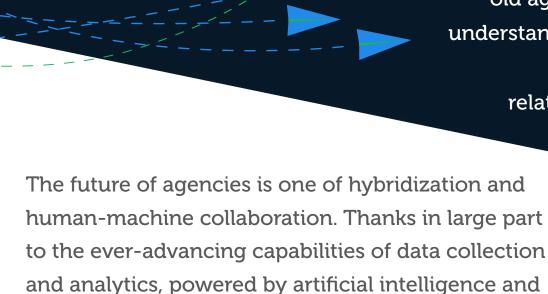


## How are your brand's agency relationships evolving?



toolkit for decades. But the landscape is changing. Marketers who wish to stay relevant and thrive in uncertainty must

agencies have played a crucial role in the marketer's



is becoming outdated.

understand the *limits* of old agency models and understand the possibilities that new agency relationships present.

More than ever, overlap exists between agencies and consultancies, in-house and external agencies, and the roles of humans and automation. This melting pot of services has led to one conclusion:

It's time to reimagine the agency relationship.

automation, the agency-of-record model of the past

decision making. Here's what what we know:

Agencies are feeling the impact of shifting models.

Agency employee headcounts will drop by 11 percent by 2023.

- Forrester

marketers and subject matter experts to understand how marketers

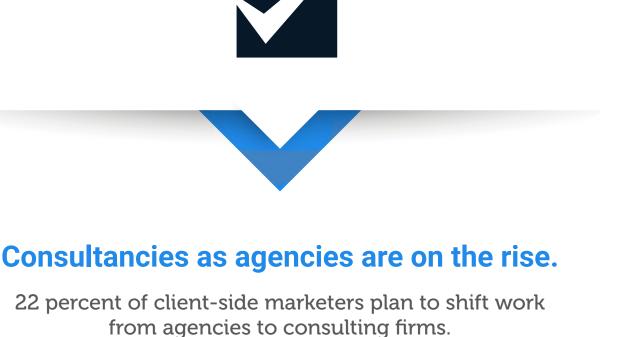
view the future of agencies and how its trajectory impacts marketing

The ANA Marketing Futures team gathered perspectives from

In-housing is becoming increasingly popular.

In-house agencies are on the rise, nearly doubling in just a decade

- ANA



**×11%** 

Digital marketers are already making the shift.

91 percent of brands have moved at least a part of their digital marketing operations in-house.

- Bannerflow in partnership with Digiday

- Digiday poll



Resources remain a challenge regardless of structure.

ANA | Marketing Futures

The Future

of Agencies

prepare for the future of in-house and external support for marketing, check out the full report now. You can also visit ANA's Marketing Futures Hub for other cutting-edge

To learn more about how brands can

marketing topics that are changing the world of marketing forever.



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