



MediaVillage

The Myers Report

Trusted Intelligence

Insight, Innovation, Influence, Intelligence

The Myers Report supports C-Suite leaders with custom insights informed by the advertising industry's most expansive market outreach.

We connect with your high-potential clients and prospects to provide detailed recommendations for growth.

80%

of media agency employees have been in the business 15-years or less; 62% 8-years or less. 30% 3-years or less.

20%

of media agency employees in the business 3 years or less have direct reports and decision-making responsibility

8%

of media agency professionals (and less than 1% of brand marketing and financial professionals) have regular exposure to industry trade publications, events, or conferences.



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We partner with the ANA, 4A's, and leading agencies for exclusive one-on-one access to your key influencers and decision-makers

Only 10% - 15%
of ad sales, marketing and research budgets are
invested in revenue growth.

The Myers Report is an investment in growth.

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88%

of media agency and brand professionals do not consider relationships with sales teams to be among their top 3 factors in advertising decision-making

65%

of media agency decision-makers consider their media partners' capabilities to be 'not performing', 'inadequate' or 'could be better'

65%

of national media investments are determined by financial purchasing/procurement directives with little to no influence of sales organizations

35%

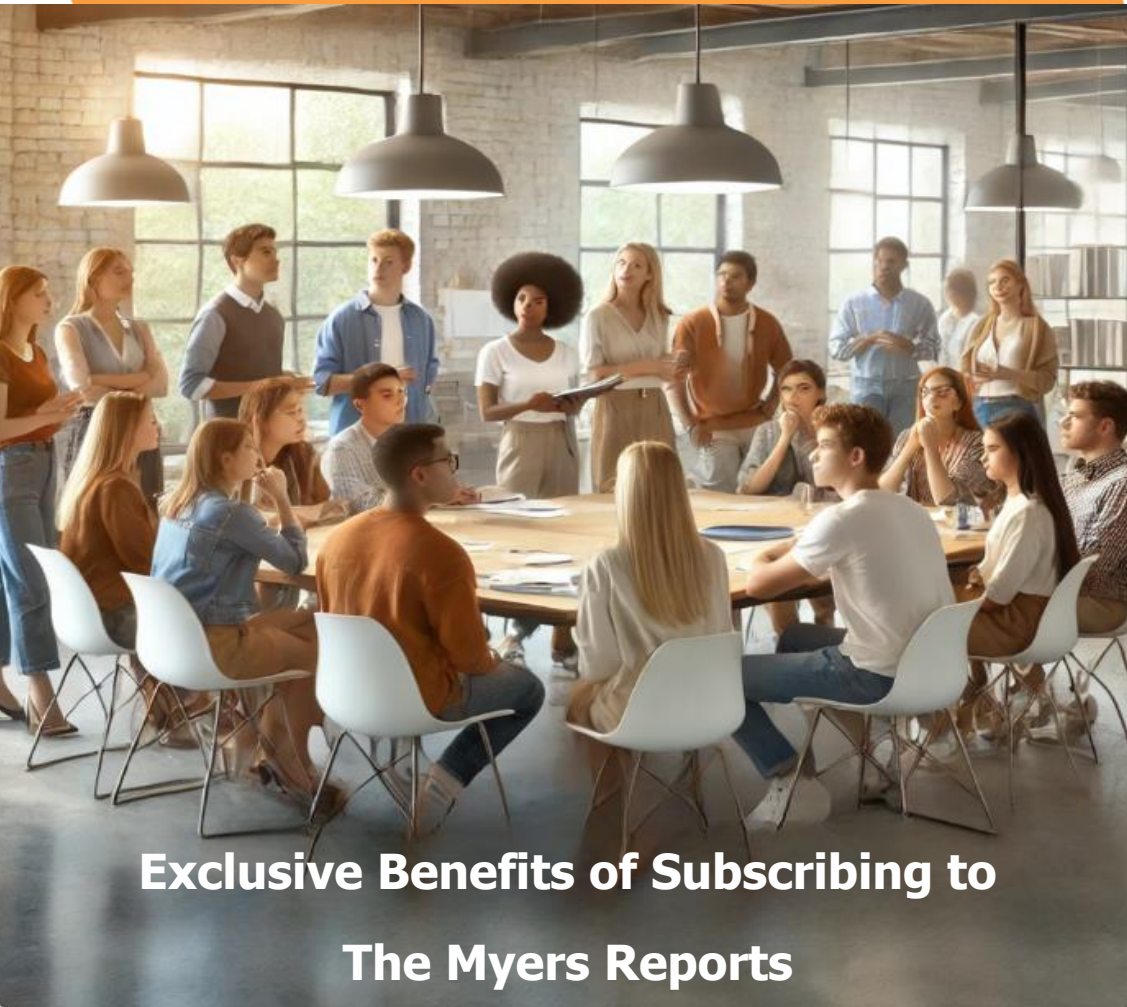
of media agency decision-makers consider media "innovation and creativity" to be important but have limited access to opportunities that are relevant to them



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**Exclusive Benefits of Subscribing to
The Myers Reports**

The Myers Report Annual Marketplace Assessment Includes:

- S.W.O.T.* analysis with detailed market perceptions of the current and prospective clients of your company and primary competitors, based on exclusive The Myers Report surveys fielded directly by our survey partners: ANA, 4A's, Publicis Media, Group M, IPG Mediabrands/MAGNA, dentsu, Canvas, Active International, and additional partners
- Presentation of detailed analytics with strategic and tactical recommendations
- Includes economic forecasts plus market and threat analyses
- Basic market intel for sales growth targeting
- B2B marketing and communications recommendations

Custom and primary research programs are available

*Strengths, Weaknesses, Opportunities, Threats



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Tailor your subscription to align with your business goals through our custom 360° Partnership Programs. Design your custom business development program to meet your business needs.

Identify and connect directly with the transformative leaders who are the most influential decision-makers in driving media planning and buying decisions across media categories and companies.

Custom Proprietary Primary Research **\$90,000**

Target your primary research outreach to the planners/buyers/decision-makers who have the closest contact with your teams and brand, and who will have the most impact on your business growth. Includes a details S.W.O.T. analysis and recommendations. Connect with high probability business prospects to drive measurable revenues.

Vision Subscription **\$60,000**

Include a custom report with your detailed in-depth syndicated report focused on your key strengths and competitive opportunities with a focused S.W.O.T. report

Basic Subscription **\$45,000**

The Myers Report syndicated research delivers detailed data on perceptions of your business category and competitive set. Comparative data includes perceptions among respondents from each major Holdco media agency, advertisers, and key independent agency stakeholders.

www.MyersReports.com jack@mediavillage.org