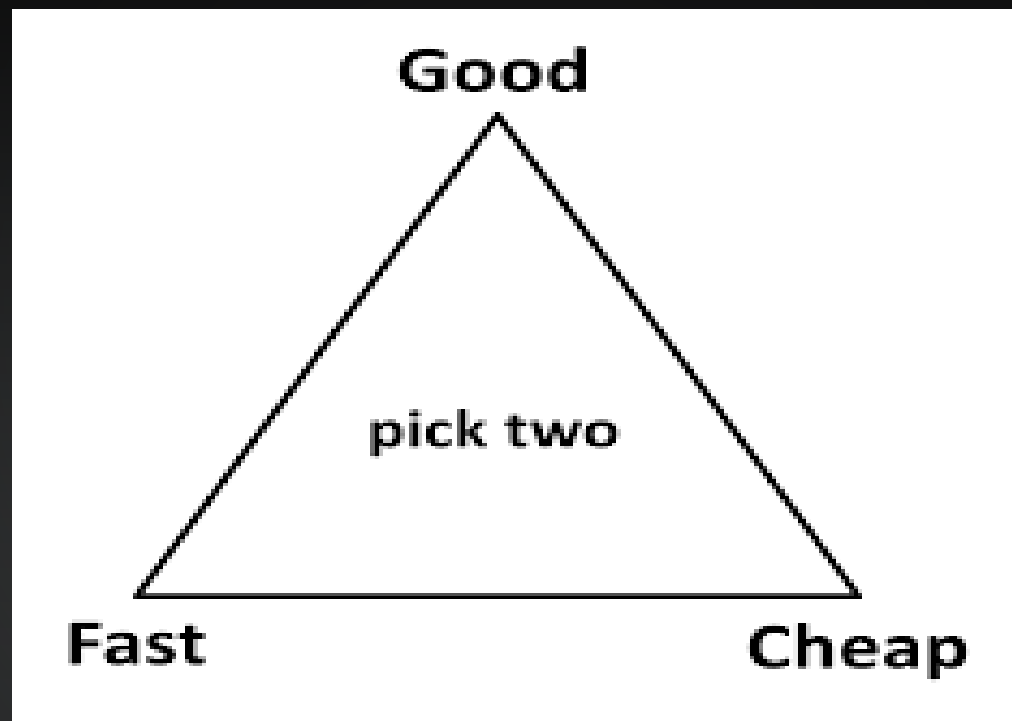


Primary Benefit



• Q. What is the primary benefit to your company of having an in-house agency?





Three Wishes



- Data
- Business Performance
- Creative

A stylized house icon made of purple lines, positioned above the main title. It features a chimney on the left side and a simple roofline.

ANA IN-HOUSE EXCELLENCE AWARDS

Final Deadline: June 18

Enter today at ANAINHOUSEAWARDS.ORG

Featured Categories

- Branded Content
- Experiential (in-person and virtual)
- Integrated Campaign
- Internal Communications
- Social Media
- Socially Responsible

Special Showcase Categories

- Best Collaborative Effort
- Best Media Thinking
- Significant Results

A few “Thank to You”



ANA In-House Agency Lead



Greg Wright



ANA In-House Agency Committee Chairs



Jack Teuber



Charissa Messer



Jessica Cipolla-Tario



Maureen Boyle

Conference Presenting Sponsor

Accenture Interactive







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