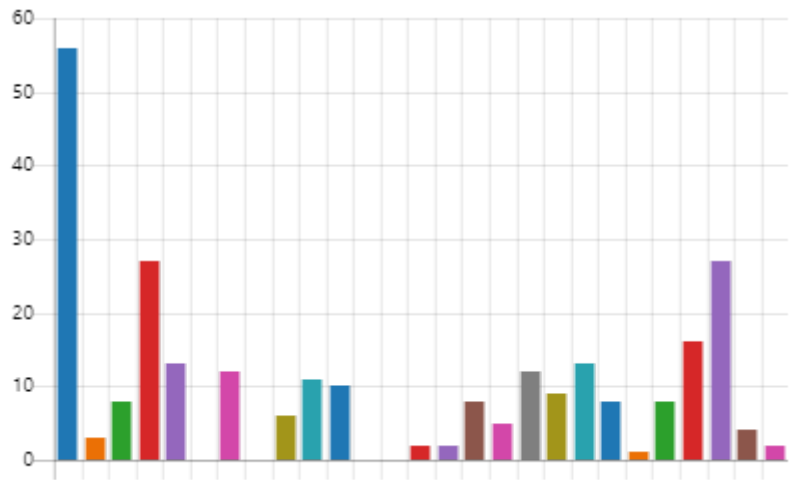
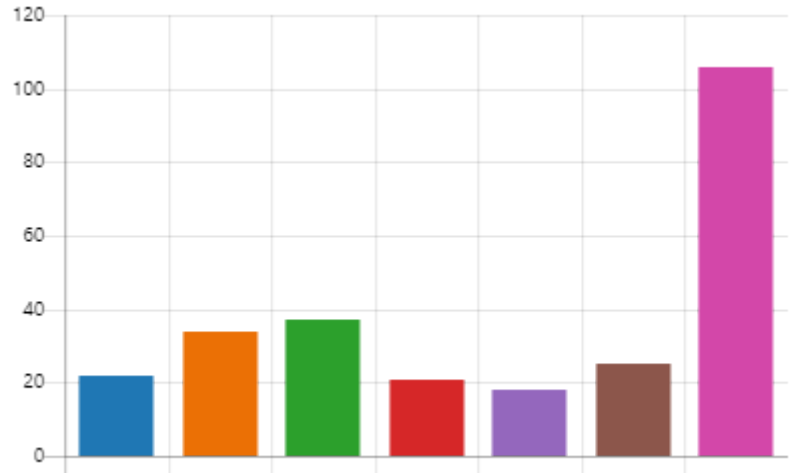


Agency	56
Agriculture	3
Automotive	8
Banking	27
Business Services	13
Chemicals	0
Communications	12
Construction	0
Consulting	6
Consumer Packaged Goods	11
Education	10
Electronics	0
Energy	0
Engineering	2
Entertainment	2
Food & Beverages	8
Healthcare	5
Hospitality	12
Manufacturing	9
Media	13
Not for Profit	8
Publisher	1
Real Estate	8
Retail	16
Technology	27
Transportation	4
Utilities	2



Company Size (select one)

1-9	22
10-49	34
50-149	37
150-249	21
250-499	18
500-999	25
1000+	106



Country

263
Responses

My organisation has a strong brand purpose.

Yes	197
No	4
Somewhat	62



My clients understand and are positively affected by my organisation's brand purpose.

Yes	155
No	17
Somewhat	91



My organisation's agility is impacted by (tick all that apply)

- Manual processes and ad hoc ... 162
- Lack of alignment and collabo... 115
- Disjointed planning 108
- Marketing silos and inter depa... 132



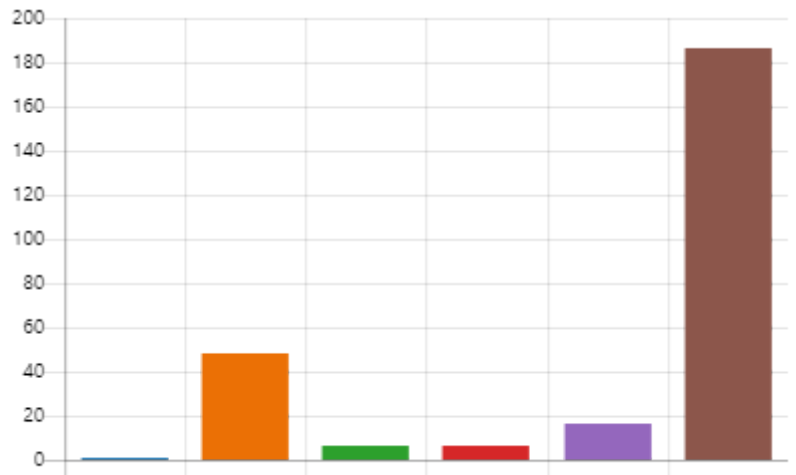
When it comes to building authentic connections, is the message or medium more important?

- The message is more important 213
- The medium is more important 50



In your opinion, what type of content drives authentic connections the most

- Audio content 1
- Video content 48
- Written content 6
- Images/static visual content 6
- Live content (events, shows etc) 16
- Depends on message and tar... 186



My organisation employs user generated content in its marketing communications

- Often 68
- Sometimes 127
- Rarely 55
- Never 13



Will influencer marketing grow in popularity and relevance for advertisers?

● Yes	217
● No	46



Are content marketers experiencing high levels of burnout?

● Yes	122
● No	22
● Somewhat	119



Some of the major culprits of burnout include (tick all that apply)

● Long hours	129
● Endless consumer demand for...	193
● Too much time on mundane p...	138



What are some of the things that can be done to help alleviate some of your employee's pain points?

262
Responses