

Get answers to your marketing talent questions.

# 2018 GLOBAL MARKETING COMPENSATION SURVEY

Developed in collaboration with the world's top advertising holding companies — WPP, IPG, and Publicis — this survey collects data to support compensation decisions for employees within five key marketing sectors. Data collected includes base salary, guaranteed allowance, and short-term incentives. Survey participation opens soon!

Participate by June 29 to have your data included in the results and to qualify for purchase.

## FEATURES AT A GLANCE

- Information collected in 32 countries (complete listing on back)
- Data from 143 agencies covering 97,184 employees in 2017
- 167 marketing positions evaluated
- Ability to compare year-over-year trends

## SURVEY SECTORS

- Advertising
- Digital and direct marketing
- Healthcare communications marketing
- Media
- Public relations

## SUBMISSION IS SIMPLE

- 1** Visit [imercer.com/globalmarketingsurvey](http://imercer.com/globalmarketingsurvey)
- 2** Download participation materials
- 3** Submit data by June 29

If you have questions on how to participate or the features and benefits of the survey, attend a complimentary webcast. Register at [imercer.com/globalmarketingsurvey](http://imercer.com/globalmarketingsurvey).

## SURVEY SCHEDULE

Questionnaire available	early May
Participation deadline	June 29
Results available	November





MAKE TOMORROW, TODAY

## COUNTRIES SURVEYED (All Sectors)

### LATIN AMERICA

- Argentina
- Brazil
- Chile
- Colombia
- Mexico
- Peru

### ASIA PACIFIC

- Australia
- China
- Hong Kong
- India
- Indonesia
- Japan
- Malaysia
- Phillipines
- Singapore
- South Korea
- Taiwan
- Thailand
- Vietnam

### EMEA

- France
- Germany
- Italy
- Netherlands
- Poland
- South Africa
- Spain
- Switzerland
- Turkey
- UAE
- UK

### NORTH AMERICA

- Canada
- US

## WHY PARTICIPATE?

As a participant in the Global Marketing Compensation Survey, you qualify to purchase the survey results. These results give you the data necessary to:

- Respond to market trends.
- Optimize your workforce strategy position by position.
- Streamline your budgeting process.

2018 results will be delivered in Mercer WIN®, allowing you to access multiple scopes of data in one view and easily compare your data to your competitors.

Visit [imercer.com/globalmarketingsurvey](http://imercer.com/globalmarketingsurvey) today to download your participation materials. Submission deadline is June 29.



## GLOBAL SURVEY CONTACT

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