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For Immediate Release:

MARKETERS' SATISFACTION TIED TO SENIORITY

Key Finding of Aquent | AMA 2009 Survey of Marketing Professionals
Aligns Job Satisfaction with Marketers' Place on Org Chart

BOSTON (Nov. 10, 2008)—Results from the Aquent | AMA 2009 Survey of Marketing Professionals highlight distinct differences in satisfaction between senior-level marketers and their more junior colleagues. While top executives are largely satisfied with their professional responsibilities and challenges, entry- and mid-level marketers are in large measure less than satisfied with their current responsibilities and the challenges afforded them at their work. These are the key findings summarized in “Where You Stand Depends on Where You Sit,” the first of the *Insight Series* related to the survey. The largest and most inclusive free survey of its kind, it draws its results from data sampled from more than 70,000 marketing and creative professionals. Future *Insight Series* will cover hiring trends, organizational structures, and skills in demand.

“While marketers at all levels of the organization are faced with enormous strategic and tactical challenges, their view of these challenges, and the satisfaction they gain from resolving them, are colored by where they stand in the company hierarchy. The higher the marketer ranks, the higher the job satisfaction,” said Aquent Director of Marketing Colleen Woods.

Furthermore, the first of the *Insight Series* from the Aquent | AMA 2009 Survey of Marketing Professionals discerned sharp differences in how marketers assess the challenges facing them and their organizations. For example, across a broad range of traditional marketing functions (including corporate communications and brand management) and across nearly all organization sizes, marketers on average ranked “Quantifying and measuring the value of marketing programs/investments” as the number one strategic challenge they face. Yet top-level marketers overwhelmingly ranked something other than this as their primary strategic challenge.

“These survey findings tell us that entry- and mid-level marketers need to understand and respond to this disconnect between themselves and their more senior colleagues,” said Nancy Costopulos, chief marketing officer, American Marketing Association. “For marketers to achieve greater personal career success and satisfaction, they should not only address their own challenges but also anticipate the challenges faced by senior leaders. That will ultimately deliver greater value to their organizations and enhance their professional advancement.”

Designed and conducted by The Dihedral Group, LLC (TDG), the Aquent | AMA 2009 Survey of Marketing Professionals reached out to more than 70,000 marketers and yielded nearly 10,000 interviews across a wide spectrum of topics relevant to the marketing profession. “If one thread dominated the conversation, it would be ‘finding one’s context and anticipating for the future,’” said Glenn Andersen, managing partner at The Dihedral Group. “The majority of marketers are only now discovering the seismic shift taking place in the marketing arena with respect to new technologies and marketing channels. It tends to track with the context of one’s marketing function, industry, and skill sets, as well as the context of one’s own professional experiences and marketing acumen. Marketers finding the greatest satisfaction and professional success tend to anticipate

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change better and adjust their decision making according to real needs, and not necessarily to bandwagon trends within the profession.”

About Aquent

Aquent is the talent agency for marketing and design professionals. Every agent is focused on a single marketing or design discipline, ensuring both talent and clients a dedicated resource that speaks their language and specializes in their area of expertise.

For more than 20 years, Aquent has helped individuals and organizations increase their marketing potential through flexible staffing solutions and customized consulting services. Committed to the advancement of both fields, Aquent offers monthly webcasts hosted by field experts on topics ranging from marketing trends to web design tips.

Aquent's strong presence in the marketing and design communities has resulted in lasting partnerships with industry leaders and organizations around the world. All Aquent offices participate in local chapter events with groups including the AMA, AIGA, and DMI. Aquent's *Talent Blog*, *Aquent Oracle*, and *Inside Marketing* newsletter keep marketing and design professionals abreast of the latest industry news. Aquent's acclaimed Aquent | AMA 2009 Survey of Marketing Professionals: Compensation Calculator and the AIGA | Aquent Survey of Design Salaries 2008 are highly anticipated, well-respected resources relied on by industry professionals.

For information about Aquent or the Aquent | AMA 2009 Survey of Marketing Professionals, please visit aquent.com.

About the American Marketing Association

The American Marketing Association (AMA) is the largest marketing association in North America. It is a professional association for individuals and organizations involved in the practice, teaching, and study of marketing worldwide. The AMA is a resource that marketers turn to every day to deepen their marketing expertise and achieve better results for their companies. AMA members are connected to a network of experienced marketers nearly 40,000 strong.

The AMA offers its highly acclaimed Training Series, professional conferences, and Hot Topic events focused on the immediate needs of marketers, as well as on trends shaping the future. AMA's website, MarketingPower.com, is the everyday connection to marketing data, articles, case studies, best practices, and a career center. Additionally, the AMA is the source for the field's top magazines and journals, including *Marketing News*. Through local and collegiate chapters, AMA members are connected with the best people and the best practices.

The AMA is also the creator of Mplanet, the unparalleled industry event that brings together the world's most creative thinkers, including senior marketing executives, top academicians, and other thought leaders, to share fresh insights, new concepts, the latest research, and solutions for the most pressing marketing challenges and opportunities. Mplanet 2009 will take place in Orlando, Florida, on January 26–28, 2009.

For more information on the AMA or Mplanet 2009, please visit www.MarketingPower.com.

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About The Dihedral Group (TDG)

Throughout 125 countries around the world, The Dihedral Group (TDG) has been pioneering conversations on behalf of its clients and collecting insights about their communities. These discussions have led to refined segmentation strategies, sophisticated marketing road maps, focused product portfolios, and highly engaged customers and employees.

The available channels for insights may change as our technologies advance, but the scientific rigor, ethical conduct, and attention to highly satisfied clients remain steadfast. TDG has a team of consultants with broad industry backgrounds accompanied by highly specialized and very current skill sets. Clients have retained TDG's services on contracts ranging from satisfaction research to psychographics profiling, consumer anticipation studies, statistical modeling/segmentation, independent marketing audits, multifaceted interactive campaigns, and strategic planning consultations.

To find out more about how TDG can help build stronger ties between your organization and your targeted audience, go to www.FindTDG.com.

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