



## THE MYERS REPORT IS AN INVESTMENT IN GROWTH

- Exclusive insights for C-Suite leaders and decision-makers
- Connect with high-potential clients and prospects
- Custom research and strategic recommendations for measurable growth
- The industry's most expansive market outreach to advertising and marketing professionals

**Powering Smarter Decisions with Exclusive Industry Intelligence**

## The Problem: Generational and Technological Transformation

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 personal exposure to media sales organizations, industry trade publications, events, or conferences.

## The Problem: Sales and Marketing is Out-of-Step

- Role and value of media sales professionals are transforming
- Responsibilities of planners/buyers are hierarchical and fragmented
- Planning and buying is an automated “production line” with ‘locked’ efficiency goals. Achieving cost efficiency goals is not a ‘pain point’
- Innovative and creative ideas have become commoditized
- Research, data and metrics are centralizing around 1<sup>st</sup> party data, consumer targeting, walled gardens, and retail media
- Programmatic commoditization and RTB is dominating
- Upfront and events are losing steam as business influences
- Communications teams are challenged to reach influencers



## The Solution: How The Myers Report addresses these gaps

88%

of national media planning and buying decision-makers and influencers are reached by The Myers Report and MediaVillage

65%

of media investments are directed by procurement teams – a primary target audience of The Myers Report

65%

of non-programmatic media investments are influenced by creative opportunities and sponsorships, but only 12% of decision-makers are responsible for assessing and recommending them



## No other research service provides this level of insider intelligence

- Weekly The Myers Report market intelligence
- 24 annual white papers focused on strategic tactical opportunities for business growth, marketplace insights, and economic forecasts.
- 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 in collaboration with survey partners
- Access to individual decision-makers and influencers for business development support
- Economic forecasts plus market and threat analyses
- Basic market intel for sales growth targeting
- B2B marketing and communications recommendations

\*Strengths, Weaknesses, Opportunities, Threats



**Let's customize a solution for your business today**  
**Contact Jack Myers now to unlock exclusive industry insights**

<b>Team Subscription to Weekly The Myers Report + 24 White papers:</b>	<b>\$12,000</b>
Team subscription to weekly The Myers Report market analyses plus 24 white papers delivering exclusive marketplace data, insights, growth opportunities and forecasts.	
<b>Team Subscription + Custom Annual Competitive Performance Report</b>	<b>\$45,000</b>
The Myers Report syndicated research delivers detailed data on perceptions of your business category and competitive set. Comparative data includes perceptions among respondents from targeted respondent categories.	
<b>Team Subscription, Custom Report, + S.W.O.T. Analysis</b>	<b>\$60,000</b>
Custom competitive analysis focused on your key strengths and competitive opportunities, strategic recommendations and focused S.W.O.T. report	
<b>Monthly Strategic Meetings + Primary Custom Marketplace Feedback</b>	<b>\$90,000</b>
Target primary research personal outreach to decision-makers who have the closest contact with your teams and brand, and who have the most impact on your business growth. Includes detailed S.W.O.T. analysis and Recommendations to connect you with high probability business prospects.	

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## JACK MYERS MISSION STATEMENT

To inspire and guide leaders in the age of AI by harmonizing technological innovation with human creativity, empathy, and ingenuity.

Through research, thought leadership, and strategic insights, I empower individuals and organizations to navigate disruption, embrace change, and cultivate a future-driven mindset that values inclusion, integrity, and meaningful progress.

