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GLOBAL MARKETING EXECUTION SERVICES

# There is a lack of transparency in the marketing and advertising industry

Head in the clouds



With the growing concerns around **lack of transparency** in the advertising industry, several research studies were conducted between 2012-2018

**37%**

of advertising production spending decision makers admit limited expertise regarding production processes<sup>2</sup>

**60%**

advertisers don't know if they are entitled to production rebates from their agency<sup>2</sup>

**62%**

of respondents are unsure if their agency acts as their principal production supplier<sup>2</sup>

**74%**

of respondents are unsure about their agency's production program model<sup>1</sup>



Only **43%** of respondents require their agency to disclose if they are bidding a production job to an in-house or affiliated production company

When asked why?  
"Felt forced into it by the agency holding group, rather than opting in" and "We leaped before we looked"<sup>1</sup>

## Do you have trust in your agency?

Have you heard... ..

The level of trust between advertisers and their media agencies is perceived as significantly lower in 2018 than 2016

The DOJ has already opened an investigation into alleged bid-rigging by agencies in the U.S. advertising production sector, which began at the end of 2016 and the Federal Bureau of Investigation is investigating media trading and transparency in the U.S. advertising market<sup>4</sup>

Did you know...

**75%**

believe that the way an agency manages rebates is the most important factor to measure trust<sup>4</sup>



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At HH Global we believe in complete transparency into our supply chain operation  
As your partner, we are invested in your success and achievement of savings

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<sup>1</sup> Independent study of media transparency in the advertising industry by K2. Conclusion by K2 Intelligence: K2 found evidence of non-transparent business practices across digital, OOH, print, and television media in 2016.

<sup>2</sup> Production transparency in the advertising industry research by ANA between 2014-2017

<sup>3</sup> 'The state of programmatic advertising' research by London research and Truth in 2017

<sup>4</sup> ID Comms 2018 Global media transparency report