

Who or What has been **Naughty** or **Nice** in the Media Industry in 2018?

113 agency folk from 4 UK Media Agencies were surveyed on what was Naughty and Nice in the industry for 2018.



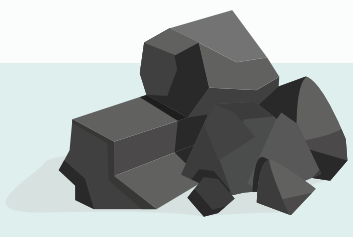
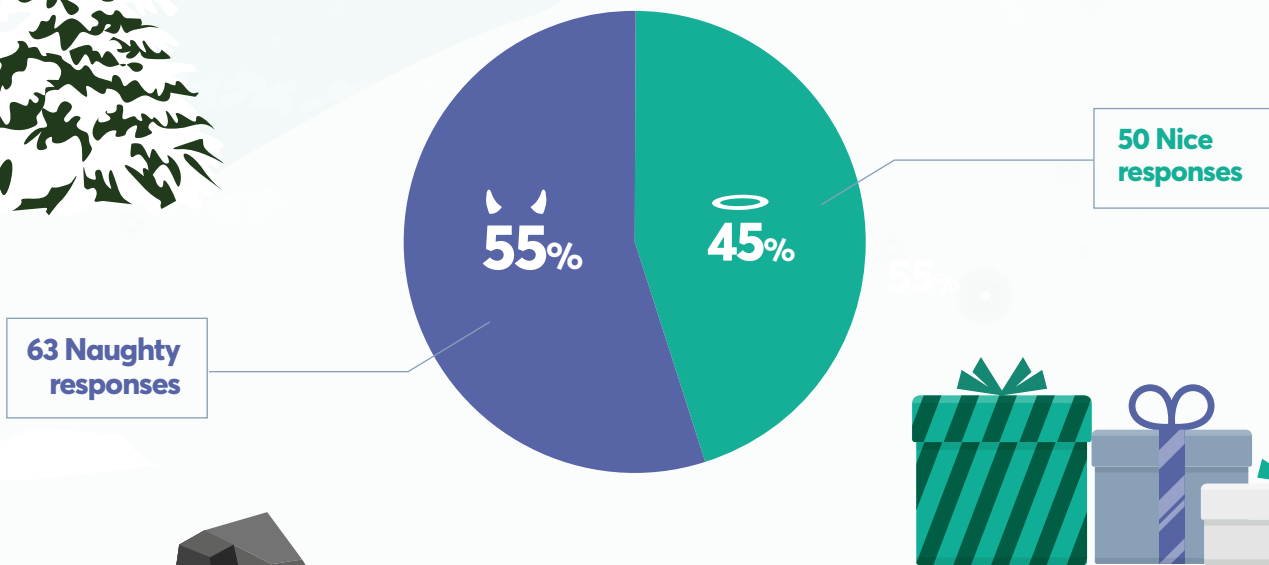
Amplifi

MEDIACOM

Manning
Gottlieb



Naughty Trumps Nice



Naughty:

Industry Policies and People

25%



Of agencies felt that GDPR was naughty for limiting targeting capabilities.

21%



Of agencies said that both the Sir Martin Sorrell and the Mark Zuckerberg Facebook Cambridge Analytica scandals were naughty.

21%



Others said:



3%
Brexit



9%
Banning certain ads

Nice:

Industry Culture, Campaigns & Clients



24%

Of agencies felt that the work culture and diversity as well as the bringing together of different nationalities was something that was super nice about the industry.



16%

Of agencies said that retaining business and accounts this year was something nice that happened in 2018.



14%

Of agencies said that winning new business and accounts was a nice surprise in 2018.

Being Nice is Nice



10%

Of agencies said that being recognised by the industry through winning agency-of-the-year awards.



6%

Of agencies said that it was nice to see more social good campaigns being done and making a difference.

Dear Santa..

Other things agencies said:



Naughty

- "Losing clients"
- "Not getting copy on time from client"
- "Buzz words"
- "Challenging market conditions"
- "Platform fees"
- "Brand safety"
- "Campaigns going down on Black Friday"
- "The industry generally shrinking"
- "HMRC taxing charities in digital advertising"
- "Lack of transparency"

Nice

- "Mobile geo-location targeting made it through GDPR"
- "Doing pro bono work for our clients"
- "Digital Ad revenue increasing 7% YOY in 2018"
- "Continued growth in career despite Brexit"
- "Increase rise in mobile spend and video"
- "The growth of programmatic and new platforms like DOOH"
- "Stronger viewing figures as a result of global events i.e. sport"
- "Digital display continued success"
- "Developments in AI personal assistance"

Blis wishes everyone Merry Blismas and for an even better year for the industry in 2019!