

2013

**planner survey**

We'd like to take a moment to remember Griffin Farley. The planning world is smaller without you and your ideas. Rest in peace, friend.

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# hello planners of the world!

Welcome to the planner survey. This edition is going to straddle 2012 and 2013. If you're new to us, this survey is a peek into the world of creative marketing planner/strategist types. It's been around since 2005 and if you want to see any of the past years' reports, all you have to do is search "planner survey" and ye shall receive.

**On a mission.** In our 8th year of radical transparency for our industry, we've made some changes to also help build a global planning community. We embraced the spirit of perpetual beta and invited everyone to yet another social network. The Tripping Network was meant to be a way for planners to connect in real life all around the world. It was a huge fail. The site sucks. And the last thing any of us needs is another social network account. But what I think we did learn is that lots of people are open to meeting and talking. Next time you travel, use LinkedIn to reach out to a planner and make an effort to meet.

On the other hand, the Skype Sessions were a raving success. Over 1,000 of you shared your skype IDs and were matched with a planner in another country. Flip to page 25 to see what we were talking about.

We also pointed you toward JuniorStrategy.com. Designed to be a digital mentor, there is an amazing wealth of insight, advice and inspiration there for all of you no matter your level.

And we promised to interview Jon Steel nearly 20 years after the publication of *Truth, Lies and Advertising*. That's still going to happen. He's a very busy man! It will appear on my blog when we've had a chance to connect.

**On to the survey.** Each year, I get more and more positive feedback, but this is the first year that participation has gone down. As I've discussed it with people, many confessed that they opened it and intended to fill it out and then got busy. It happens. We did field closer to the holidays. I'd like to know from you: has the survey served its useful life? Or do you still find it valuable?

Specific to this year's findings, for the first time we asked salary in a monthly amount. We did this because this is how most of the world outside of the US thinks about their salary. We also asked for the amount that goes into your bank account – after taxes and after deductions. This year you're comparing actual take home pay. Since the numbers had not shifted in a few years, it's interesting to see salary in a new way.

I hope you find this year's edition to be fresh and quick paced. The exceptionally talented Paul Savaiano took over the design and I couldn't be happier. If you want the more in-depth details, they've moved to the back in the appendix that starts on page 33.

**A book is in the works.** My top priority is to finish writing my book. If you don't know, I spent last year inviting myself into the workplaces and homes of some of the best strategic minds on the planet. I spent two weeks with each of them. And I'm writing up what I learned to share with you.

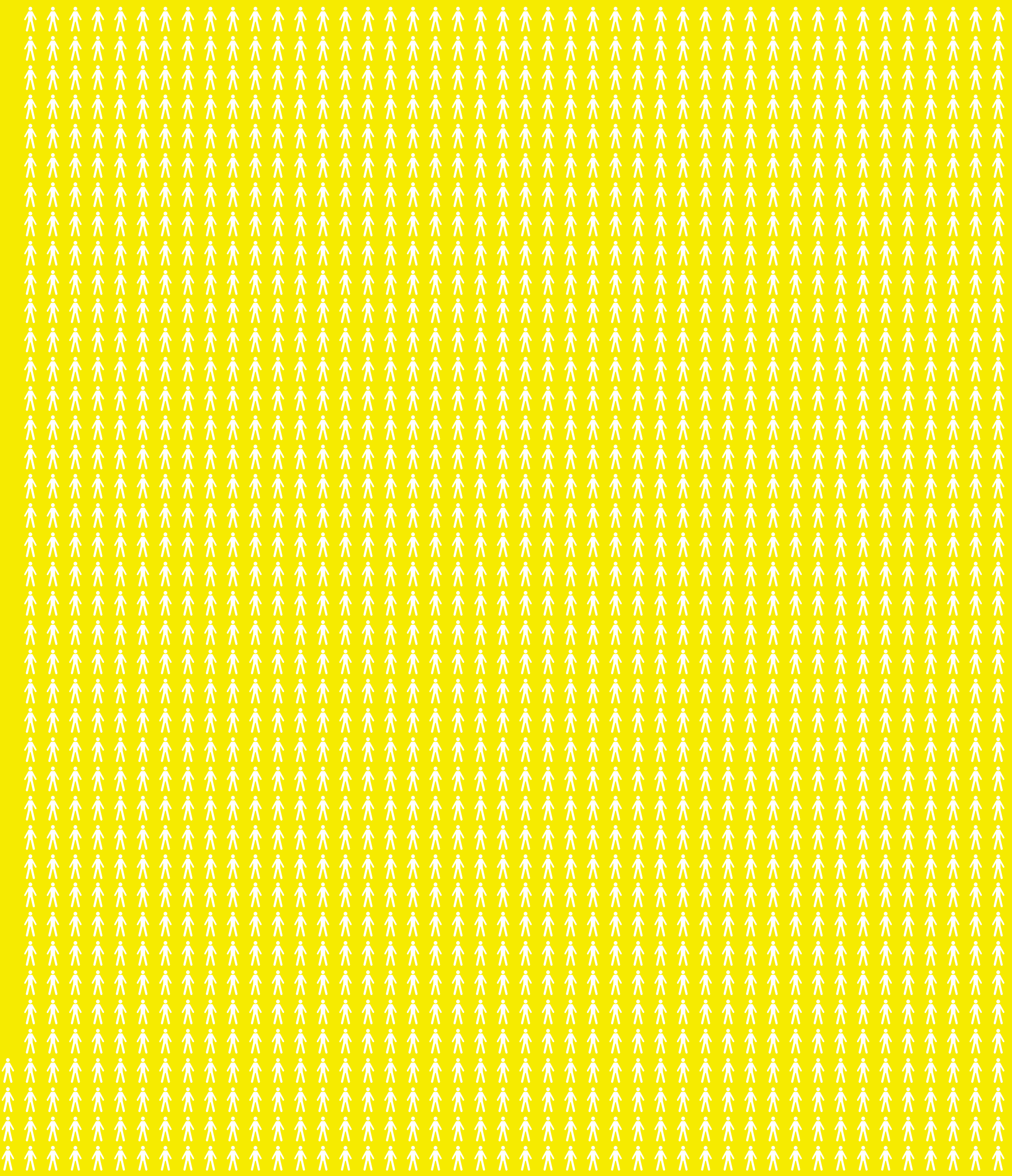
I hope you're interested in the concept enough to want to buy a copy when it's done. If you decide you do, I'm going to ask (beg?) you to buy it on a particular day. The only chance it will have of breaking out will be with the support of the planning community. If you rally around me on one day, there's a shot it could be number one on Amazon and get some notice. I will be most grateful. And maybe my parents will finally understand what it is that we do.

Now onto the findings,  
Heather and the Survey Team

# who took this year's survey?

There were 1,764 participants this year. Slightly less than last year, but still an impressive representation of the global planning community.

This year's survey focused much more directly on salary. Consequently, many of the questions from previous years were not included. Instead, we took a look at key characteristics of planners around the world.



**11%**

are left-handed

**89%**

are right-handed

**44%**  
are male

**56%**  
are female

**83%**

are patriots

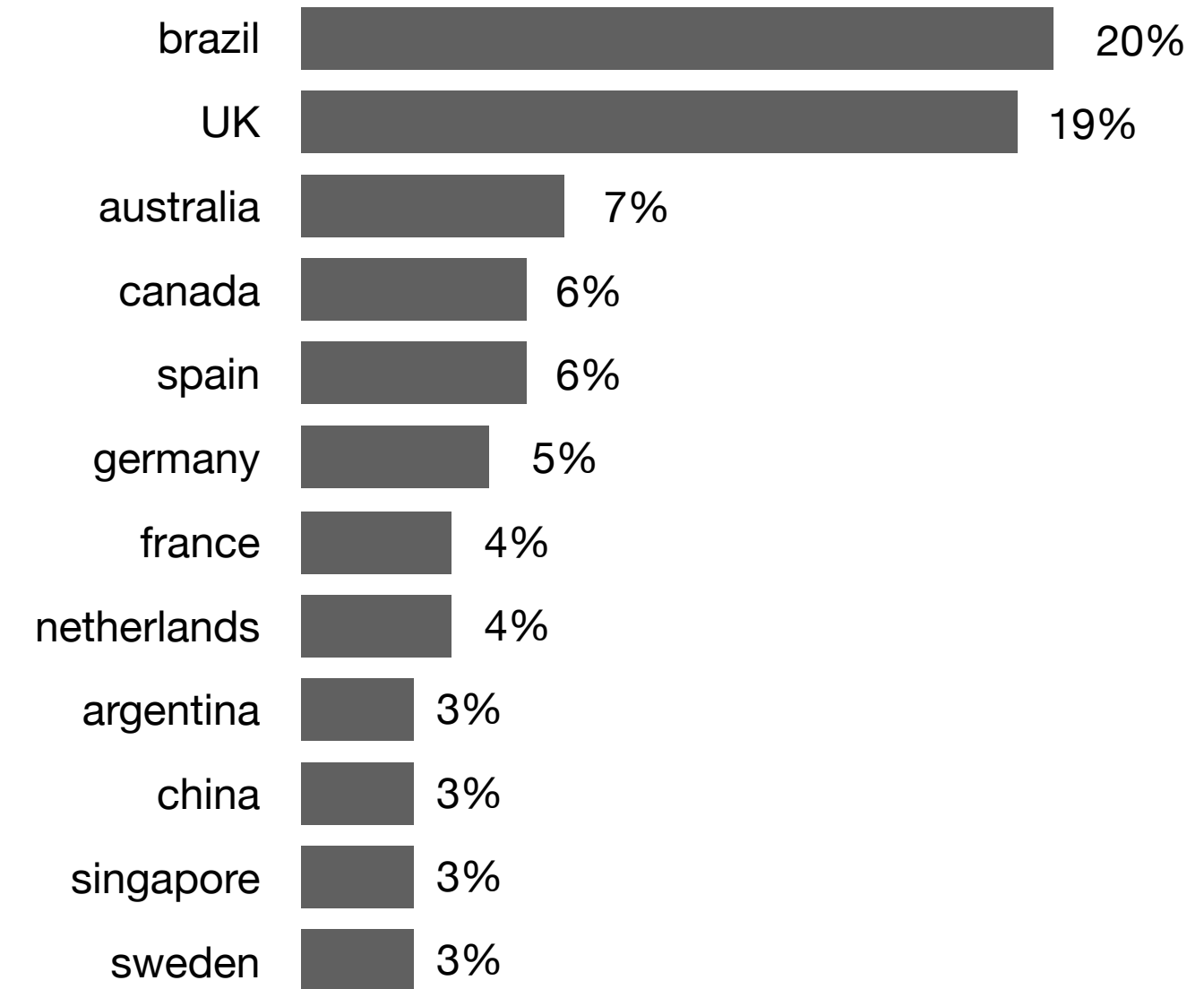
**17%**

are expats



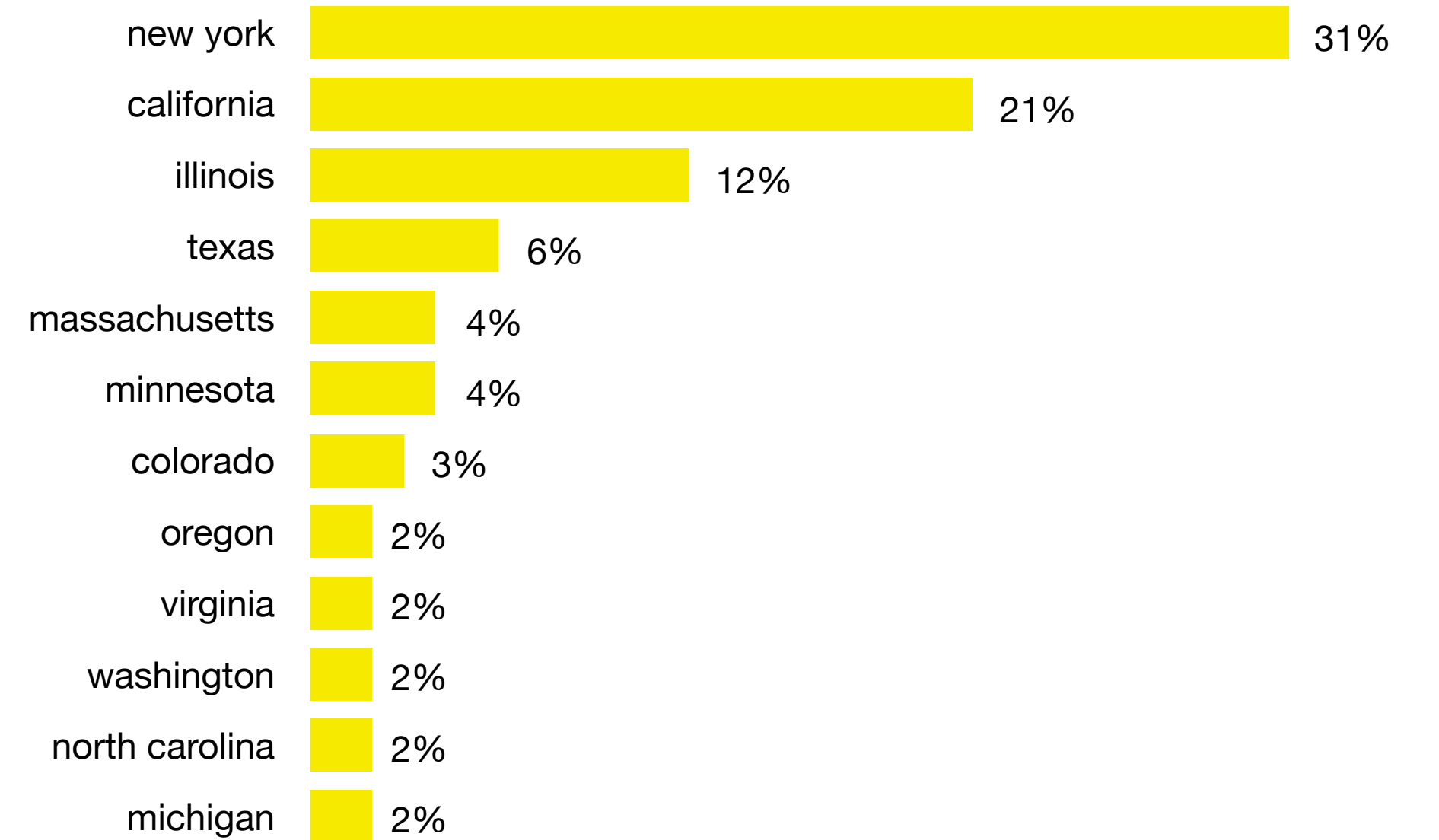
participants outside the USA

55%

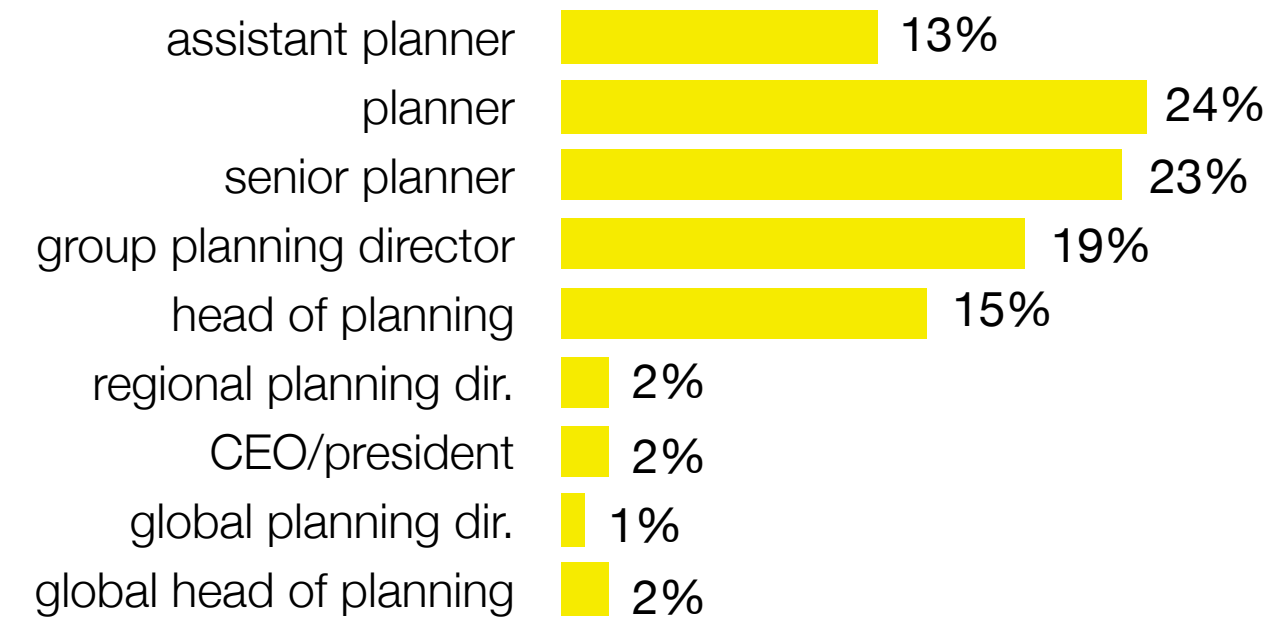


participants within the USA

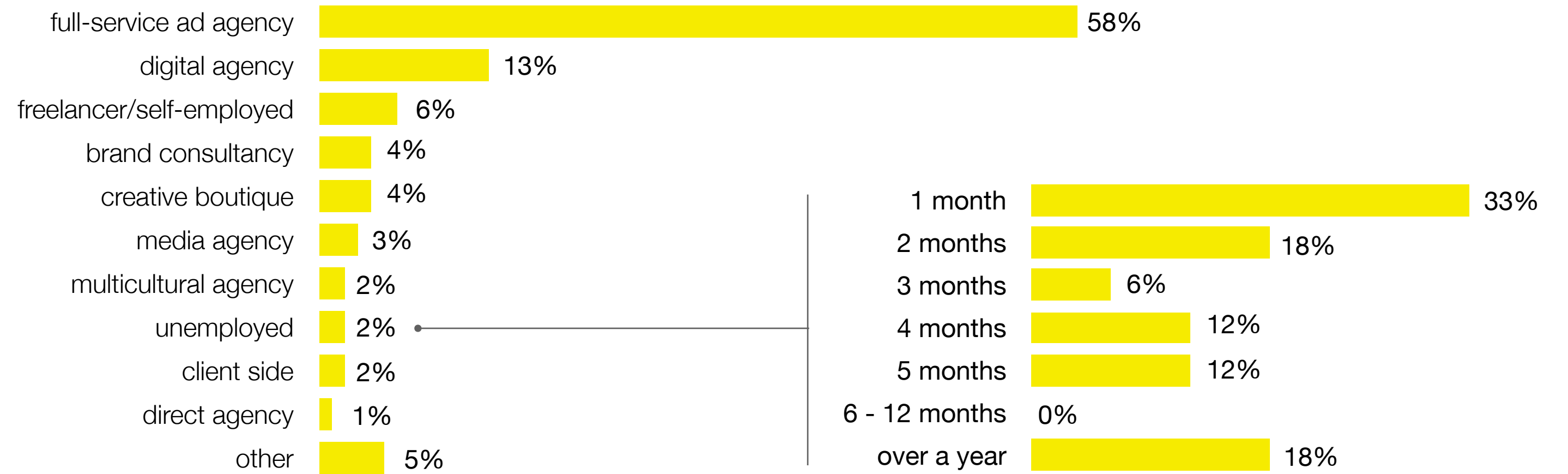
45%



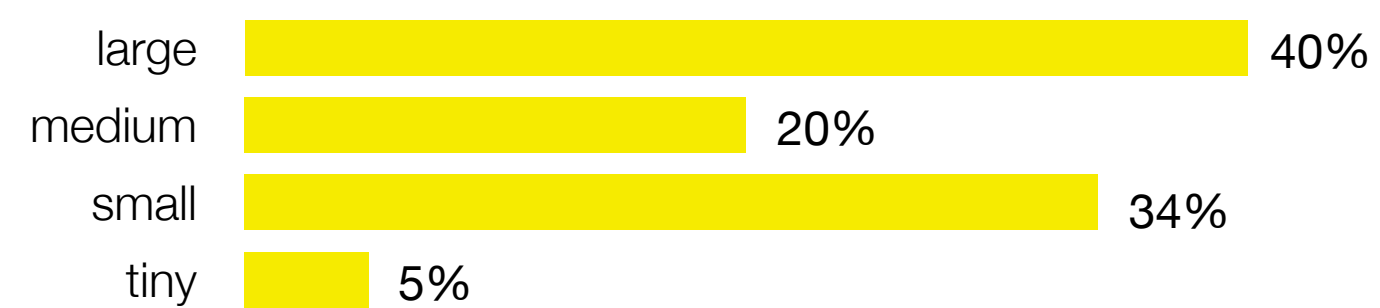
participants by title



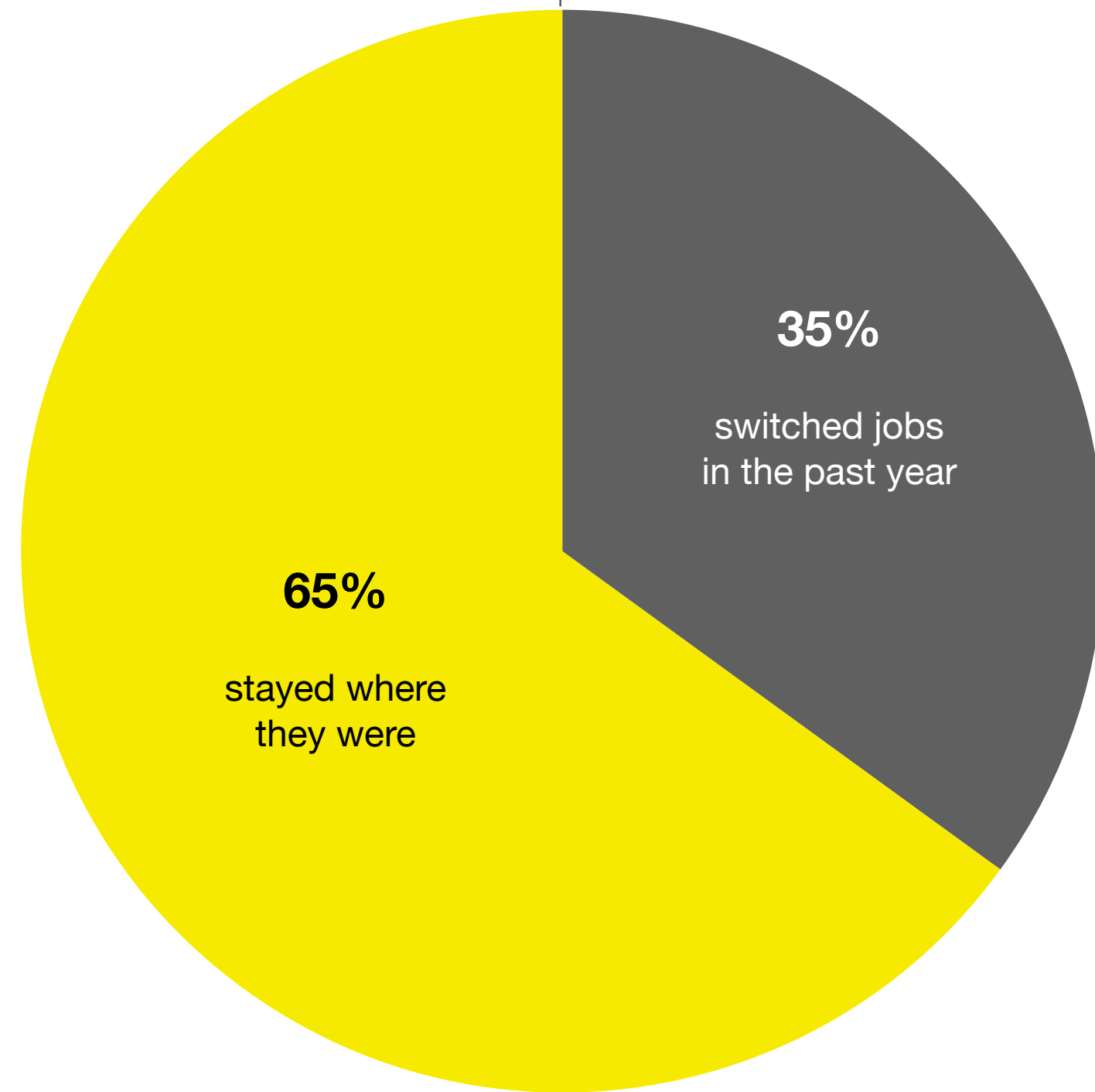
participants by company type



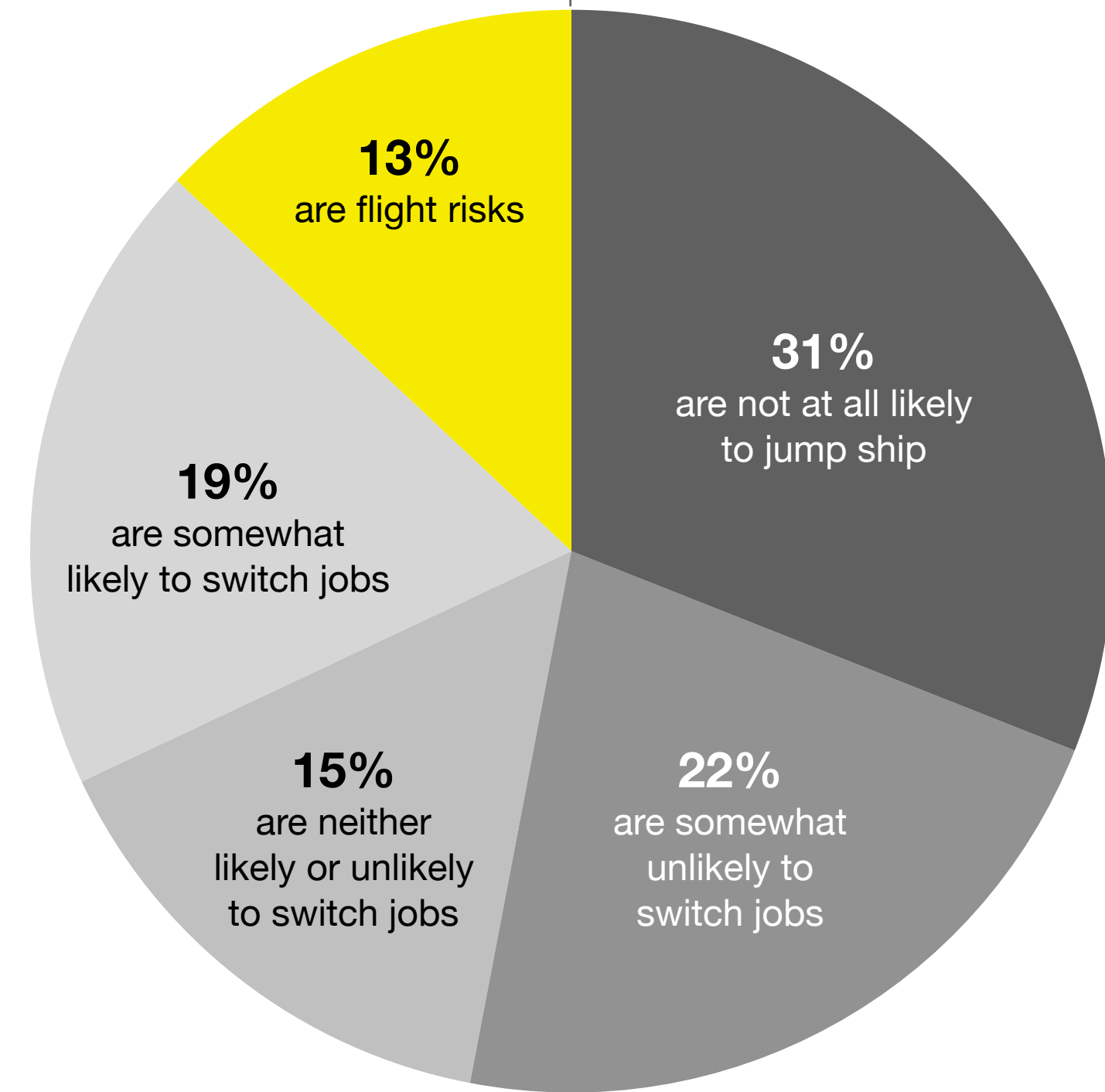
participants by company size



some switched jobs in the past 12 months



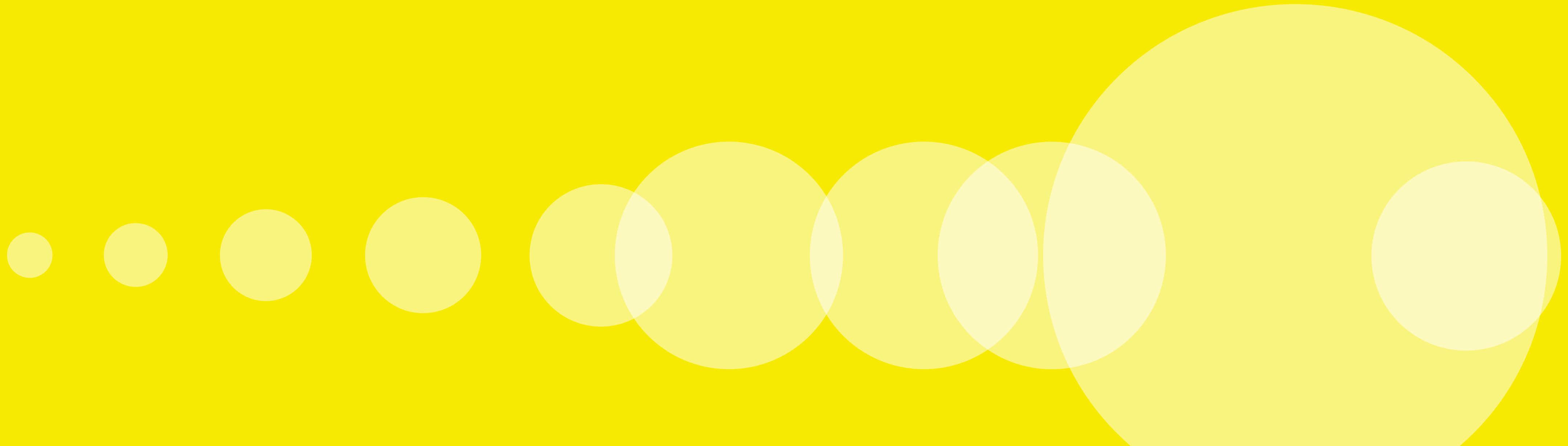
some are planning to switch jobs in the next 12 months

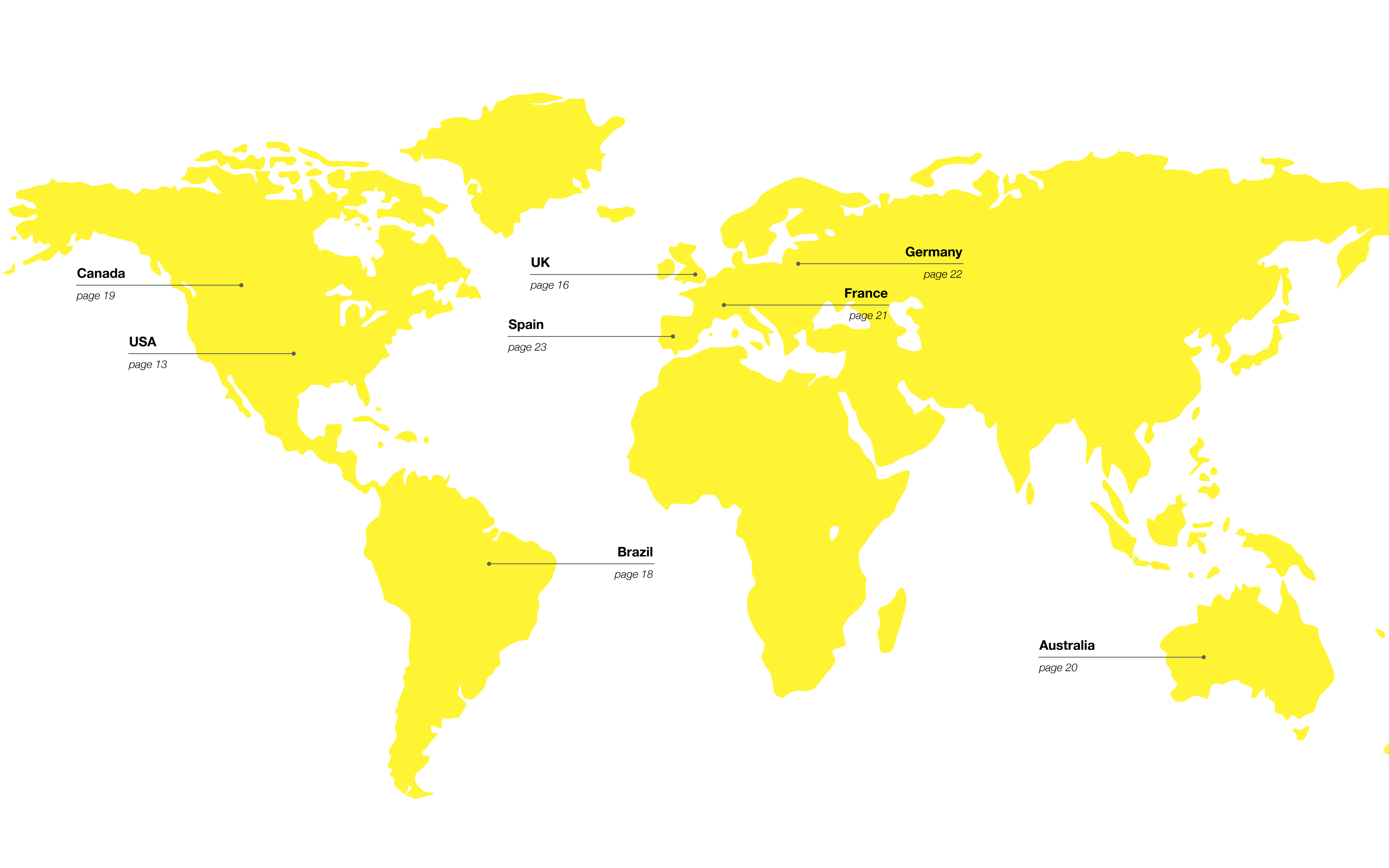


# how much money are planners making?

All salaries reported are *monthly* salaries after taxes and deductions.

Since most markets outside the USA consider payment on a monthly basis rather than an annual basis, this year's survey considers a more global perspective of salary.





**Canada**

*page 19*

**USA**

*page 13*

**UK**

*page 16*

**Spain**

*page 23*

**Brazil**

*page 18*

**France**

*page 21*

**Germany**

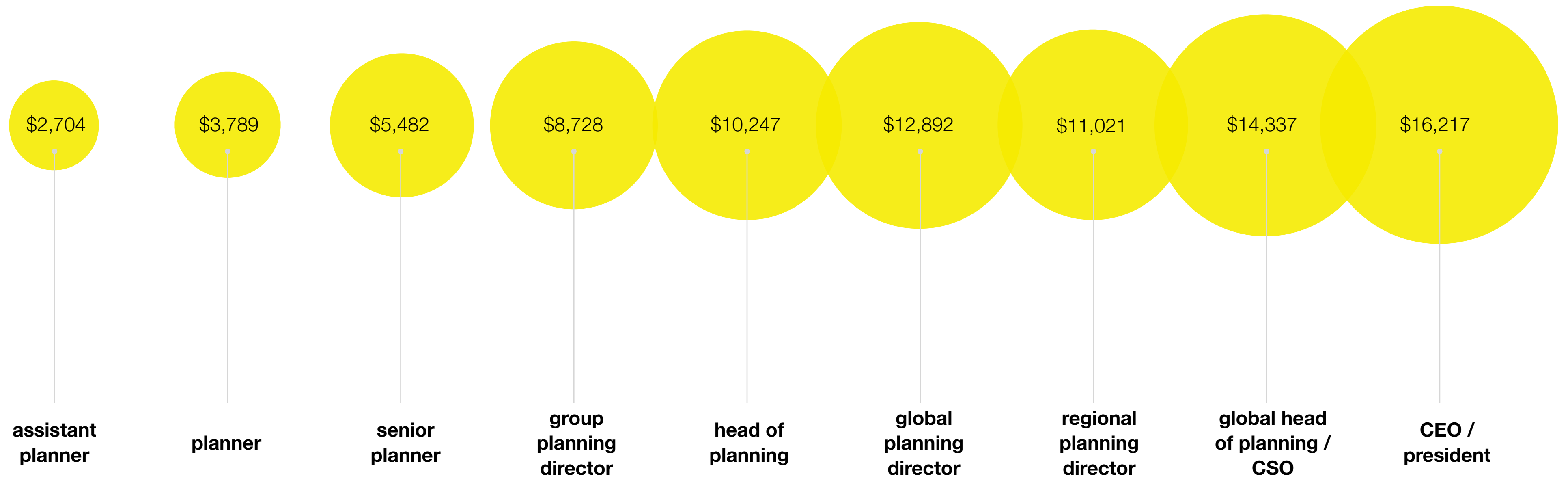
*page 22*

**Australia**

*page 20*

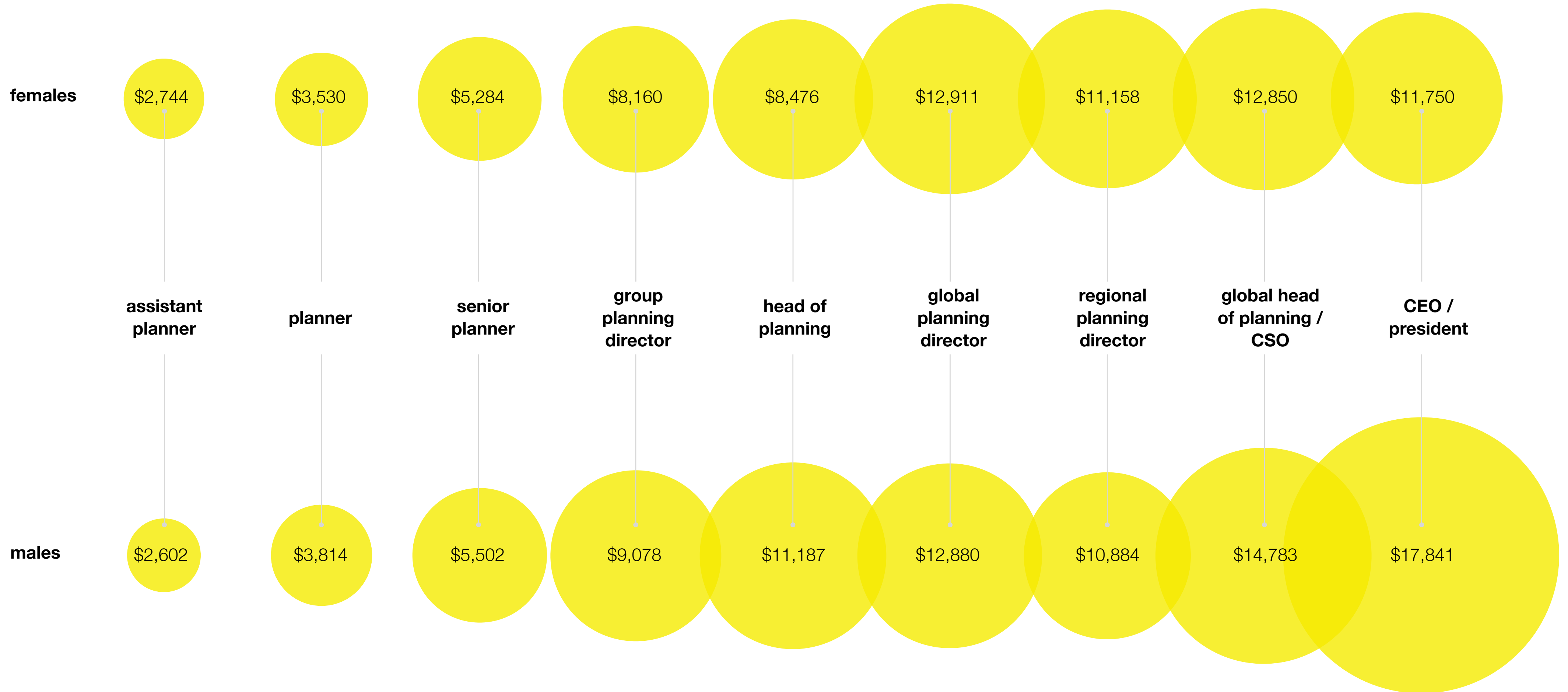
# US overview

*average monthly salaries after taxes and deductions (US\$)*



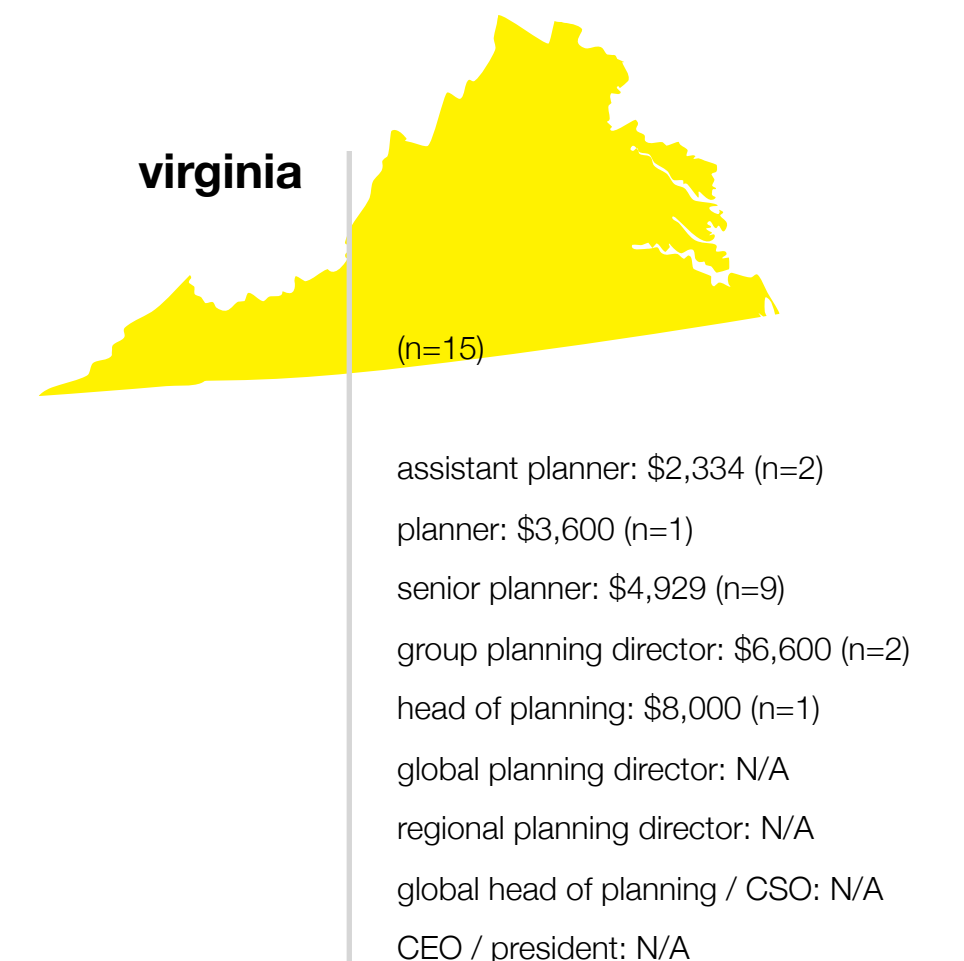
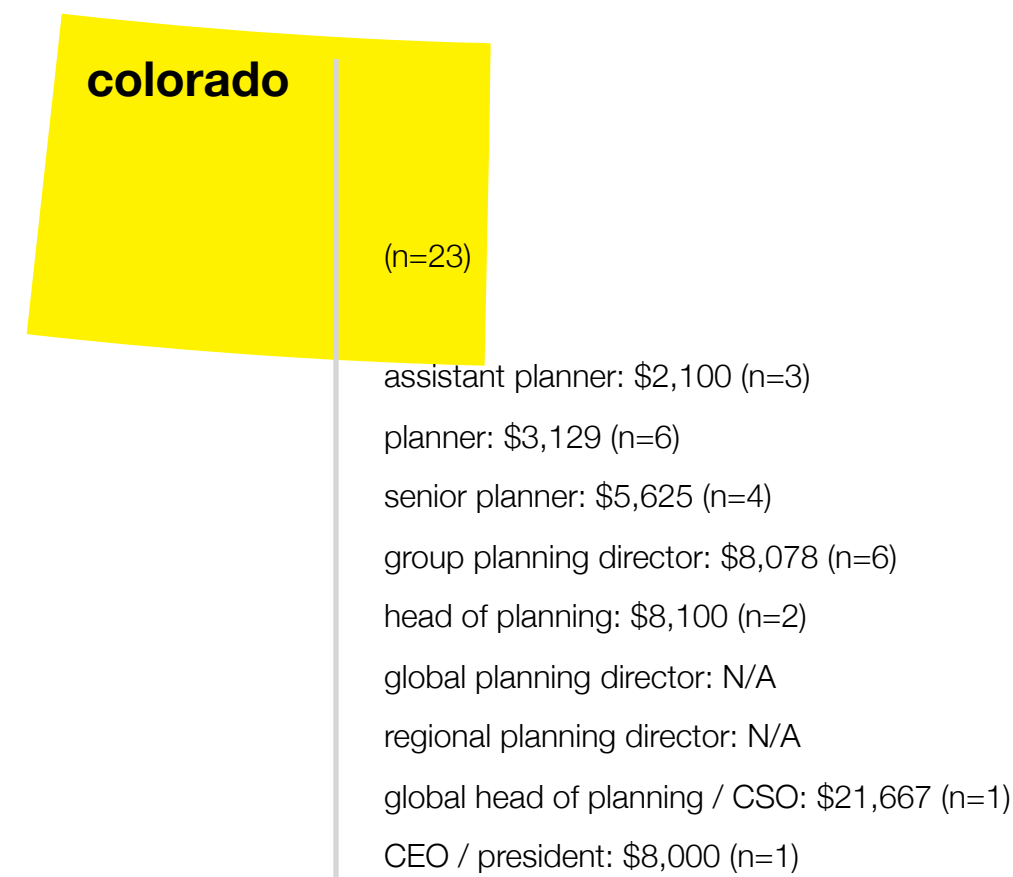
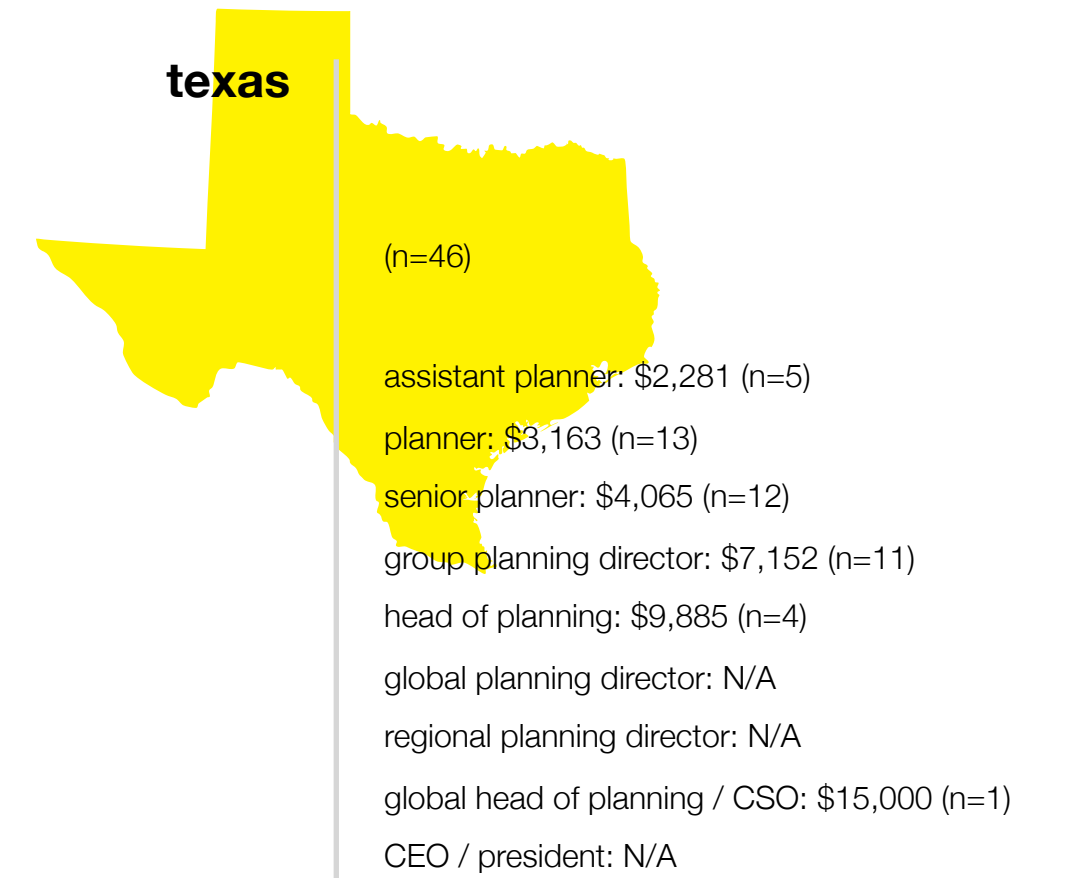
# US gender differences

average monthly salaries after taxes and deductions (US\$)



# top 8 US markets

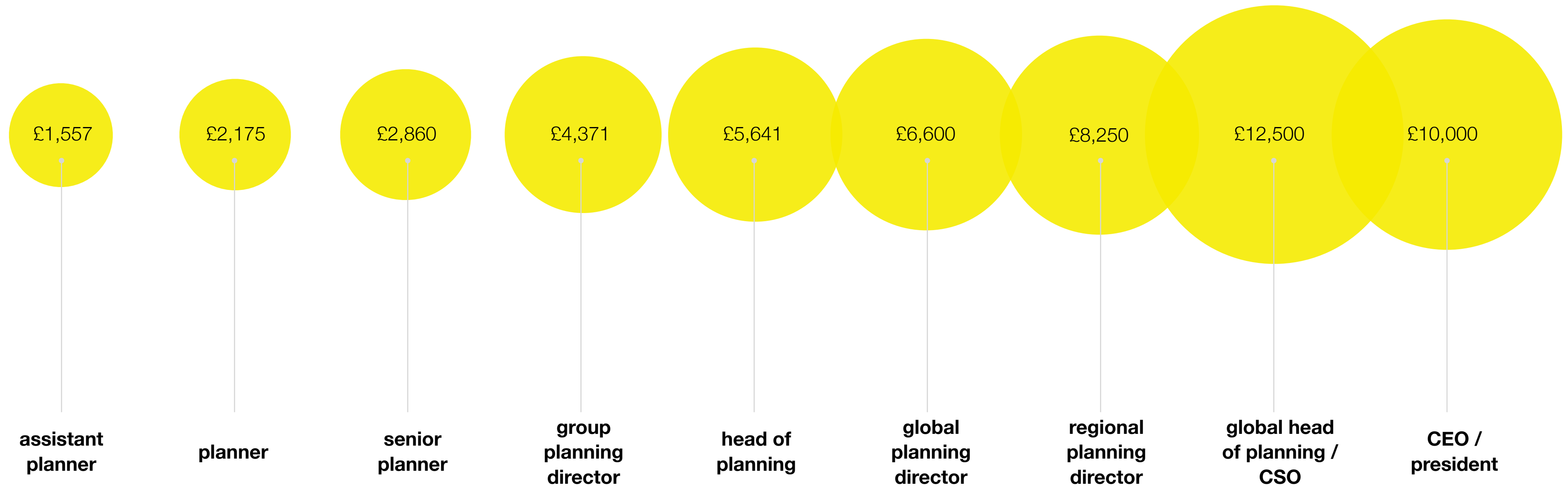
average monthly salaries after taxes and deductions (US\$)





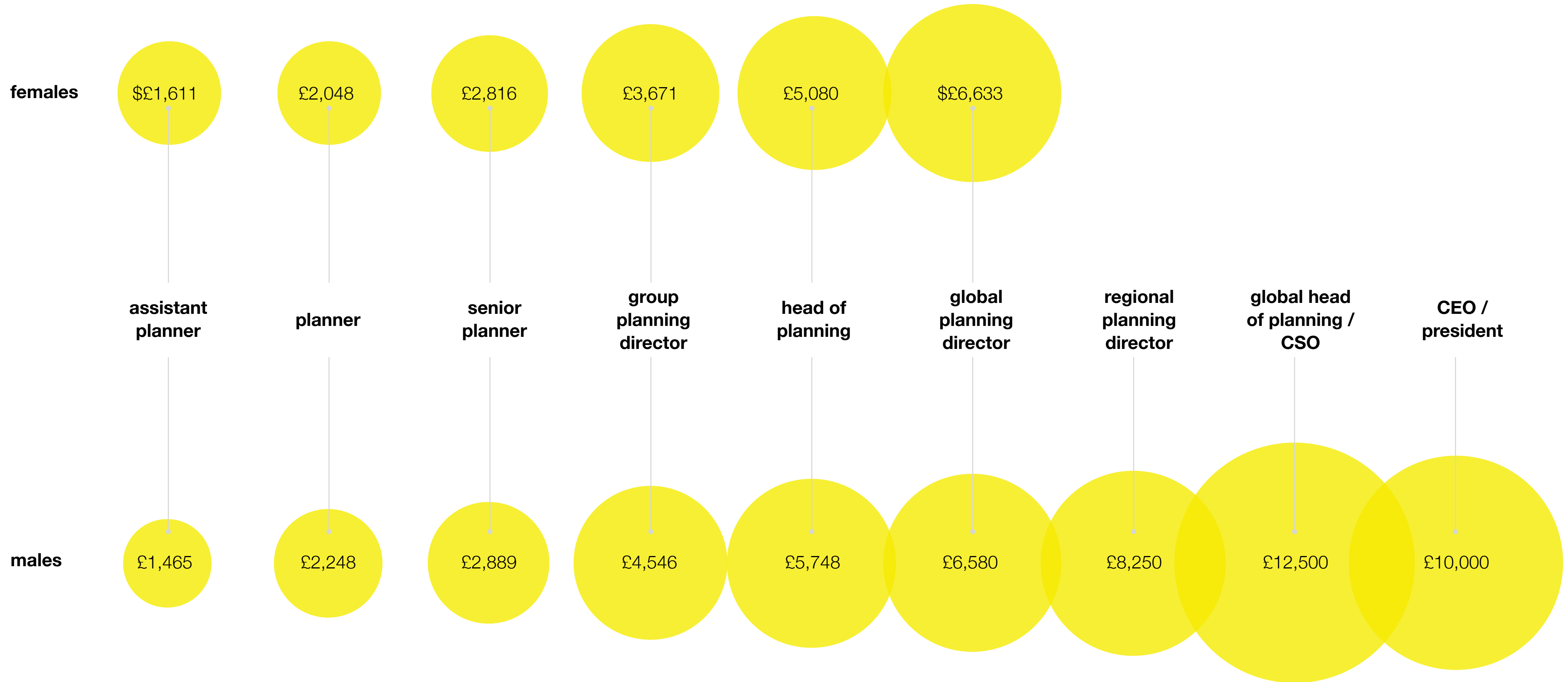
# UK overview

average monthly salaries after taxes and deductions (£)



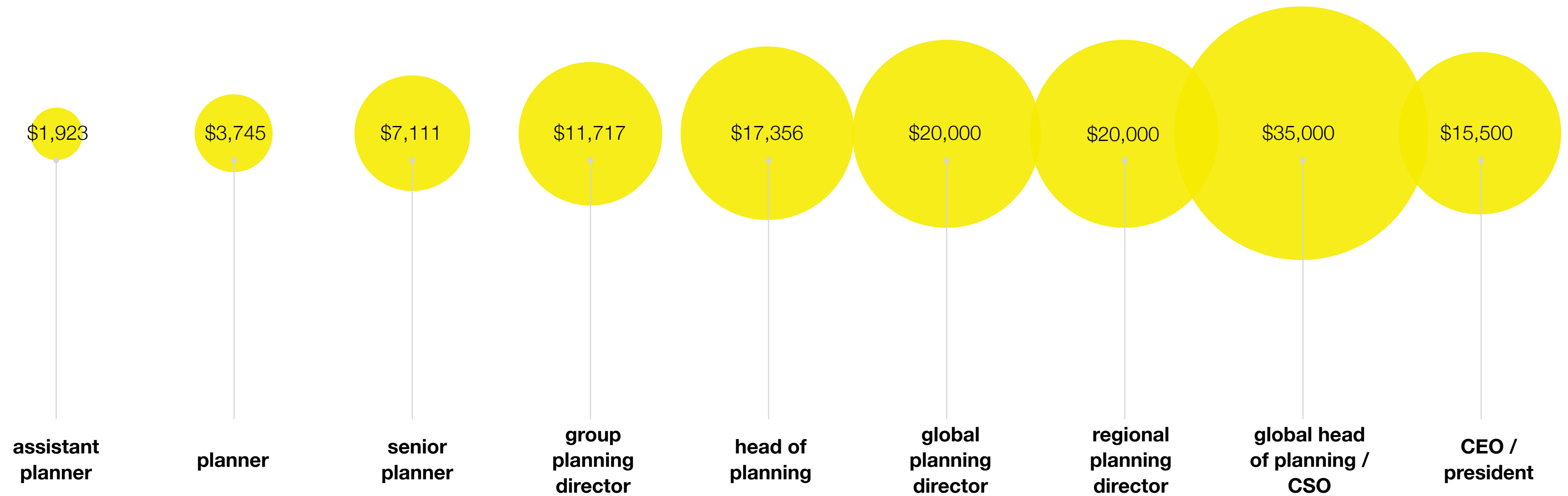
# UK gender differences

average monthly salaries after taxes and deductions (£)



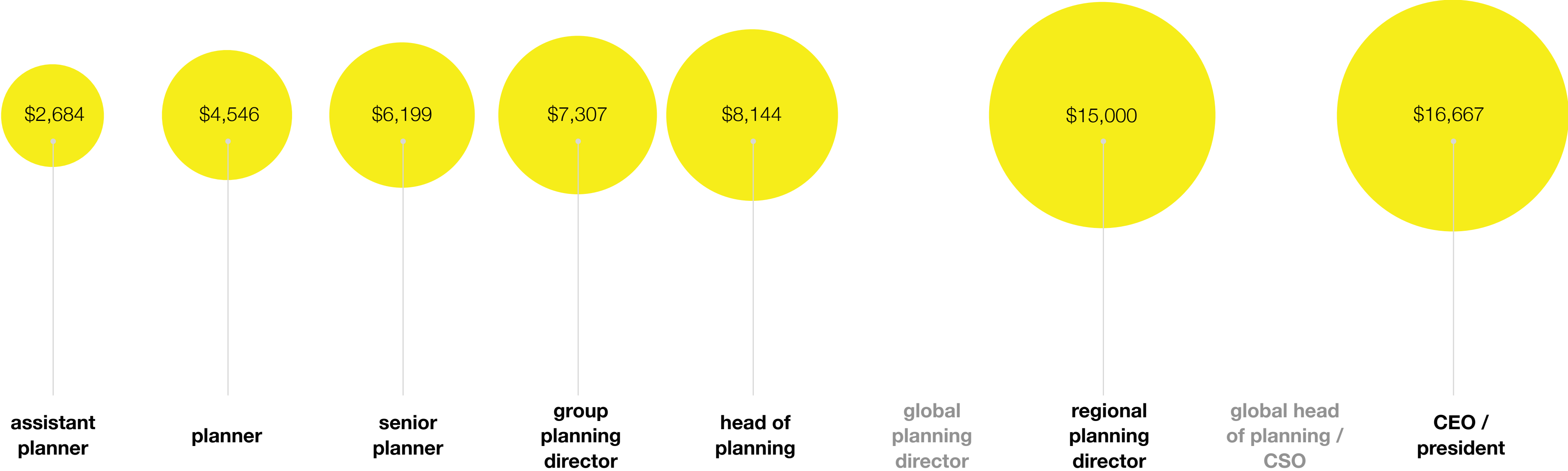
# brazil overview

average monthly salaries after taxes and deductions (R\$)



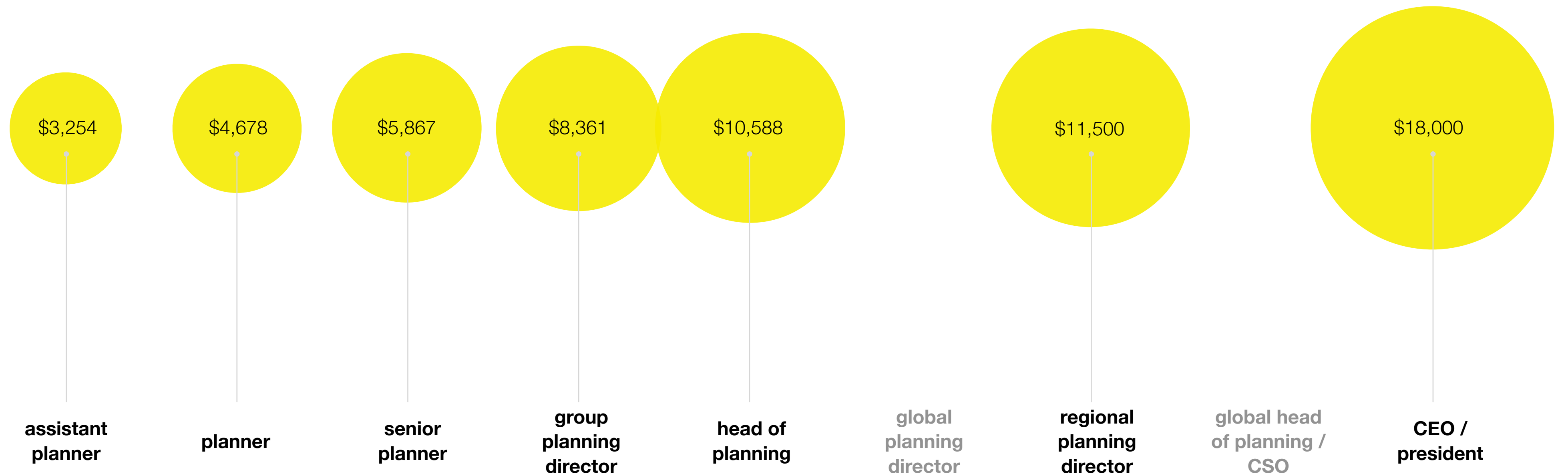
# canada overview

average monthly salaries after taxes and deductions (C\$)



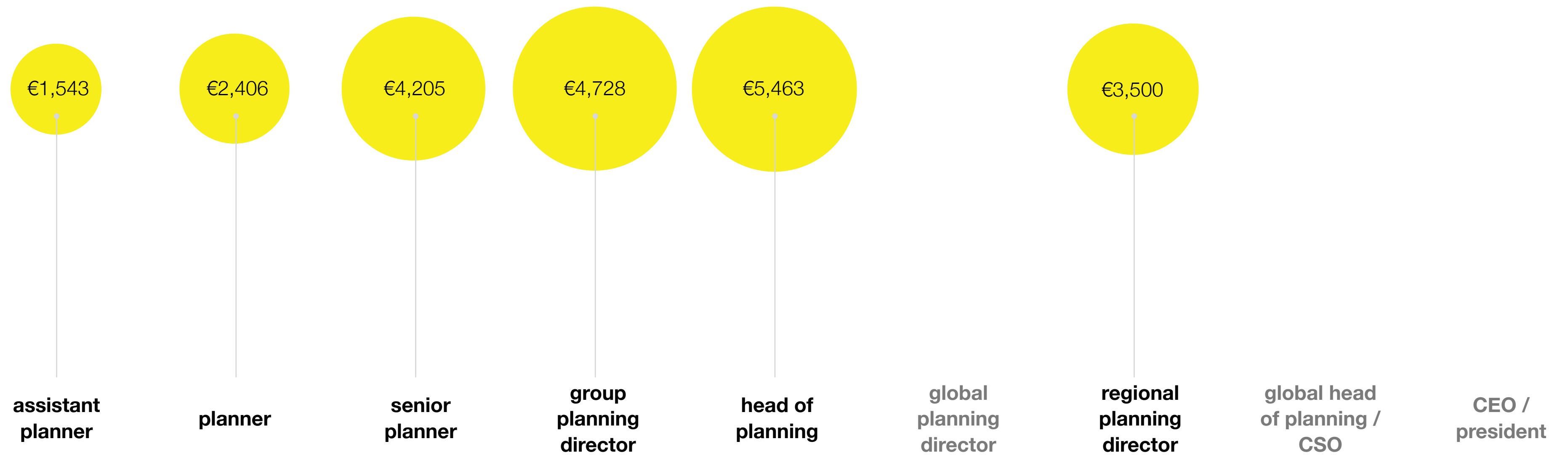
# australia overview

average monthly salaries after taxes and deductions (AUD\$)



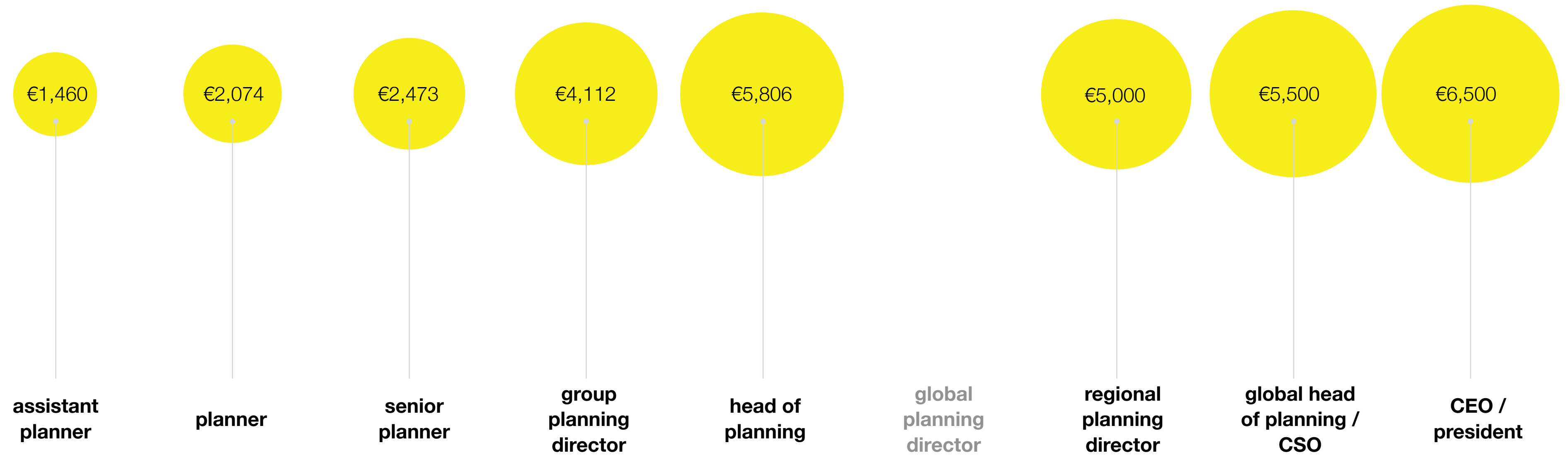
# france overview

average monthly salaries after taxes and deductions (€)



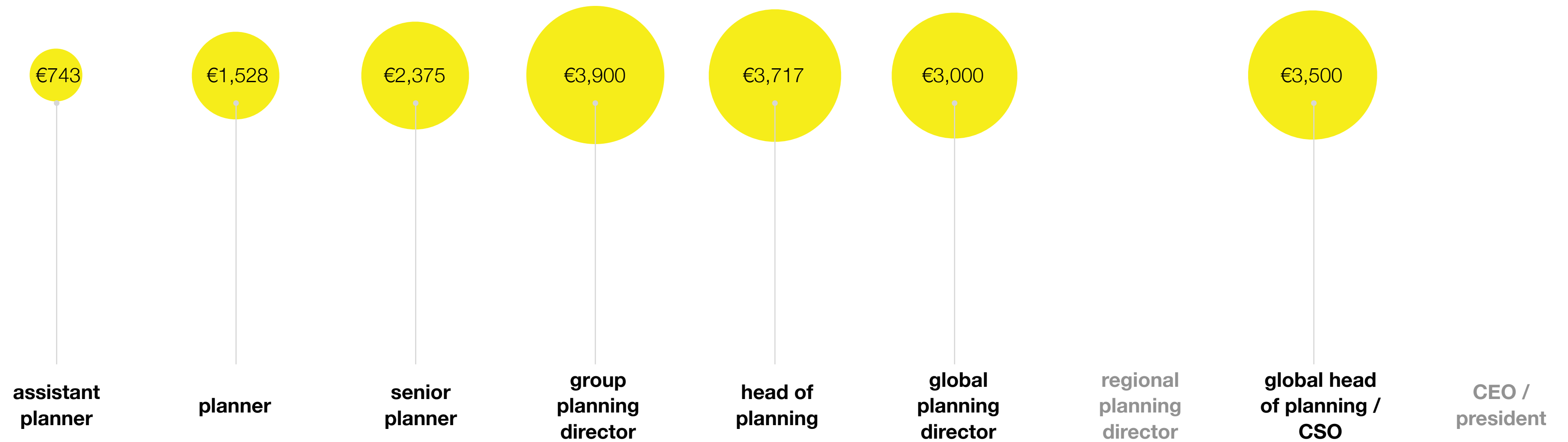
# germany overview

average monthly salaries after taxes and deductions (€)



# spain overview

average monthly salaries after taxes and deductions (€)





# what are planners talking about?

In 2012, we wanted to try something different. To supplement the quantitative survey, we introduced the option for survey respondents to opt into a Skype program to facilitate conversations within the global planning community.

Nearly 1000 planners provided their information, and they discussed life, work and everything in between -- the discussion was left completely up to them. And it was a raving success; it turned out to be an insightful tool to understand key tensions in the global planning community. I know I'm a little bit smarter after talking with Thas in LA. Thanks for that.

Let's keep it going.

The bottom half of the slide features a decorative graphic consisting of several overlapping, thick white arcs of varying radii. These arcs originate from the bottom edge and curve upwards and outwards, creating a sense of movement and depth against the solid yellow background.

# planning is still going undefined

“

I learned that although planning originated in the UK, it seems as though agencies there face the same challenges as we do in the US: many people don't know what a planner's role is and how they fit into the creative process.

“

When I was moving from client side to agency side someone said to me the difference between clients and agency folk are that the former have to be realistic pessimists and the latter should be constructive optimists. I think that I am a constructive optimist.

“

We talked about the evolution of the planner's role: we all talk about this ad nauseam but it's fascinating and really does sit at the center of what we do. To go from the "writer of the brief" or "owner of the strategy" to a person who actually helps grow + create the work rather than just prompting it. It's a gentle nuance, and probably just a build on where we've been, but I think one that many of us find (ultimately) more rewarding.

# different thinkers still crave like-minded thinkers

“

I learned I need to learn the delicate art of making "uncomfortable" clients/co-workers comfortable with digital.

“

I met a cool person, with a way of thinking close to mine (even with 6000 miles of distance).

“

It helped me to understand that even though we are both from really different countries (USA and Chile) we also had a lot in common, especially regarding our views on wanting to do things that really matter in people's lives and a constant search for innovation.

“

She is so thankful for the fact that the job exists. She didn't know what she would be doing if she wasn't a planner. And I think most planners feel this way. This is just the perfect job, no matter what level you're at or what type of planner you are. I feel the same way, but never thought about it before.

## **smaller markets feel the pinch of resources**

“

I work with a packaged food brand and we're trying to introduce the idea of natural products, which for Venezuelans is not really relevant, however brand guidelines tell us to do so. It's very challenging to incorporate these guidelines since it's not believable to say that dehydrated food is suddenly as good as natural. People's idea of natural here is very restricted, there's no gray area, there's what they call "chemical" products (processed) and the ones that come straight from the ground.

“

On the other hand I also realized the difference between our budgets is really big and that's something that obviously makes things harder for us here in Chile to compete against some of the bigger countries.

**closing thoughts**

As always, we are curious to get your feedback and suggestions for next time. Your blog comments, tweets and emails help us know which ideas to keep and which ones to put down. We're most interested in knowing if this is something we should still be doing. Does the lower participation mean the survey has served its useful lifetime?

As we collectively determine the fate of the survey, consider 3 questions that have already bubbled to the top:

***How might we make it more interactive and dynamic?***

***How might we make it even more comprehensive?***

***How might we make it more shared and conversational?***

Here's to another year of experiments and learning.

**until next time**

# meet the team



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*Miami*



**Megan Averell**

*@meggatron*

*Boston*



**Jon Evoy**

*@jonevoy*

*New York*



**Julia Lee**

*@hellojulialee*

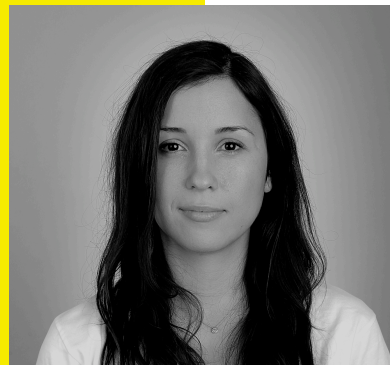
*Madrid*



**Paul Savaiano**

*@peeayouell*

*Los Angeles*



**Bori Toth**

*@boribora*

*Berlin*



**Willem van der Horst**

*@hippowill*

*Singapore*

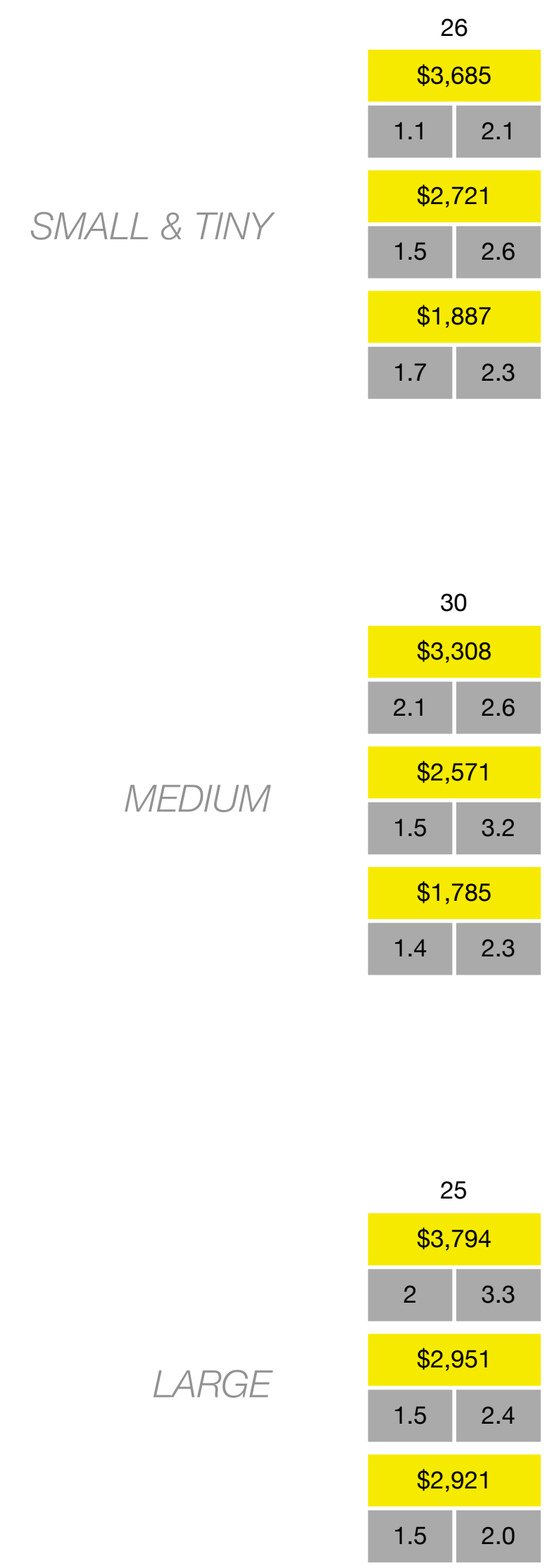
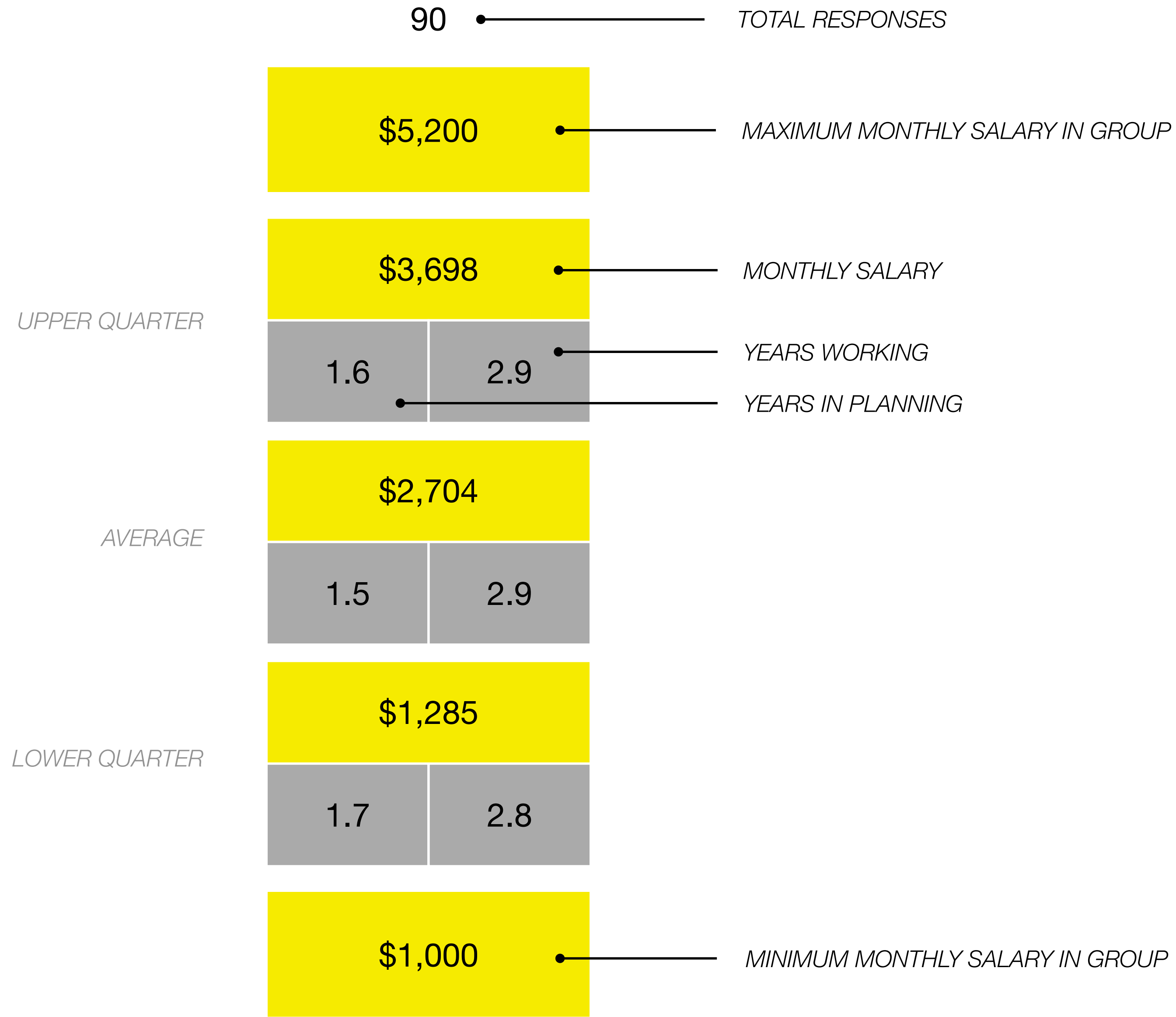
**thanks for playing.**

**(keep going for salary details.)**



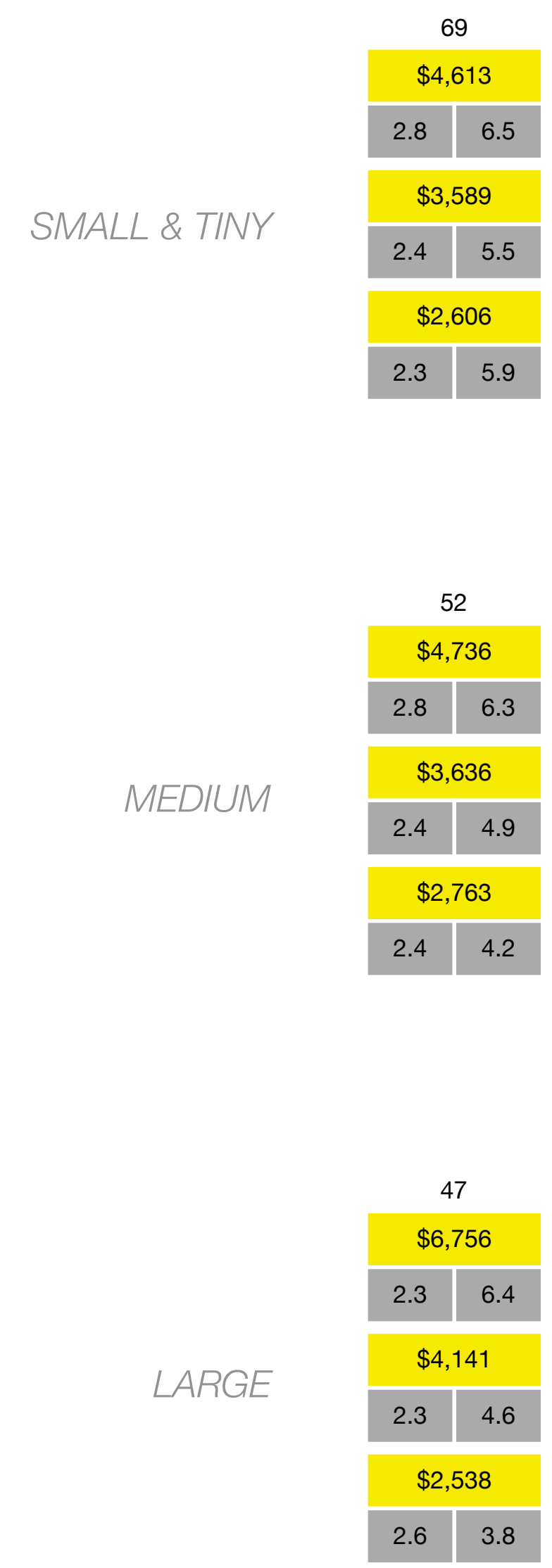
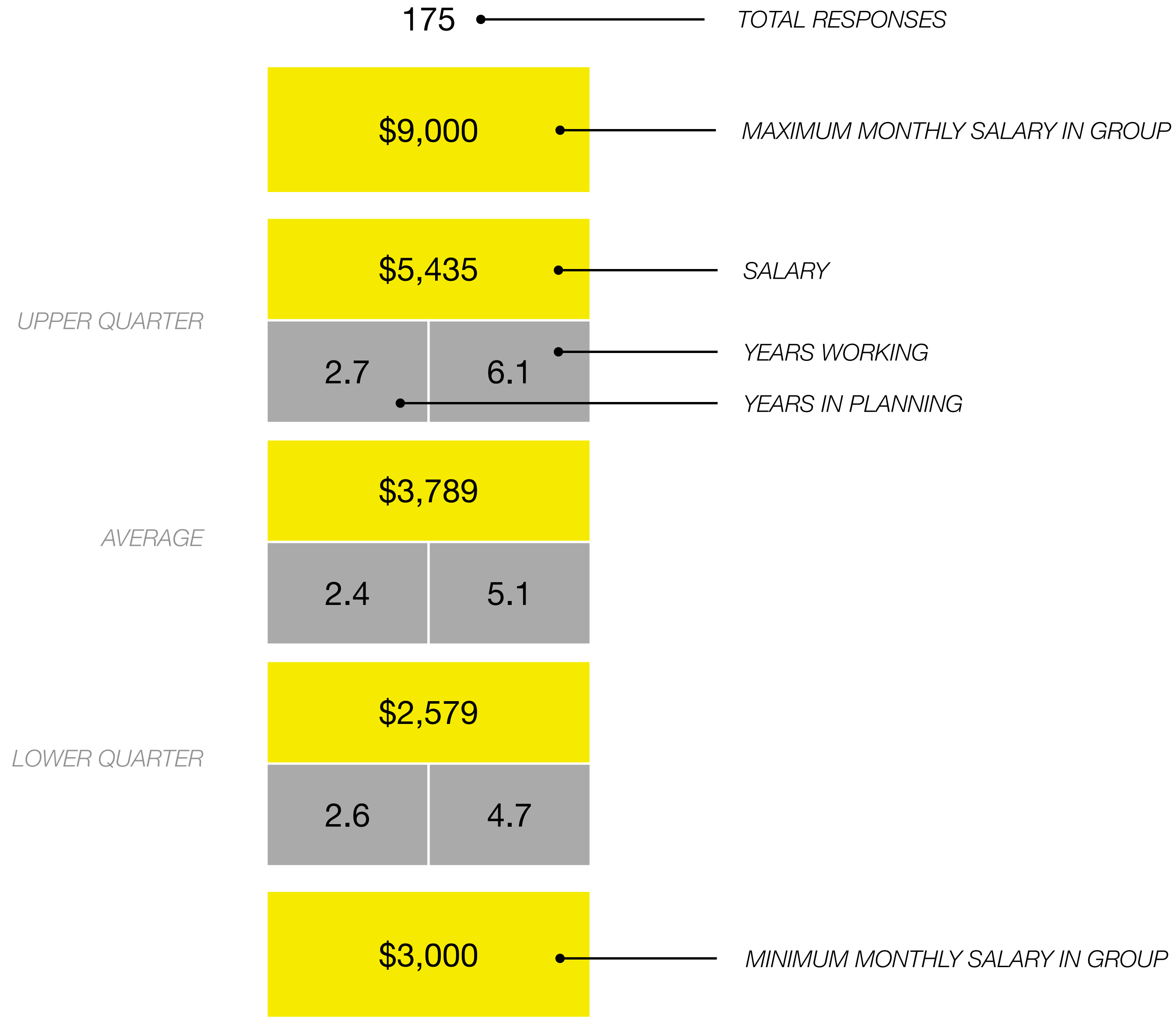
# **US salary details**

# assistant planner (USA)



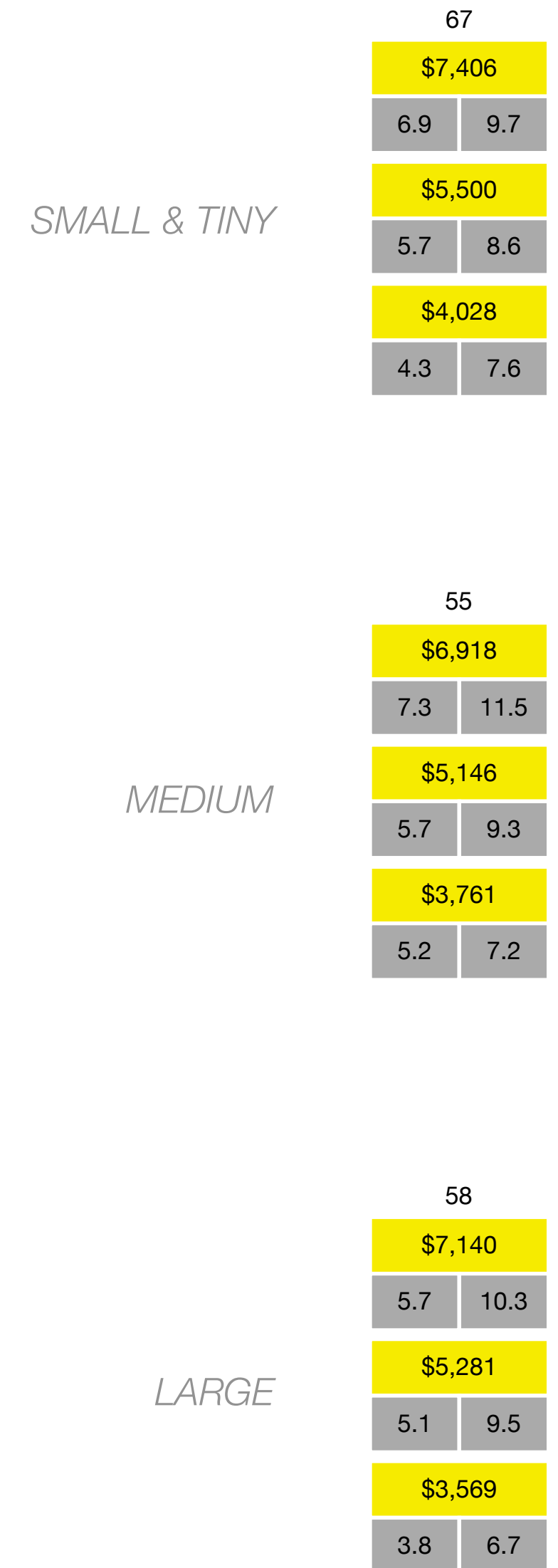
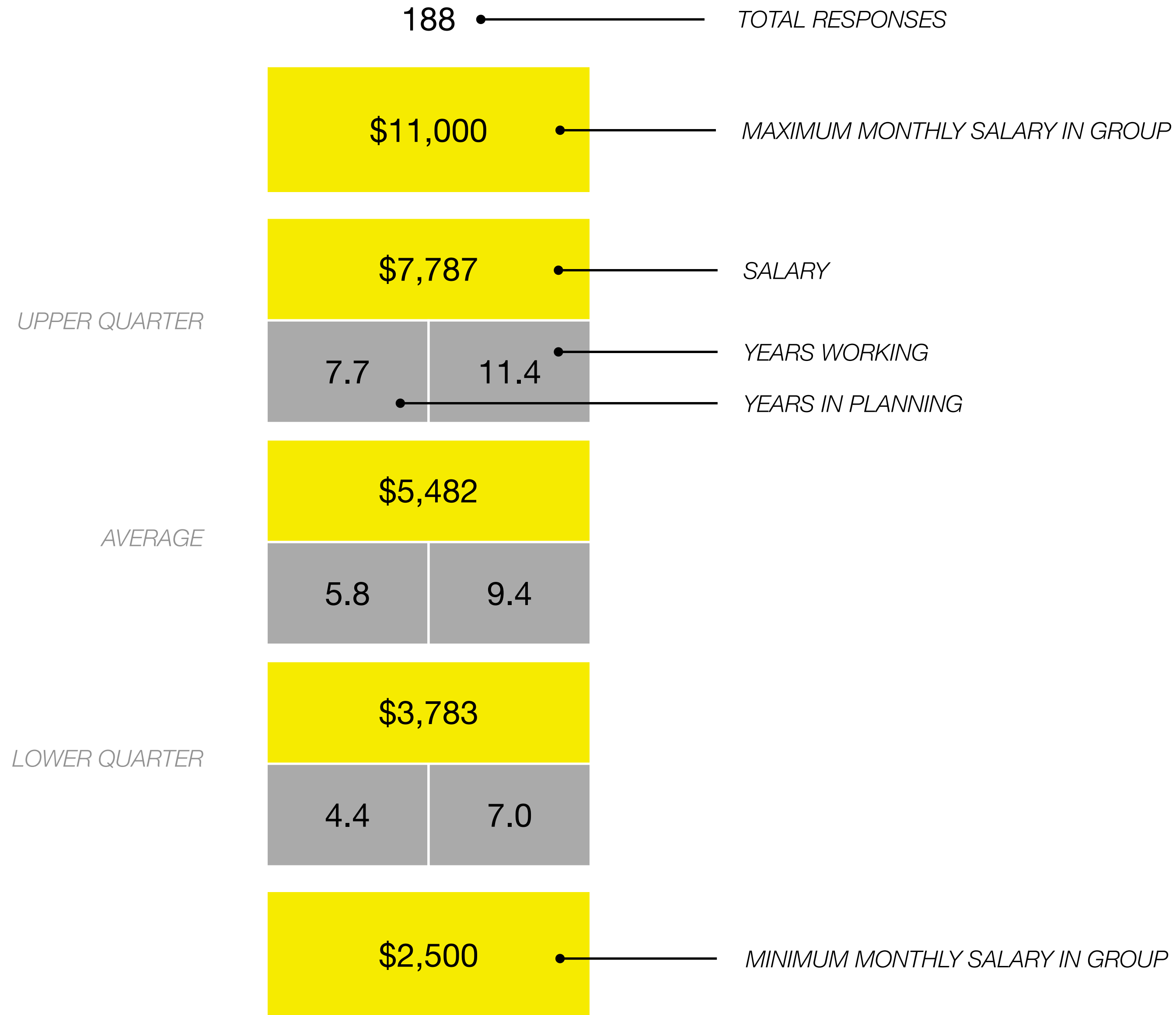
NOTE: average monthly salaries after taxes and deductions (US\$)

# planner (USA)



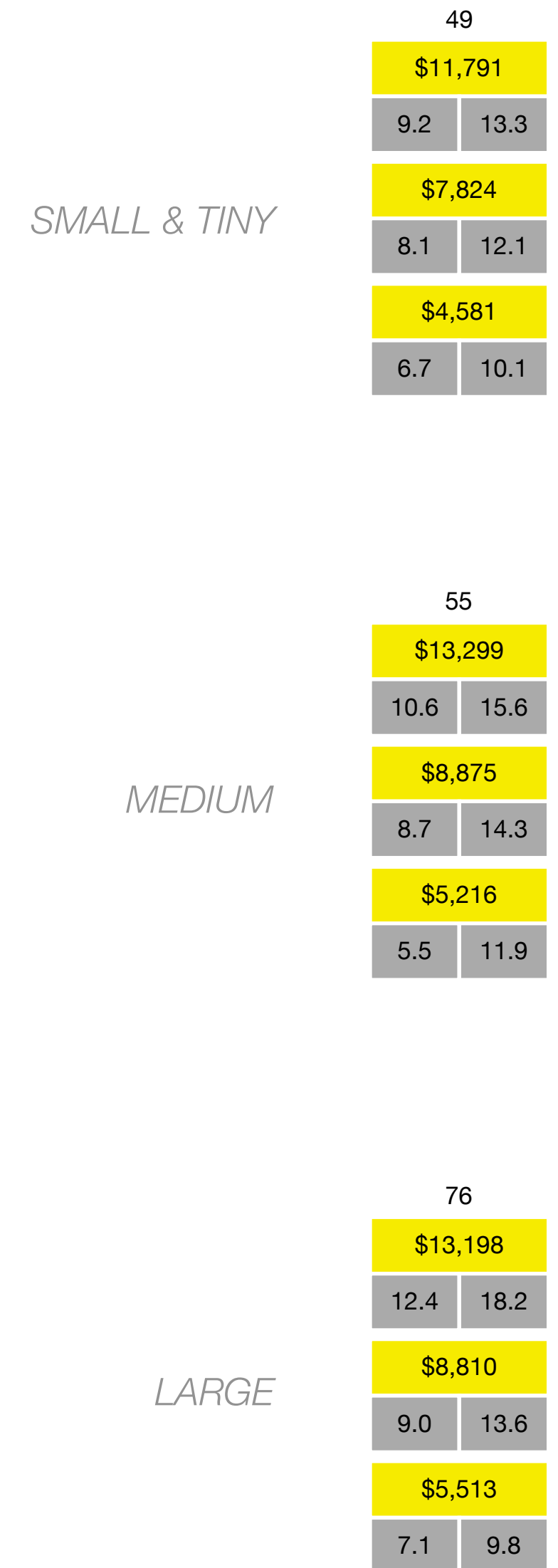
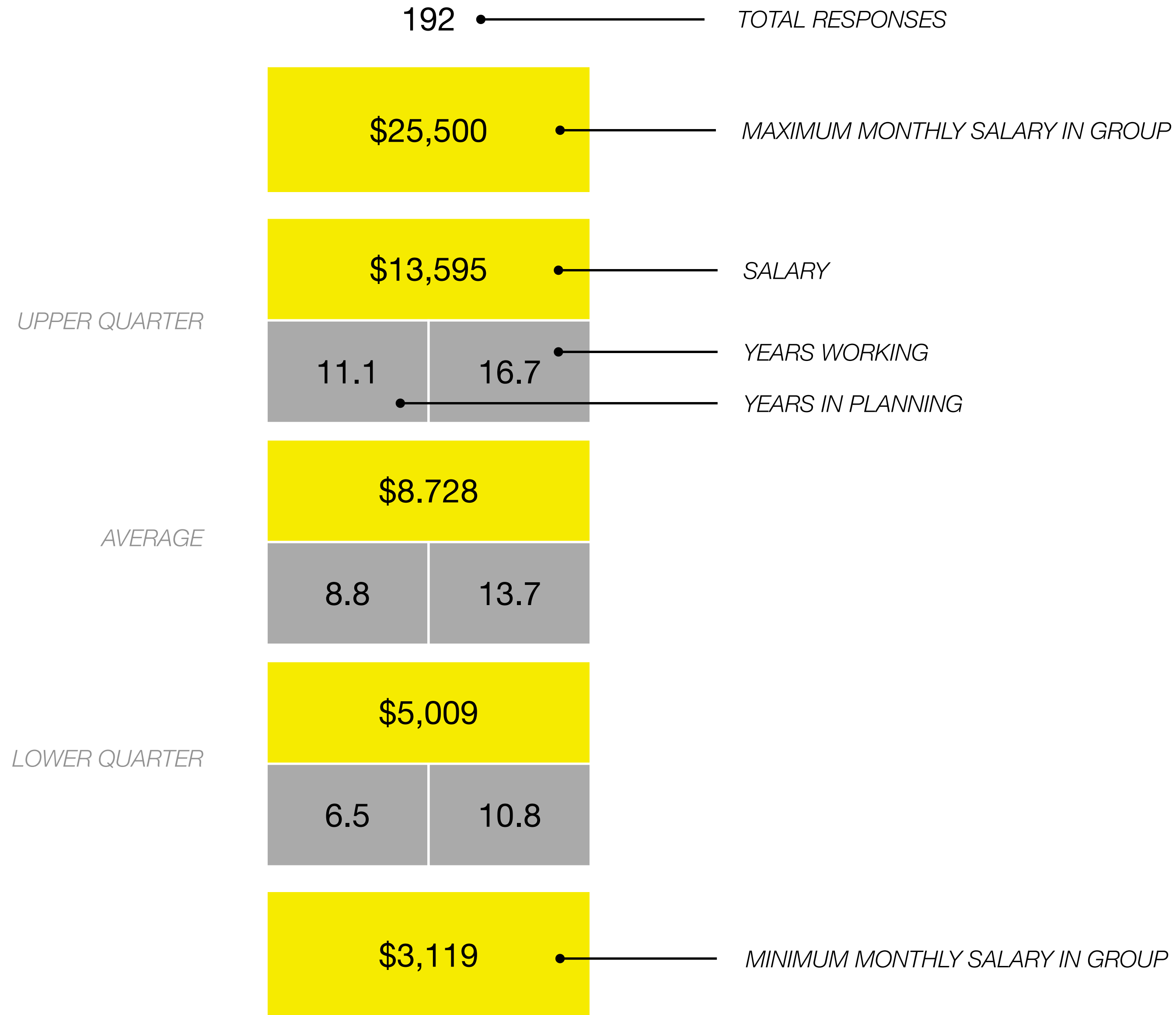
NOTE: average monthly salaries after taxes and deductions (US\$)

# senior planner (USA)



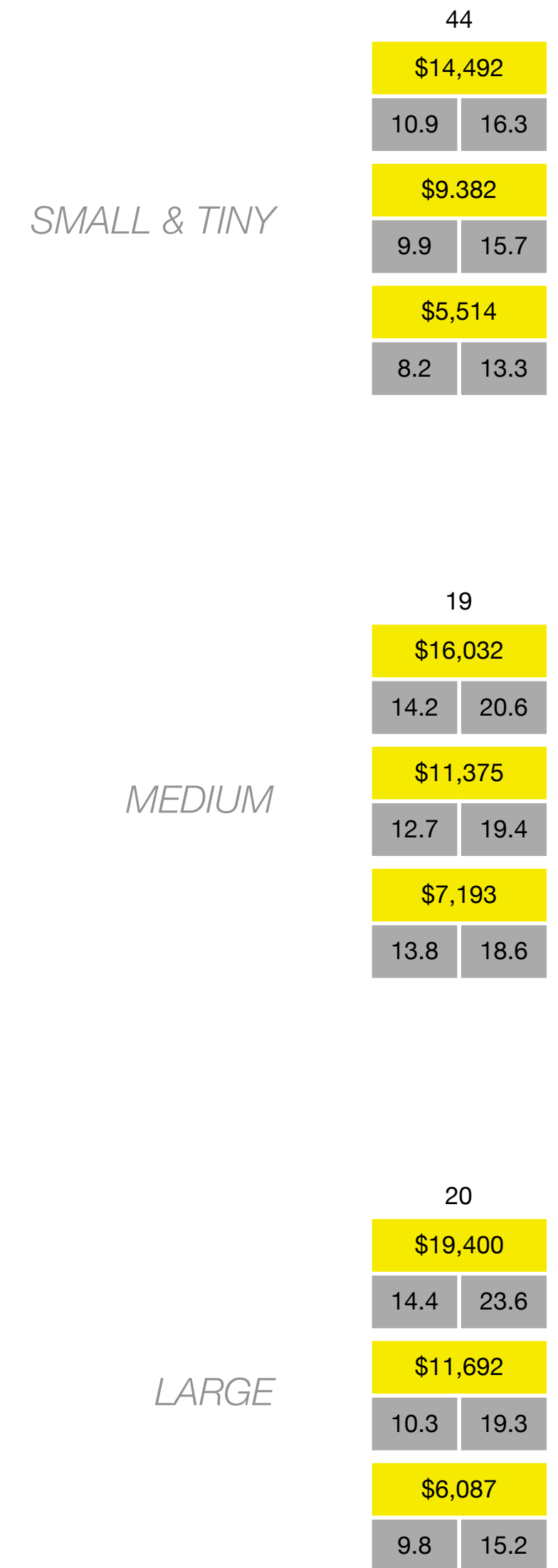
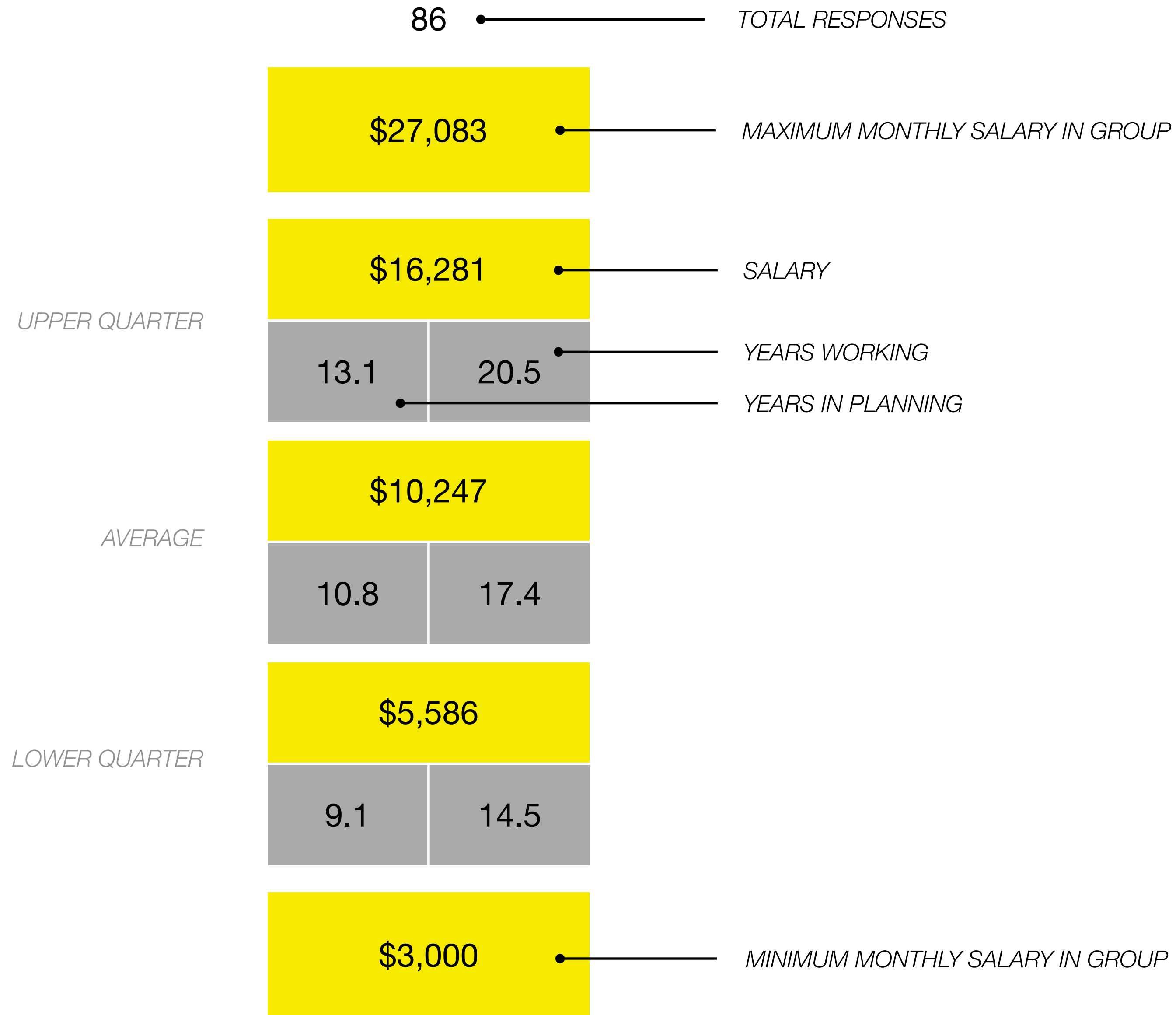
NOTE: average monthly salaries after taxes and deductions (US\$)

# group planning director (USA)



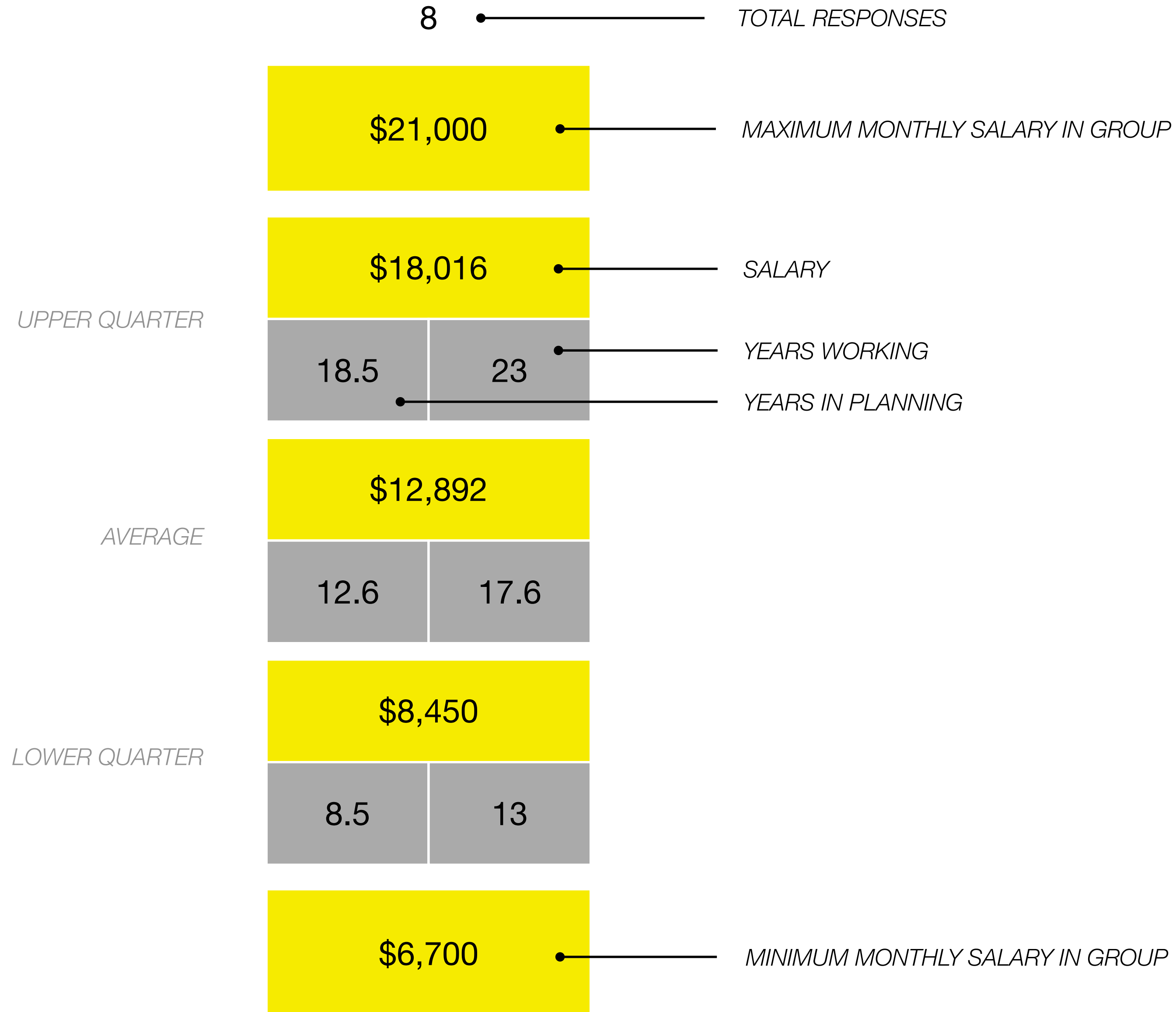
NOTE: average monthly salaries after taxes and deductions (US\$)

# head of planning (USA)



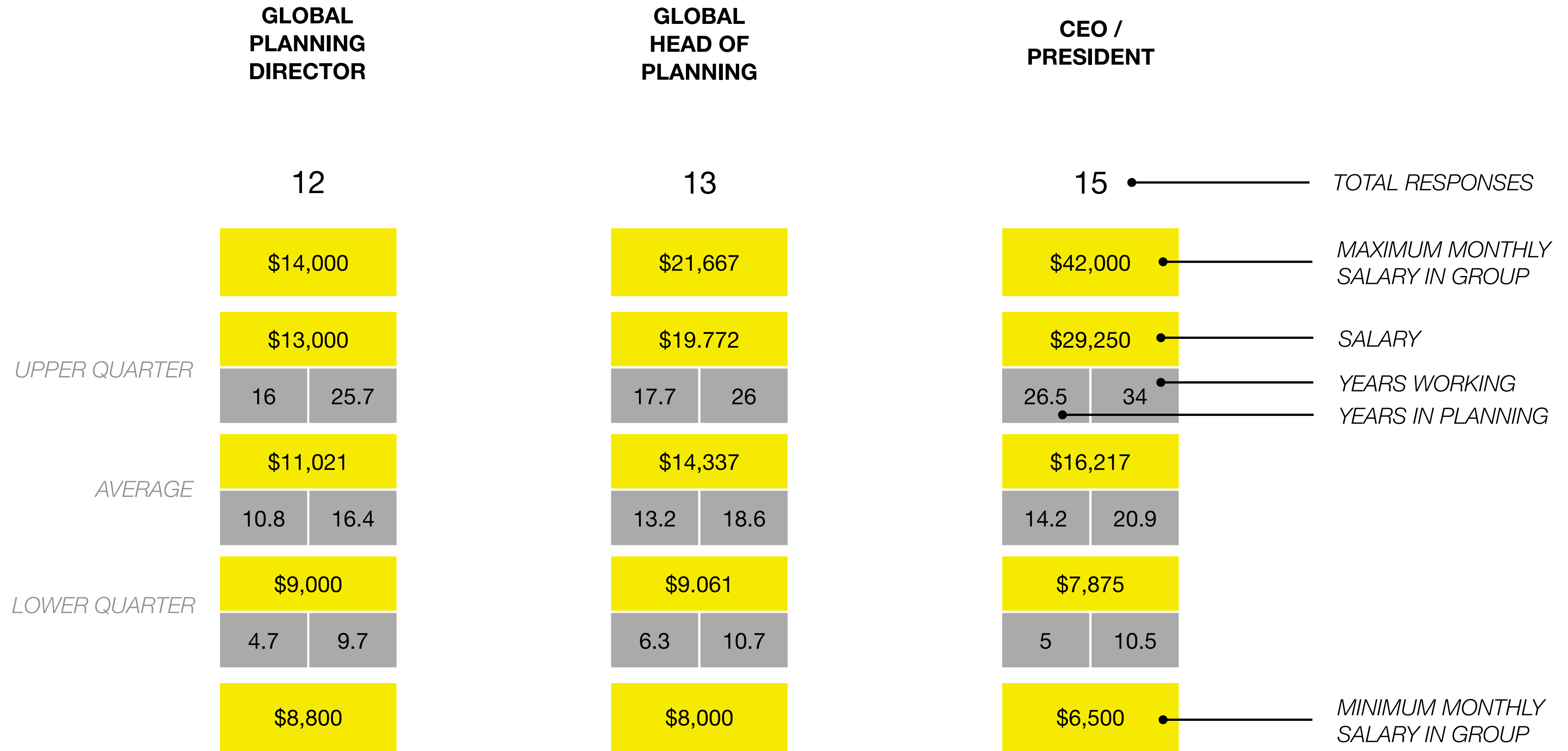
NOTE: average monthly salaries after taxes and deductions (US\$)

# regional planning director (USA)



NOTE: average monthly salaries after taxes and deductions (US\$)

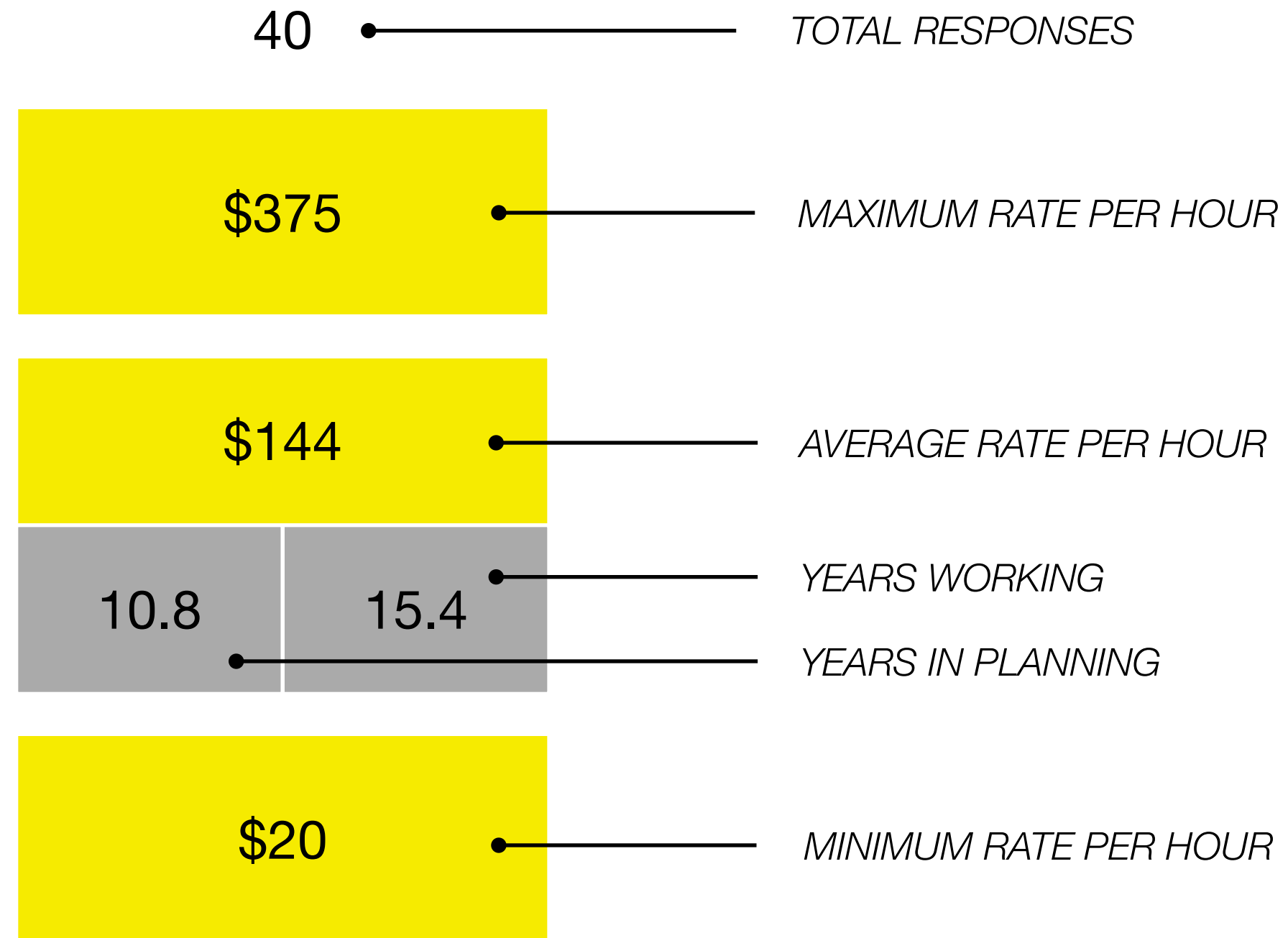
# leaders (USA)



NOTE: average monthly salaries after taxes and deductions (US\$)



# freelance (USA)



NOTE: average monthly salaries after taxes and deductions (US\$)

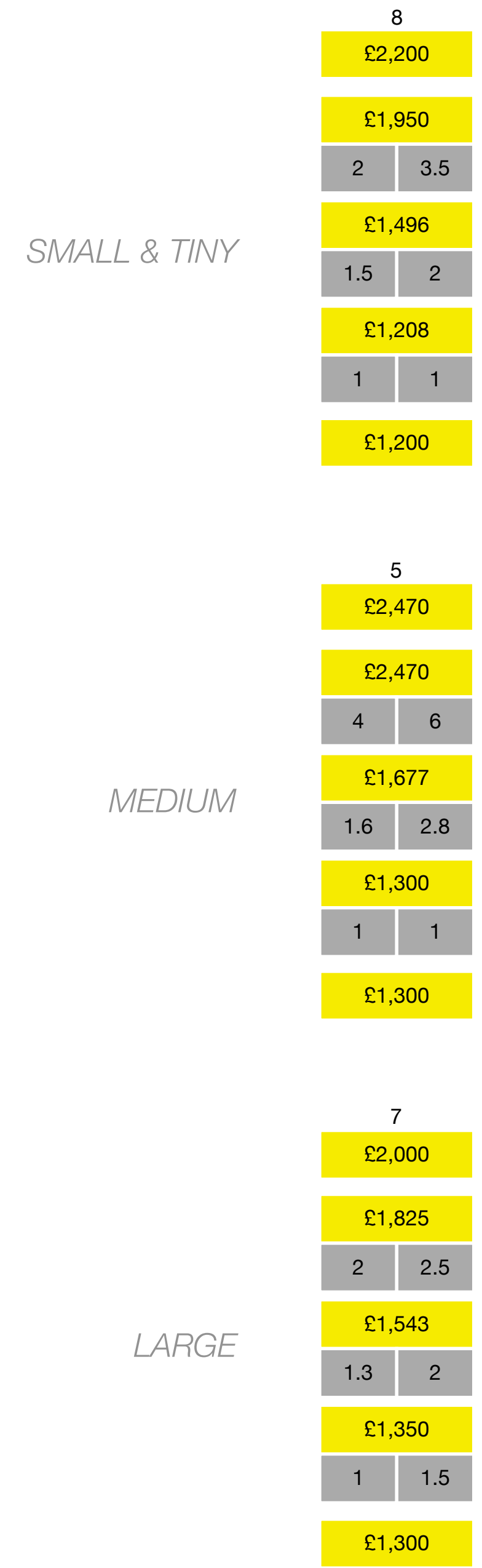
# salary by gender and level (US\$)

	MALES		FEMALES		
ASSISTANT PLANNER	34		58		
	\$2,602		\$2,744		MONTHLY SALARY
	1.4	2.7	1.6	3.1	YEARS WORKING YEARS IN PLANNING
PLANNER	68		106		
	\$3,814		\$3,530		
	2.5	5.3	2.4	5	
SENIOR PLANNER	70		118		
	\$5,502		\$5,284		
	5.7	9.8	5.9	9.2	
GROUP PLANNING DIRECTOR	104		86		
	\$9,078		\$8,160		
	8.4	12.8	9.1	14.6	
HEAD OF PLANNING	54		30		
	\$11,187		\$8,476		
	10.5	17.4	11	16.8	
GLOBAL PLANNING DIRECTOR	6		6		
	\$10,884		\$11,158		
	10.2	10.7	13.3	19.2	
REGIONAL PLANNING DIRECTOR	5		3		
	\$12,880		\$12,911		
	12	17.8	13.7	17.3	
GLOBAL HEAD OF PLANNING / CSO	10		3		
	\$14,783		\$12,850		
	12.6	17.5	15.3	22.3	
CEO / PRESIDENT	11		4		
	\$17,841		\$11,750		
	16.4	23.5	8.3	13.8	

NOTE: average monthly salaries after taxes and deductions (US\$)

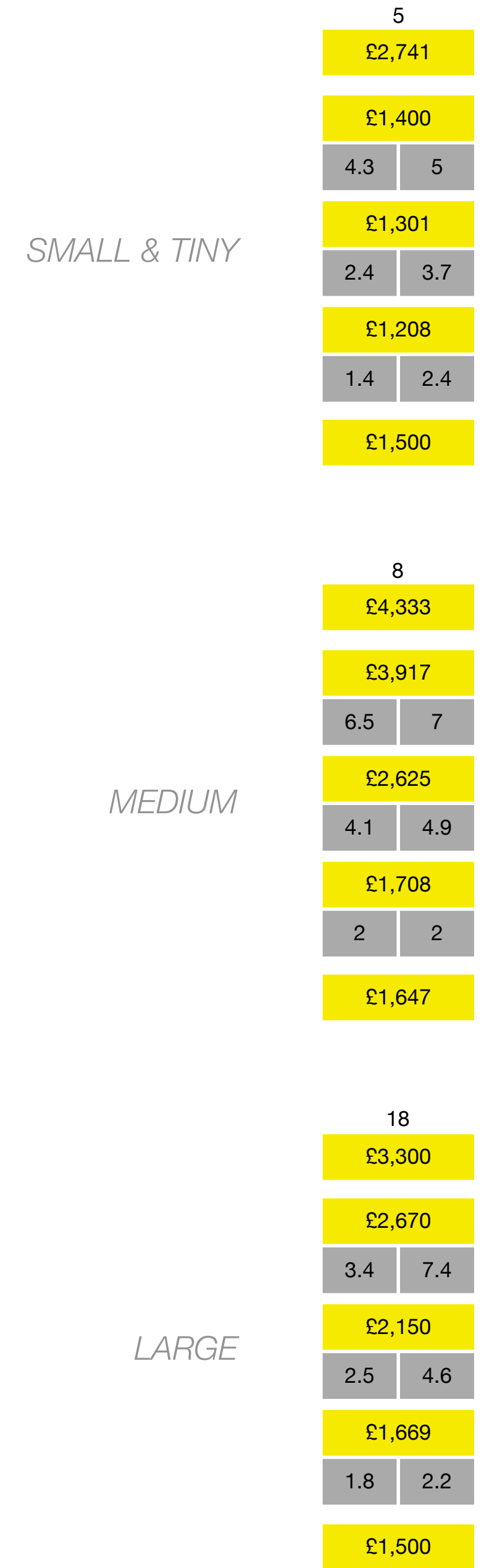
# **UK salary details**

# assistant planner (UK)



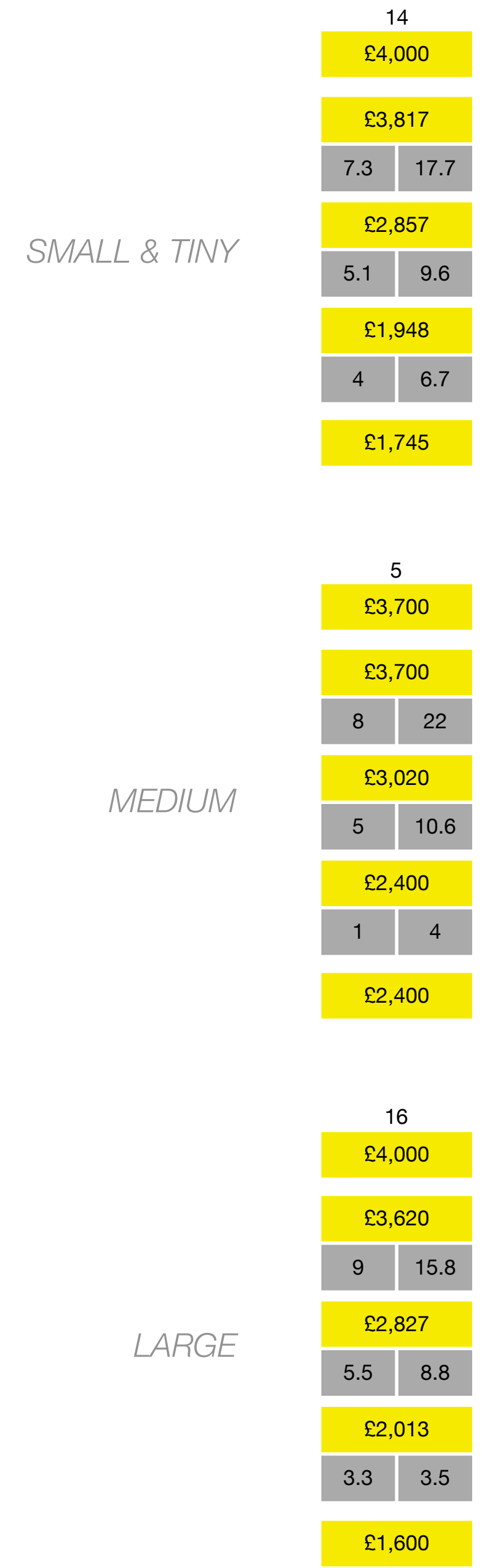
NOTE: average monthly salaries after taxes and deductions (£)

# planner (UK)



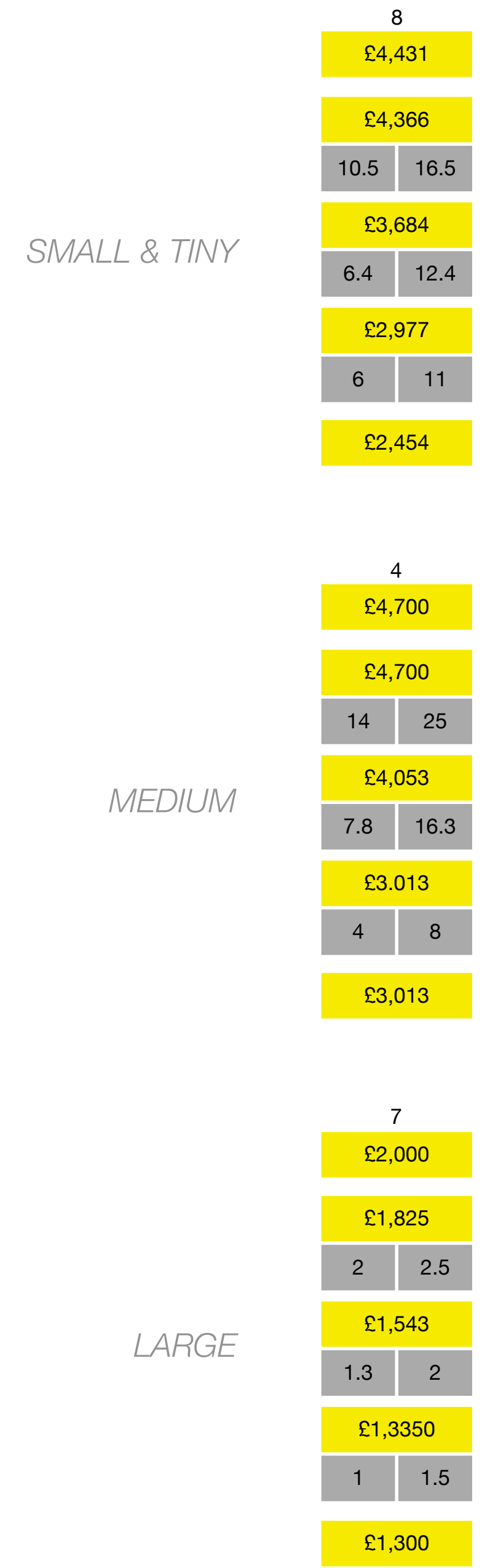
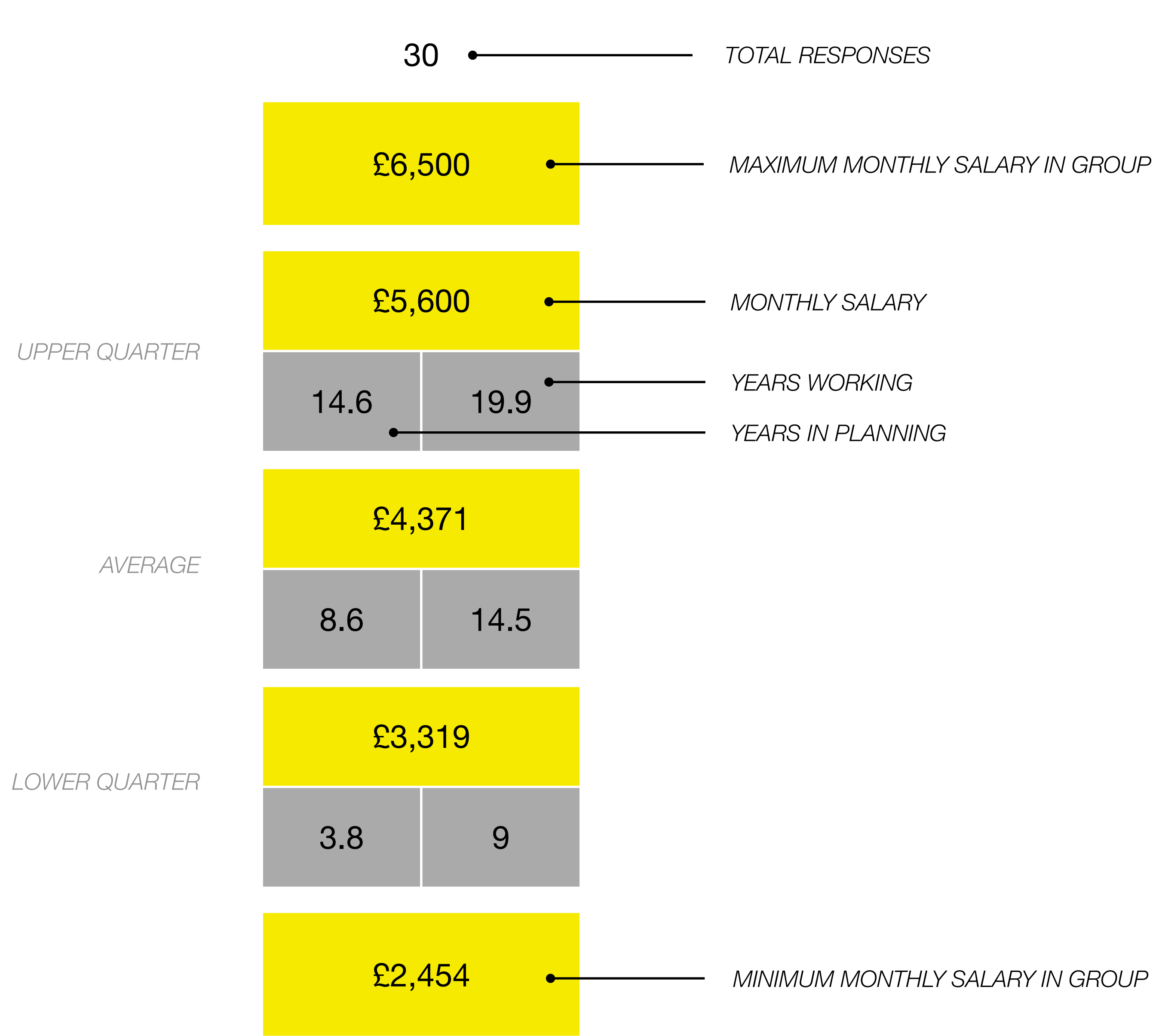
NOTE: average monthly salaries after taxes and deductions (£)

# senior planner (UK)



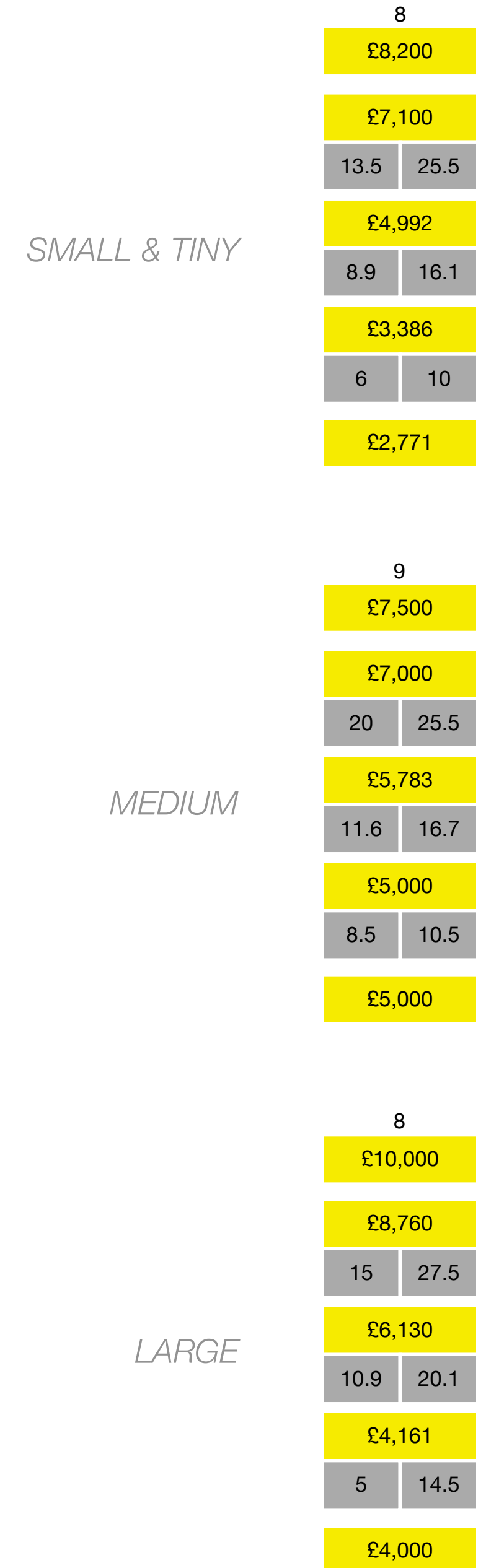
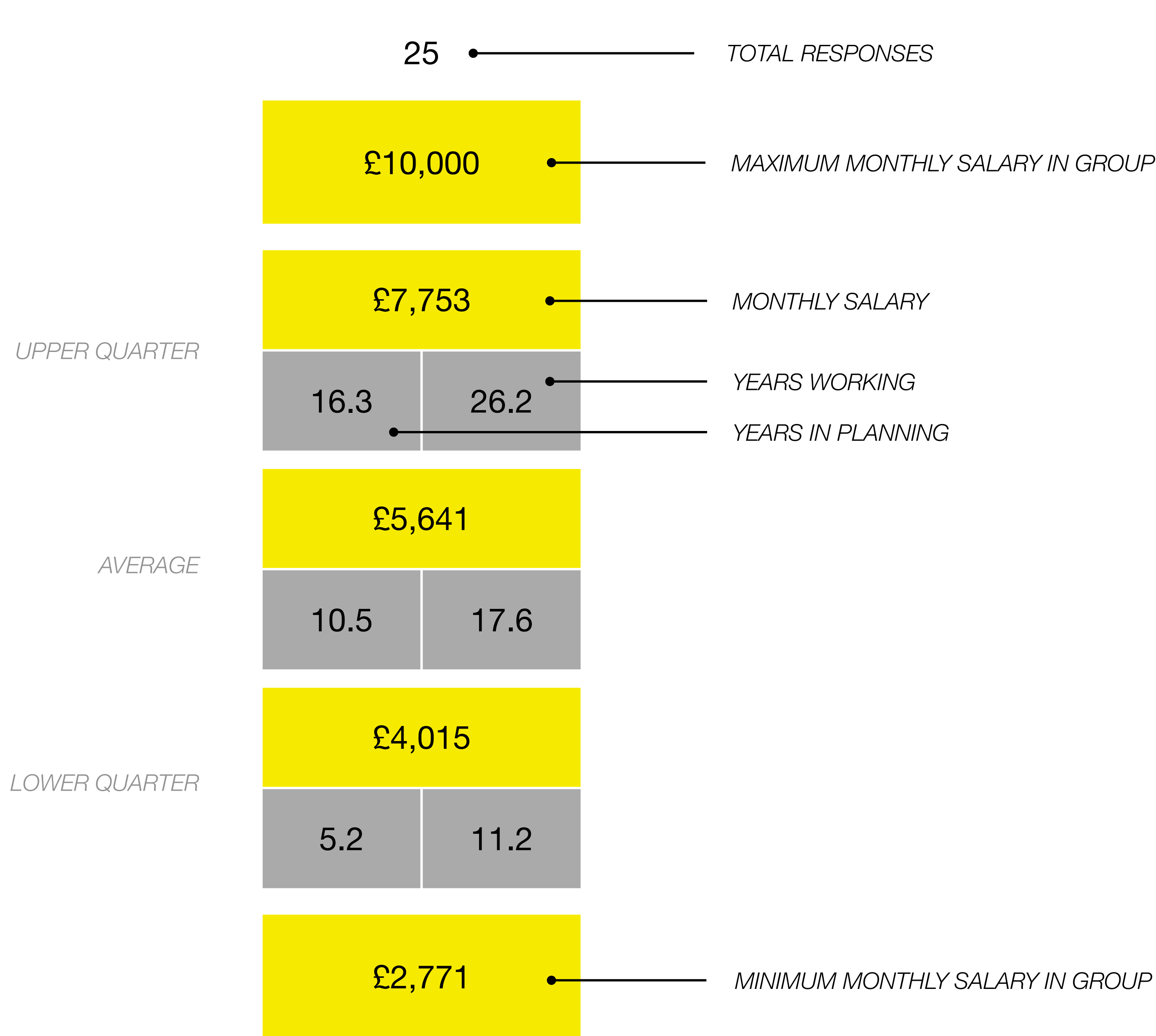
NOTE: average monthly salaries after taxes and deductions (£)

# group planning director (UK)



NOTE: average monthly salaries after taxes and deductions (£)

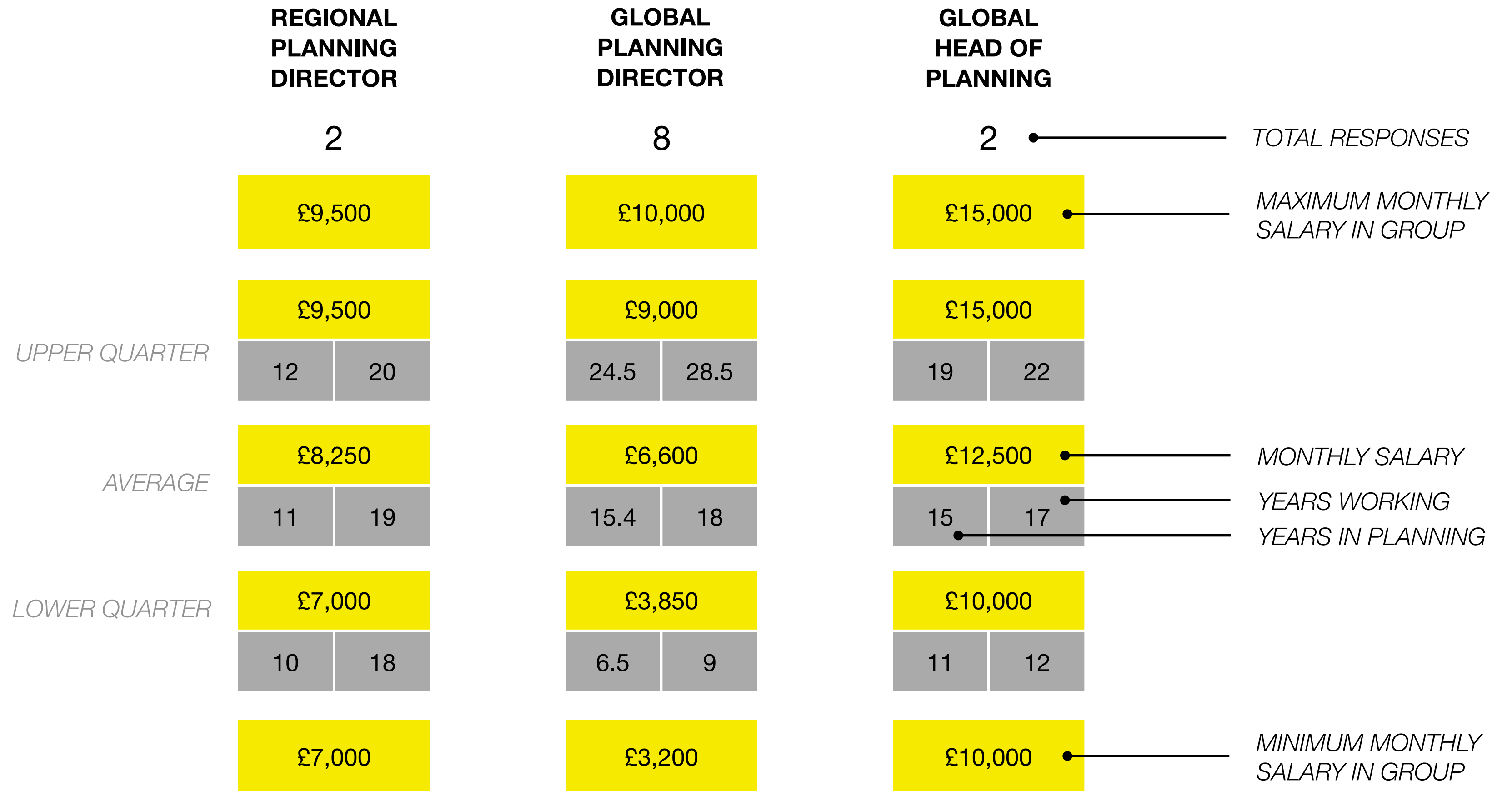
# head of planning (UK)



NOTE: average monthly salaries after taxes and deductions (£)

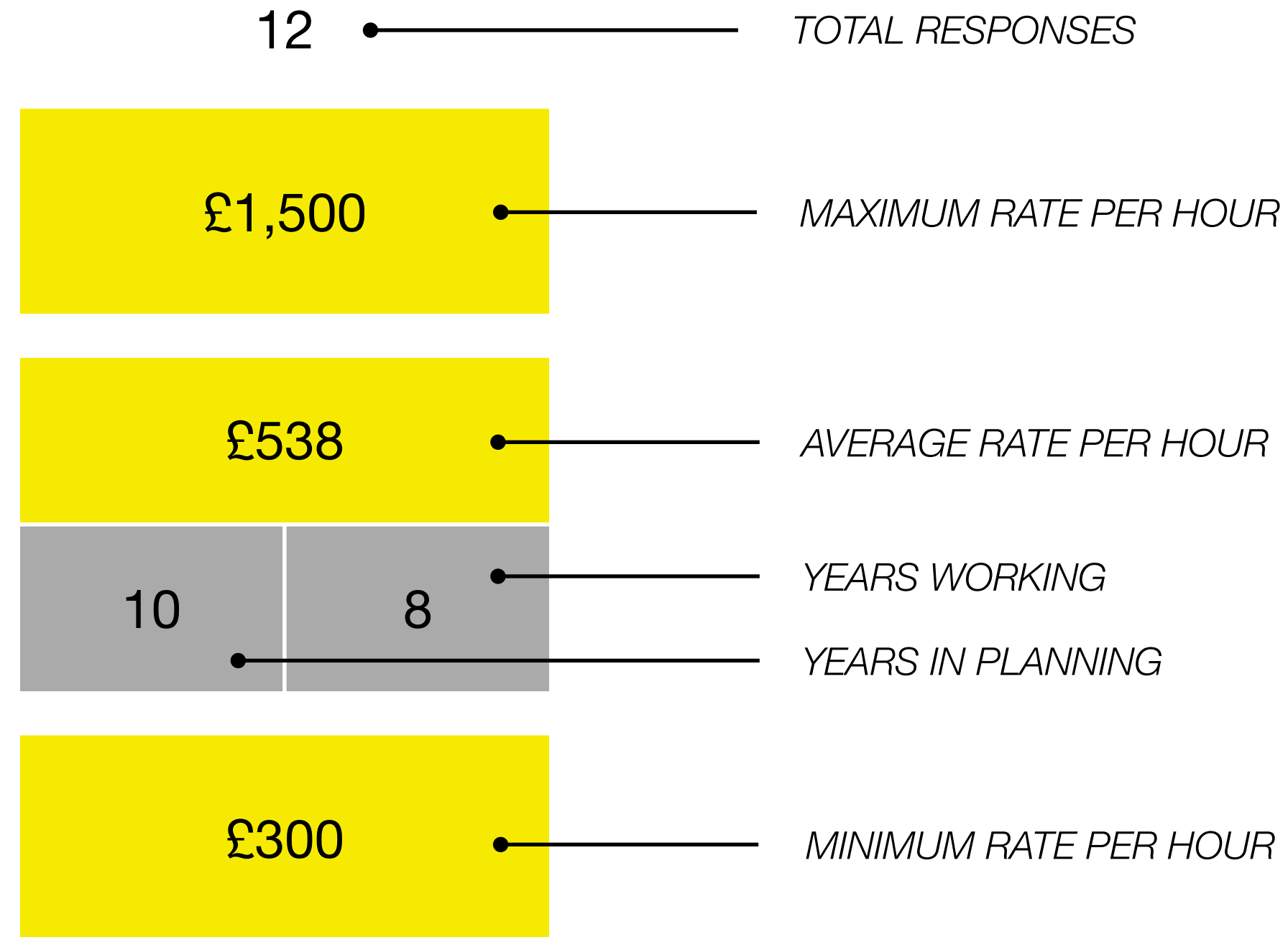


# leaders (UK)



NOTE: average monthly salaries after taxes and deductions (£)

# freelance (UK)



NOTE: average monthly salaries after taxes and deductions (£)

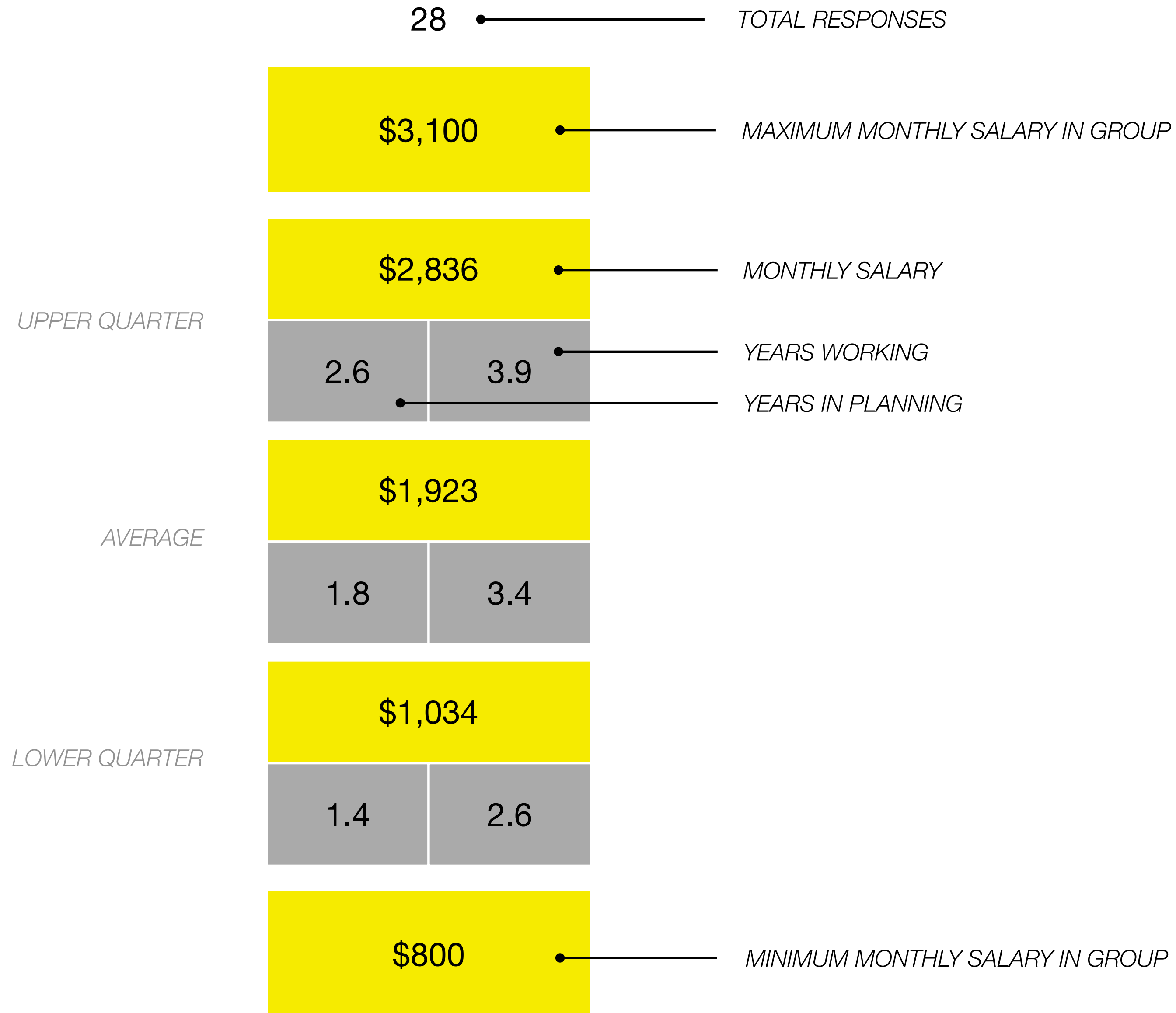
# salary by gender and level (UK)

	MALES	FEMALES	
ASSISTANT PLANNER	11 £1,465 1.3   1.9	9 £1,611 1.6   2.5	MONTHLY SALARY YEARS WORKING YEARS IN PLANNING
PLANNER	26 £2,248 3   4.5	15 £2,048 2.5   4.1	
SENIOR PLANNER	21 £2,889 5.2   10.5	14 £2,816 5.2   7.8	
GROUP PLANNING DIRECTOR	24 £4,546 9.2   14.8	6 £3,671 6.2   13	
HEAD OF PLANNING	20 £5,748 10.5   17.2	4 £5,080 10.3   19.8	
GLOBAL PLANNING DIRECTOR	5 £6,580 11.2   13.8	3 £6,633 22.3   25	
REGIONAL PLANNING DIRECTOR	2 £8,250 11   19		
GLOBAL HEAD OF PLANNING / CSO	2 £12,500 15   17		

NOTE: average monthly salaries after taxes and deductions (£)

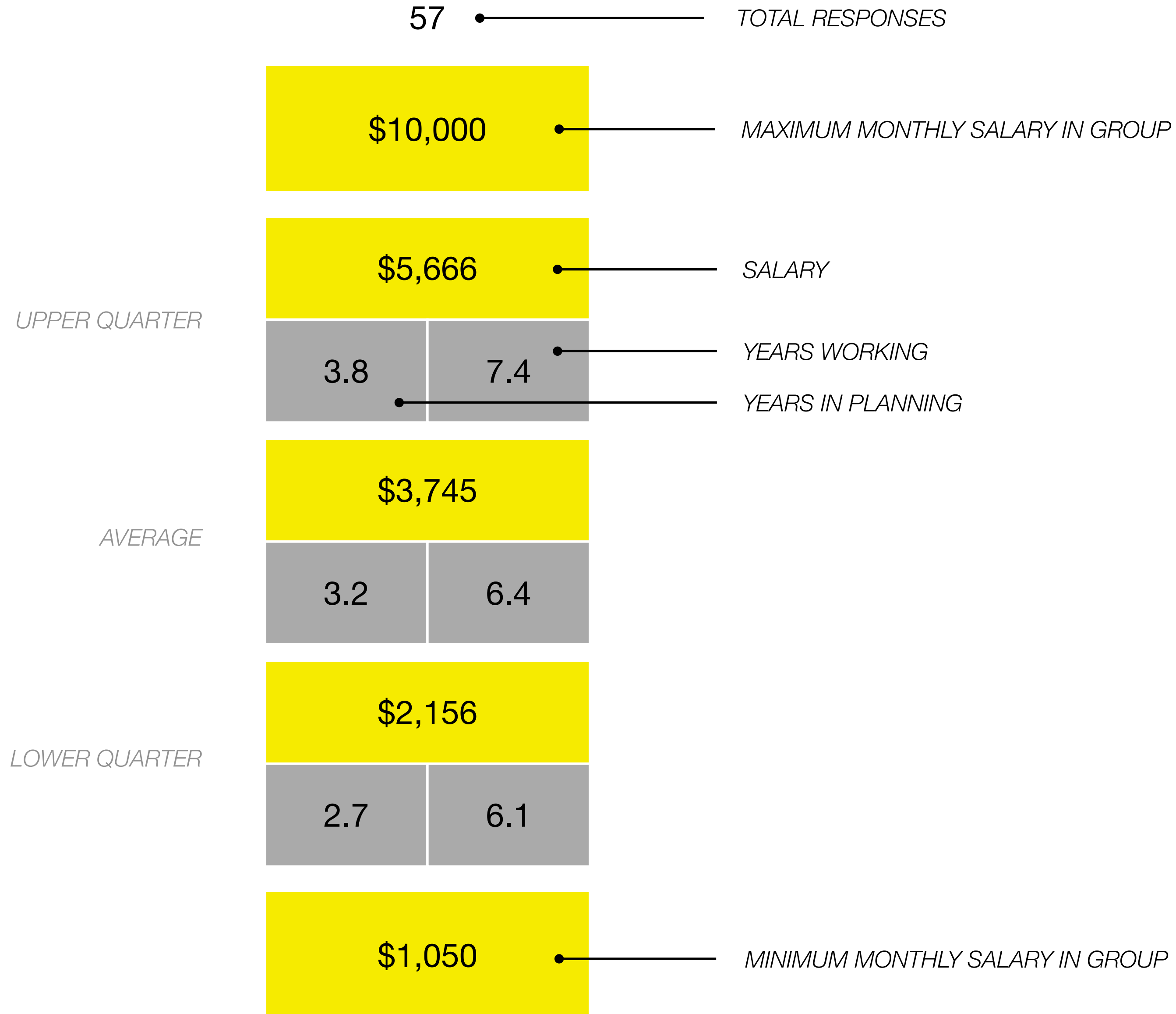
# **brazil salary details**

# assistant planner (brazil)



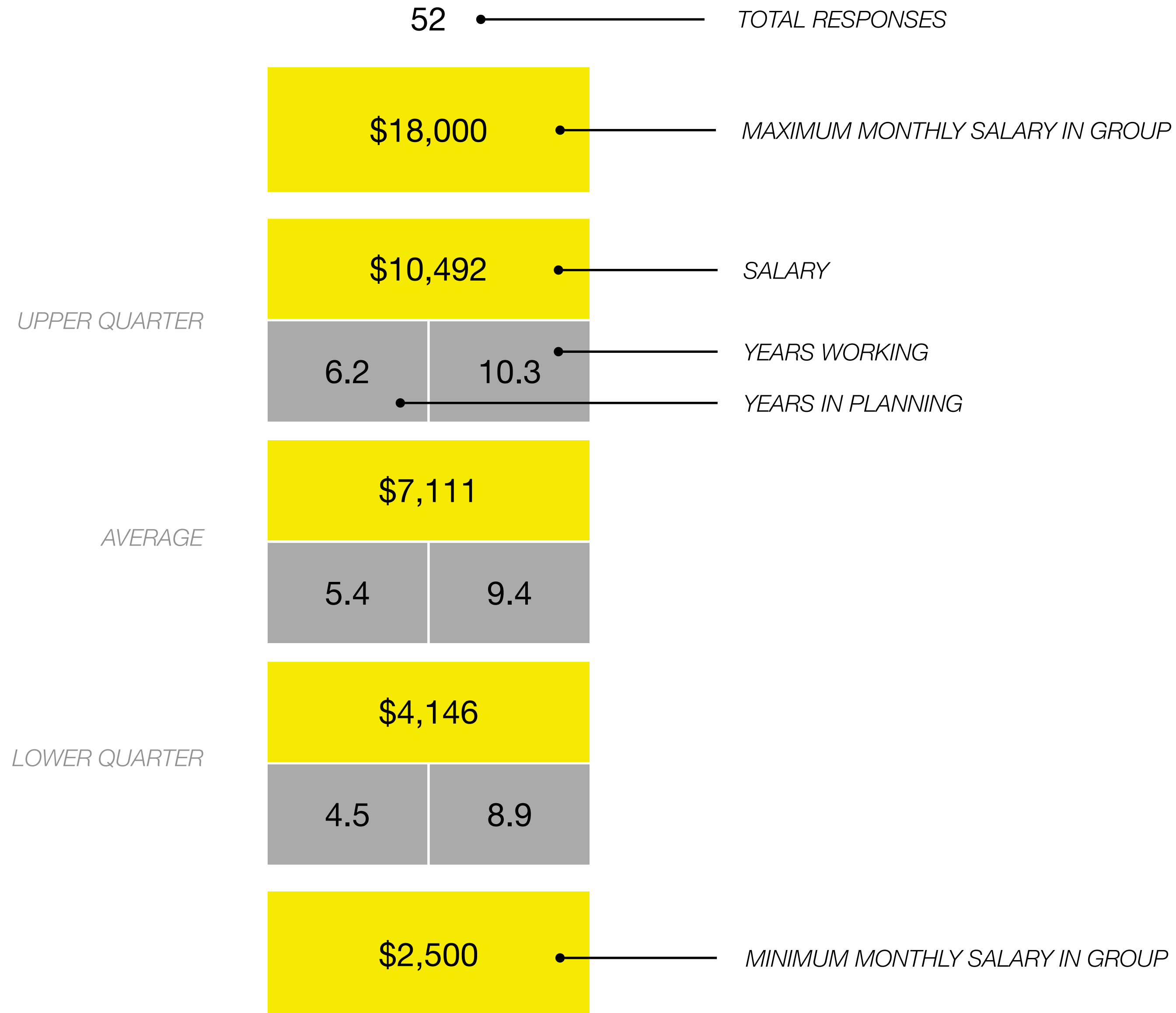
NOTE: average monthly salaries after taxes and deductions (R\$)

# planner (brazil)



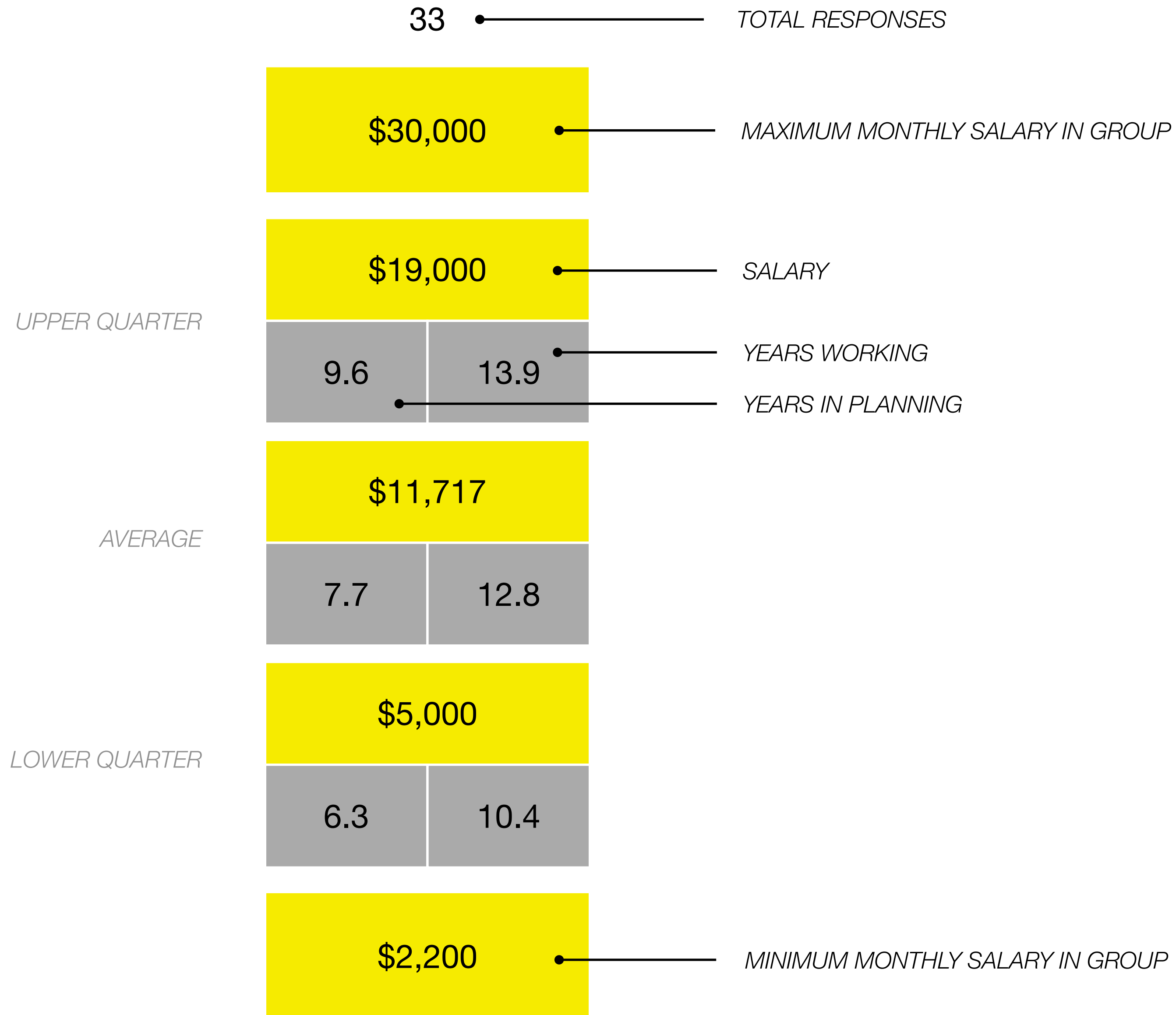
NOTE: average monthly salaries after taxes and deductions (R\$)

# senior planner (brazil)



NOTE: average monthly salaries after taxes and deductions (R\$)

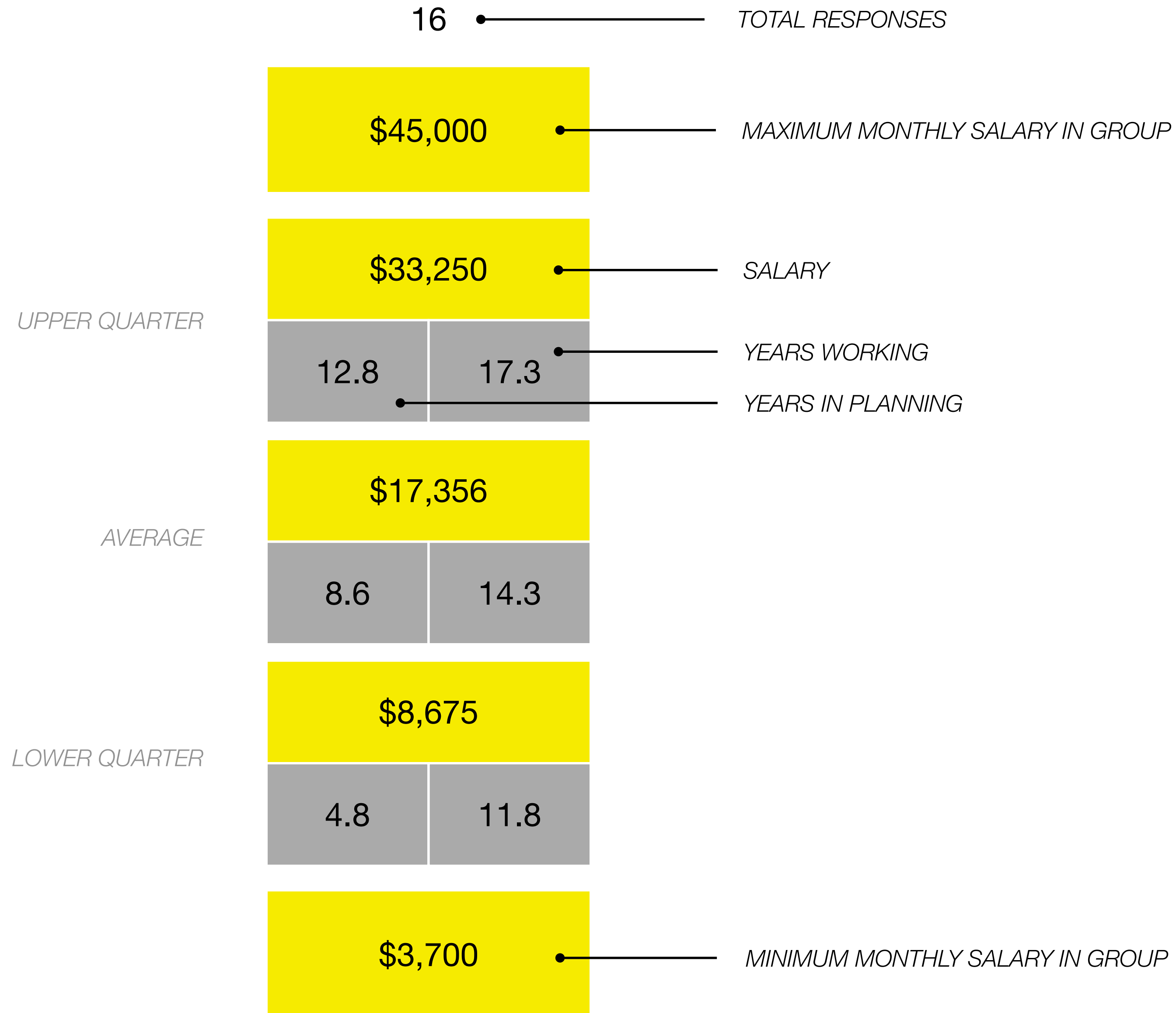
# group planning director (brazil)



NOTE: average monthly salaries after taxes and deductions (R\$)

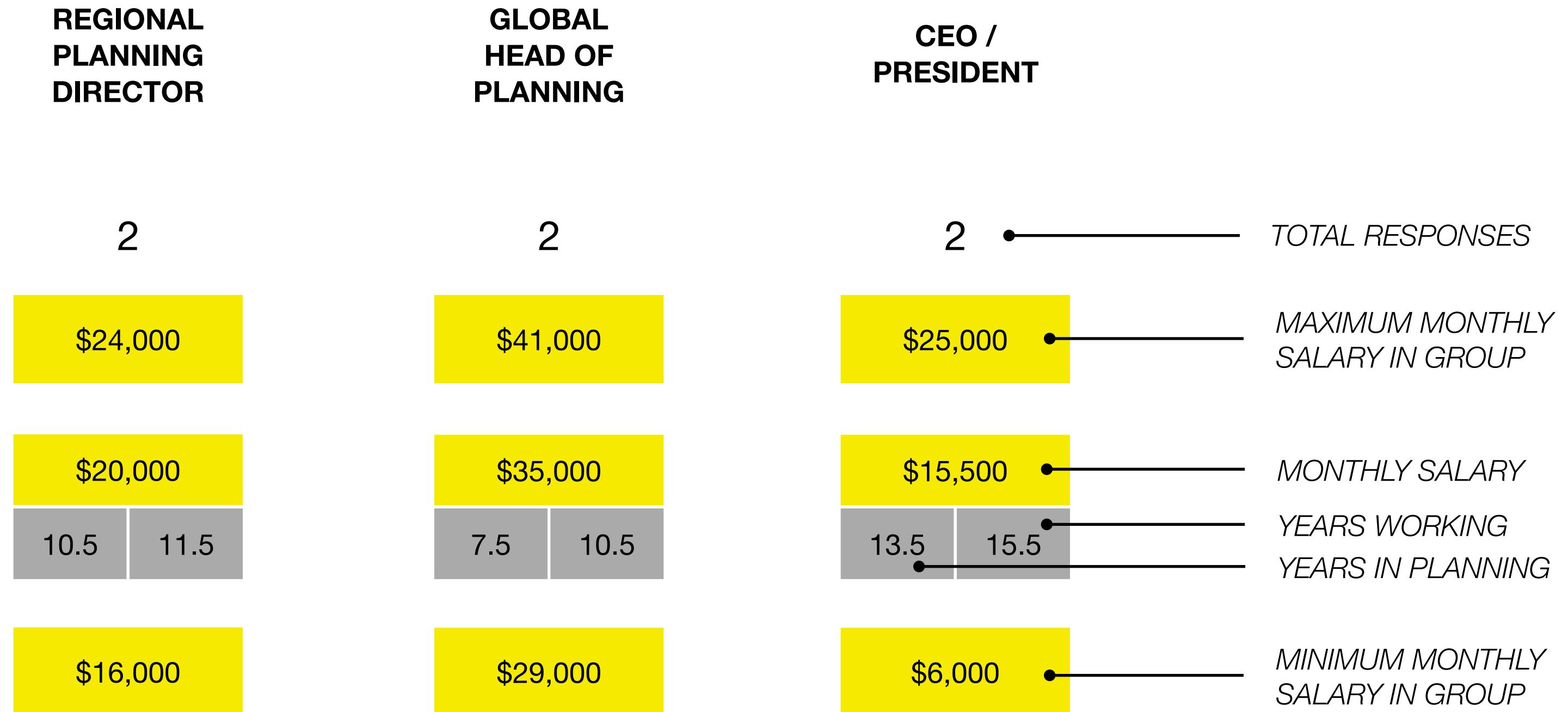


# head of planning (brazil)



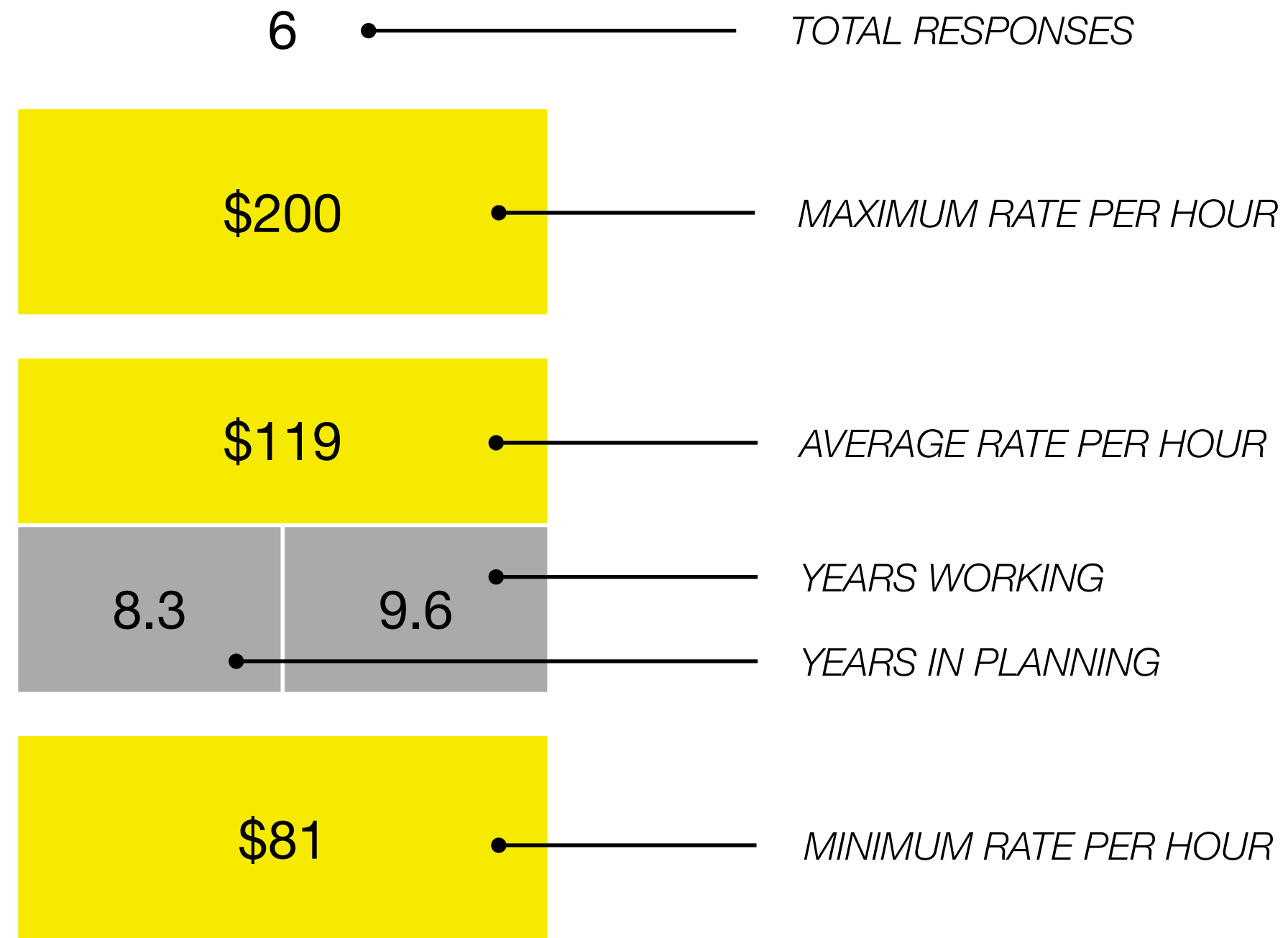
NOTE: average monthly salaries after taxes and deductions (R\$)

# leaders (brazil)



NOTE: average monthly salaries after taxes and deductions (R\$)

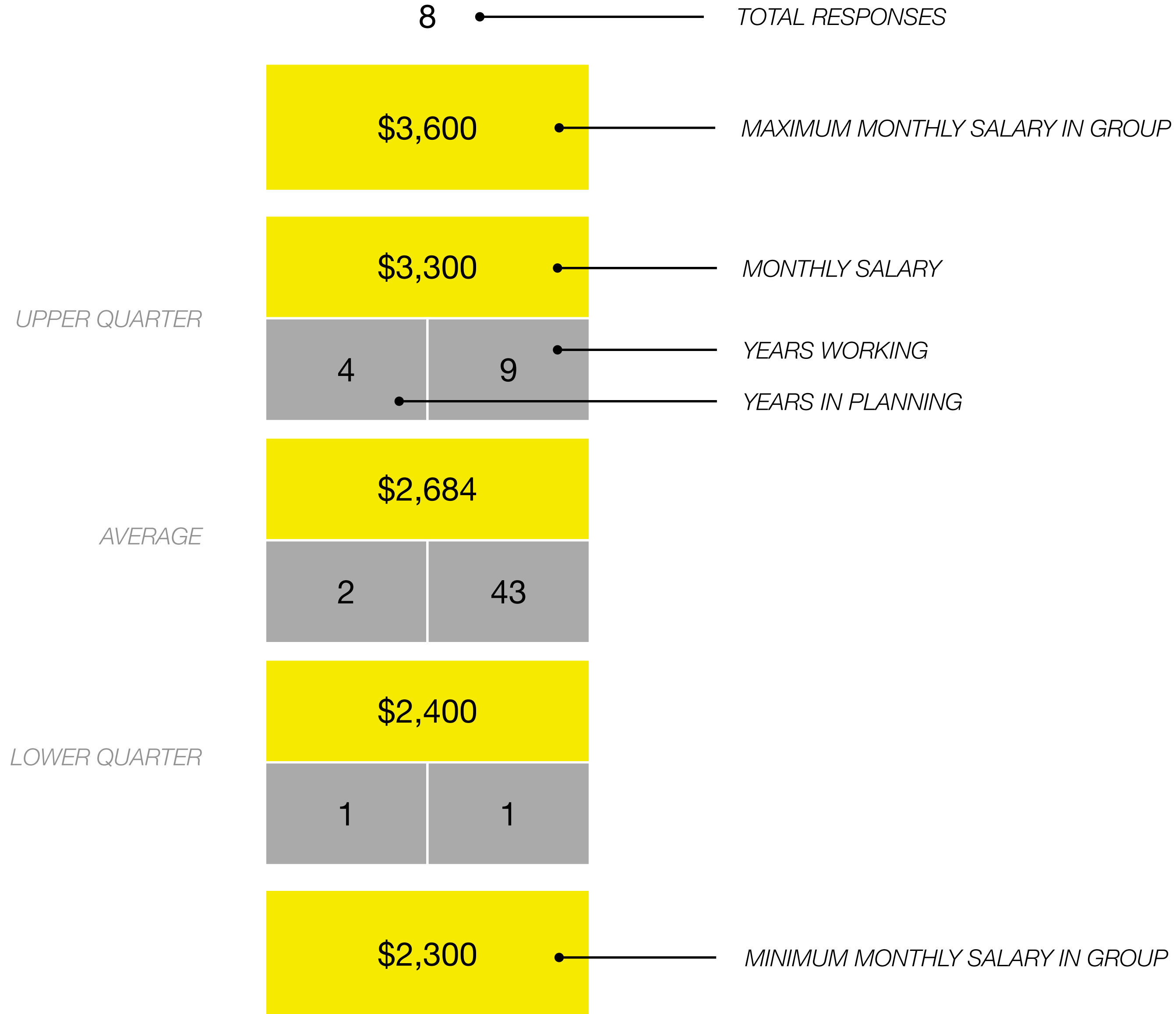
# freelance (brazil)



NOTE: average monthly salaries after taxes and deductions (R\$)

**canada salary details**

# assistant planner (canada)



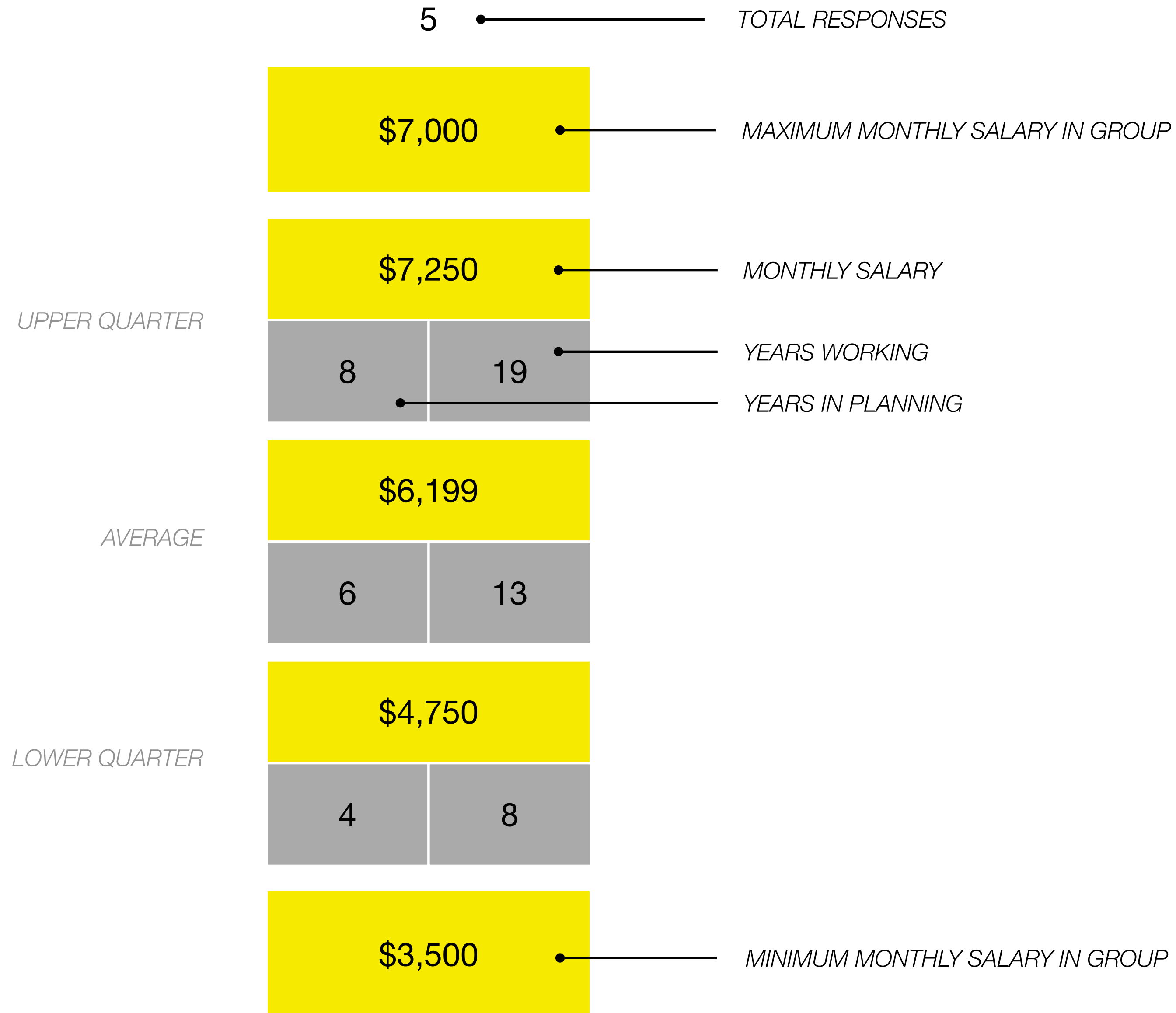
NOTE: average monthly salaries after taxes and deductions (Canadian \$)

# planner (canada)



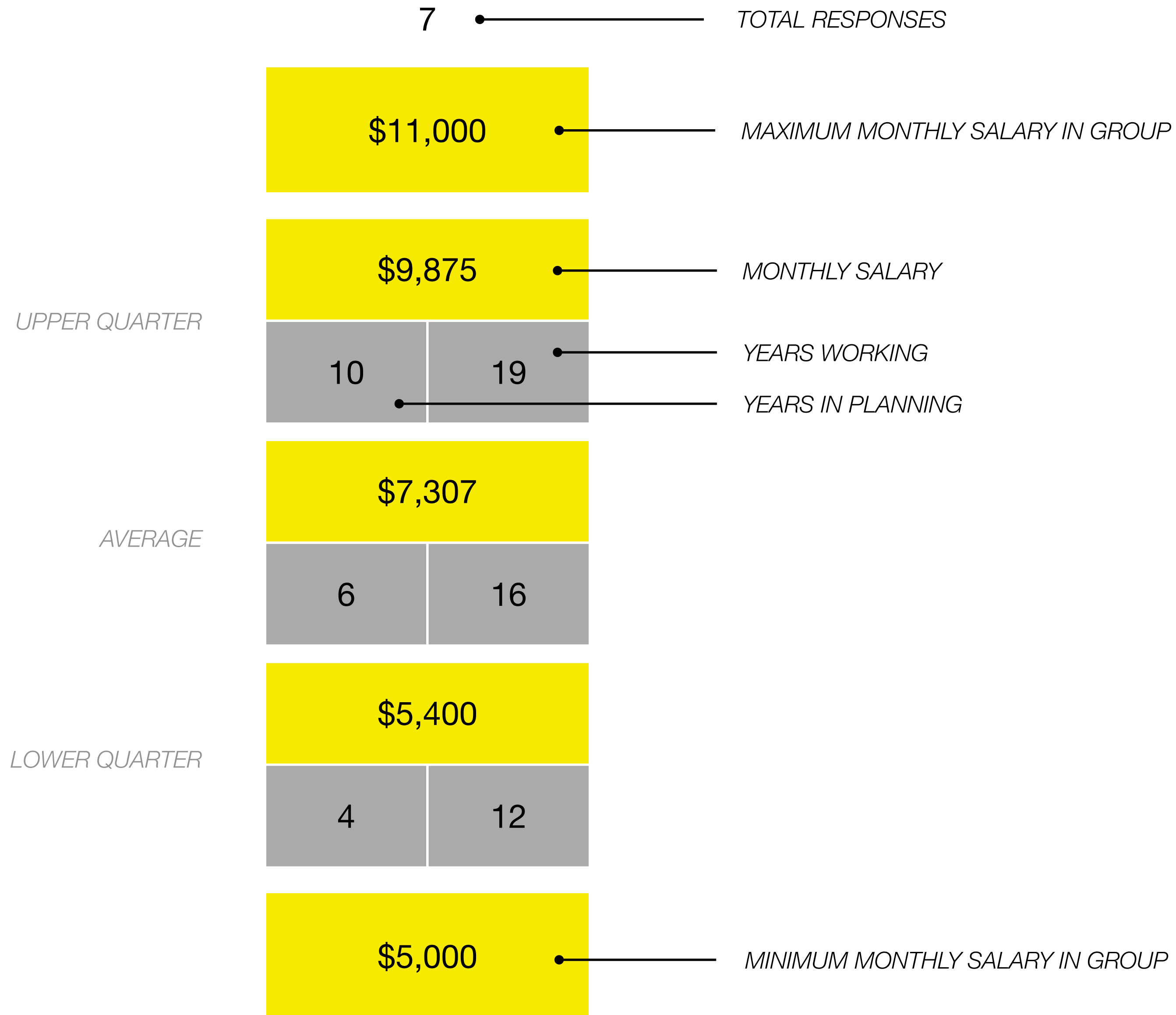
NOTE: average monthly salaries after taxes and deductions (Canadian \$)

# senior planner (canada)



NOTE: average monthly salaries after taxes and deductions (Canadian \$)

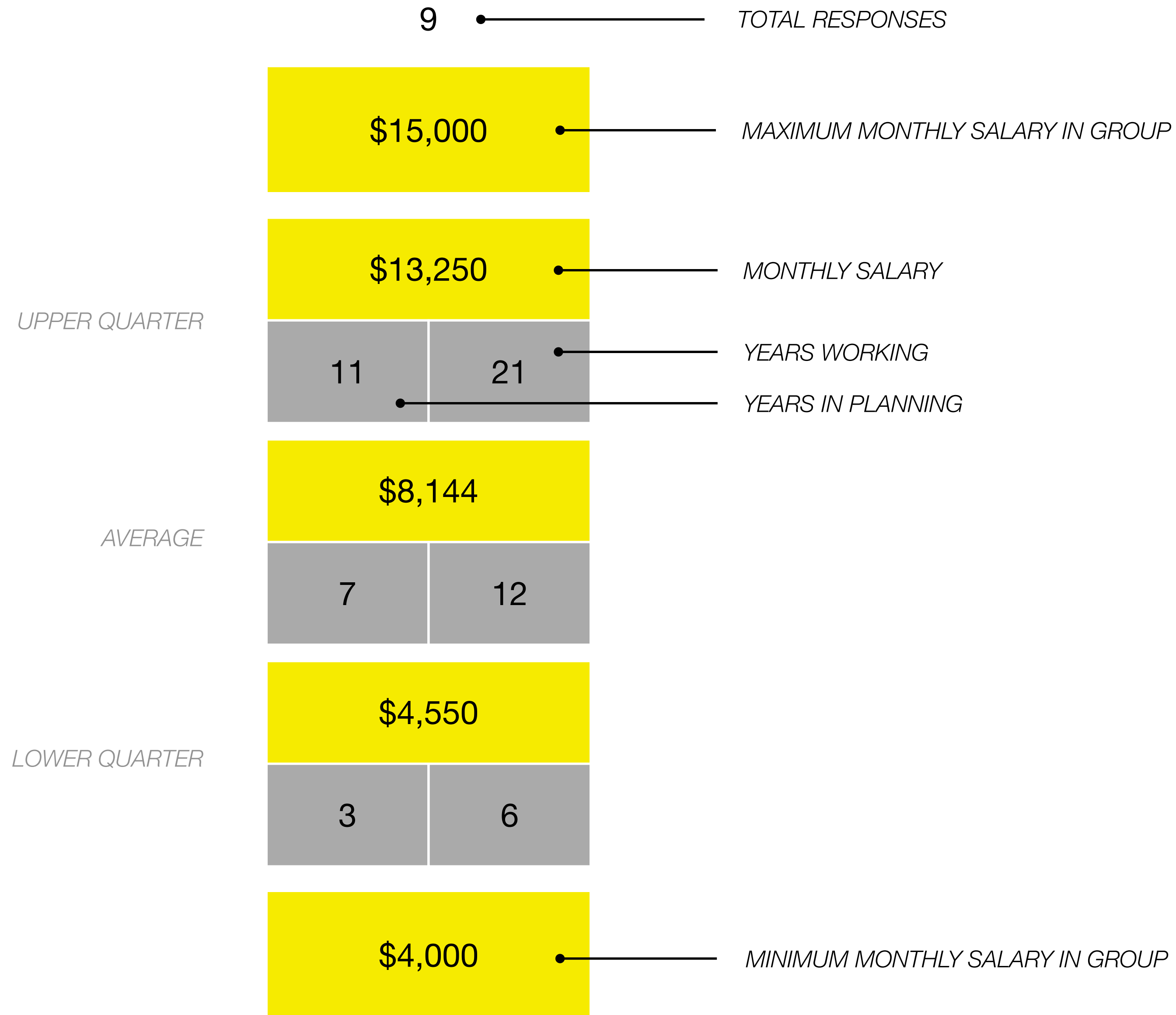
# group planning director (canada)



NOTE: average monthly salaries after taxes and deductions (Canadian \$)



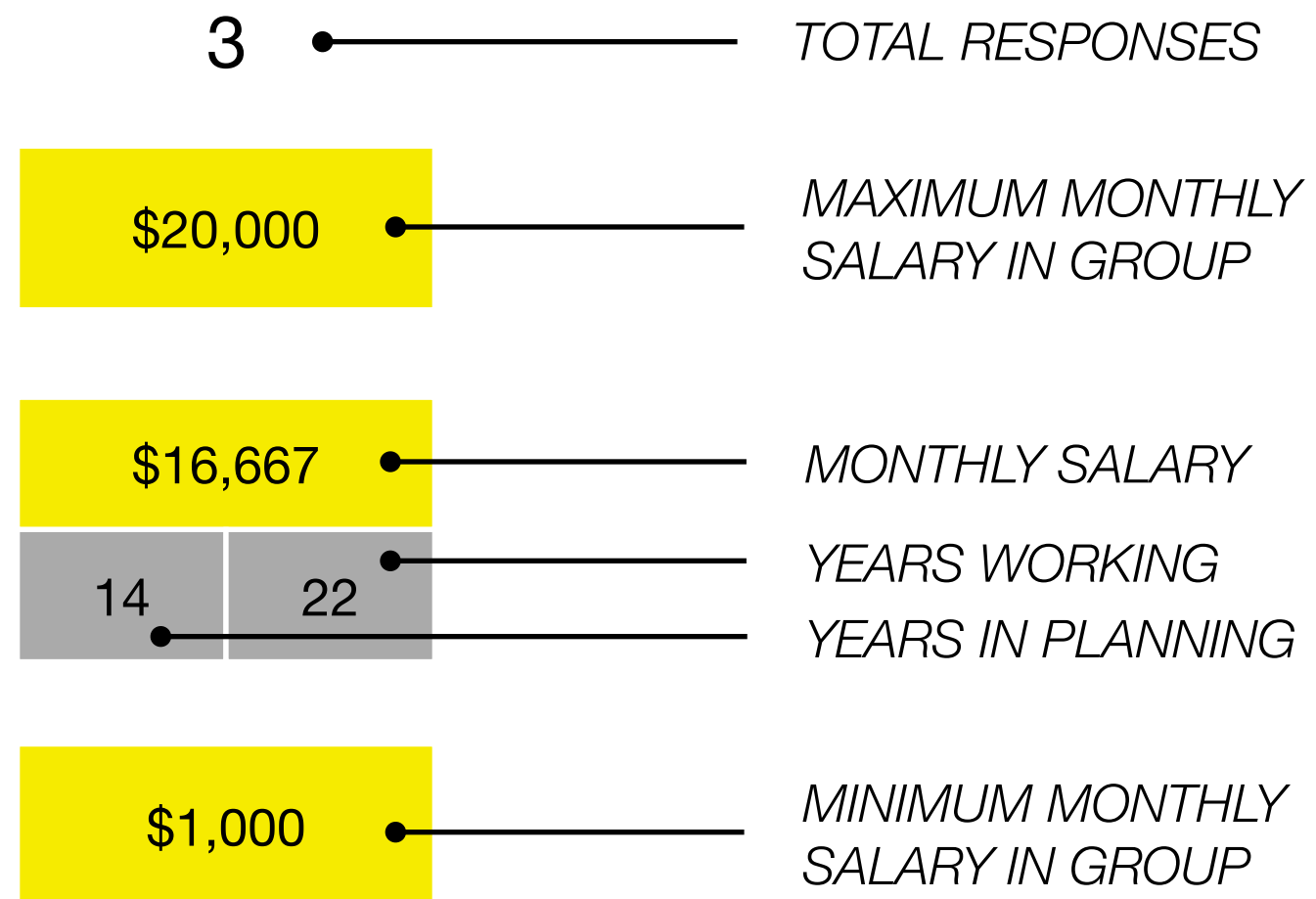
# head of planning (canada)



NOTE: average monthly salaries after taxes and deductions (Canadian \$)

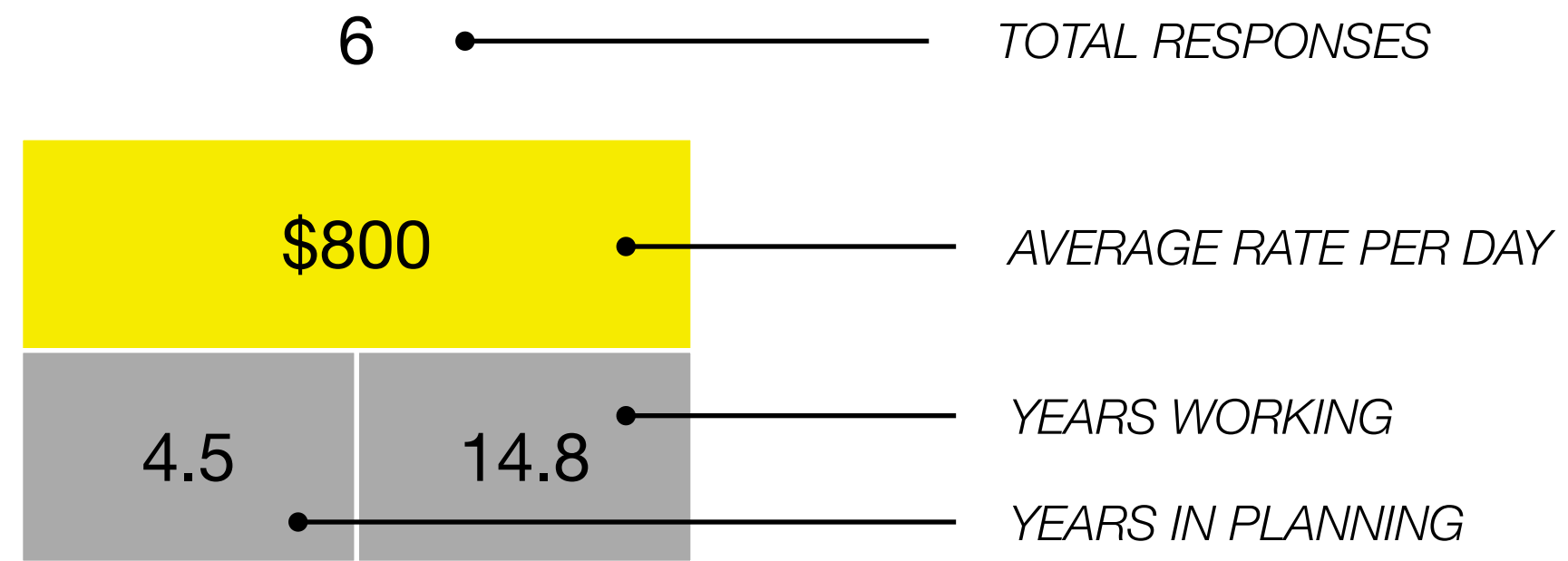
# leaders (canada)

## CEO / PRESIDENT



NOTE: average monthly salaries after taxes and deductions (Canadian \$)

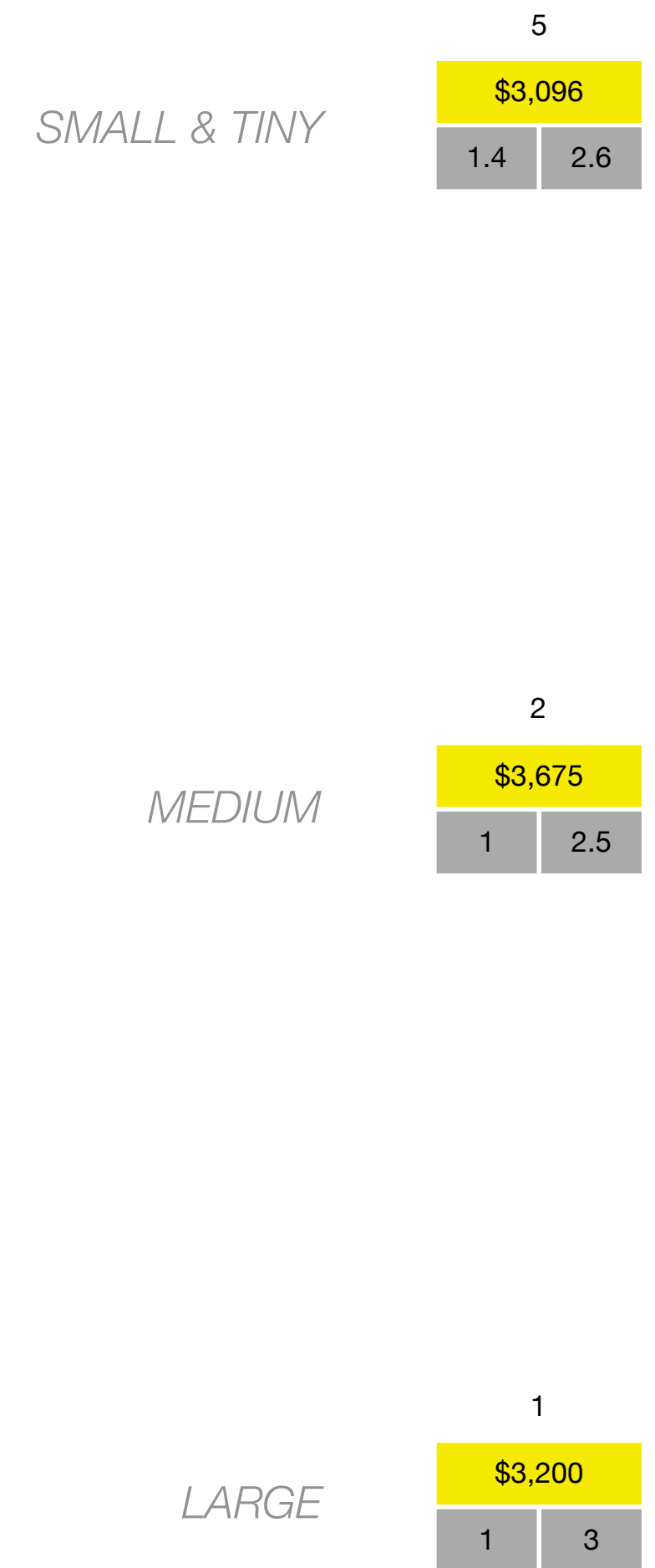
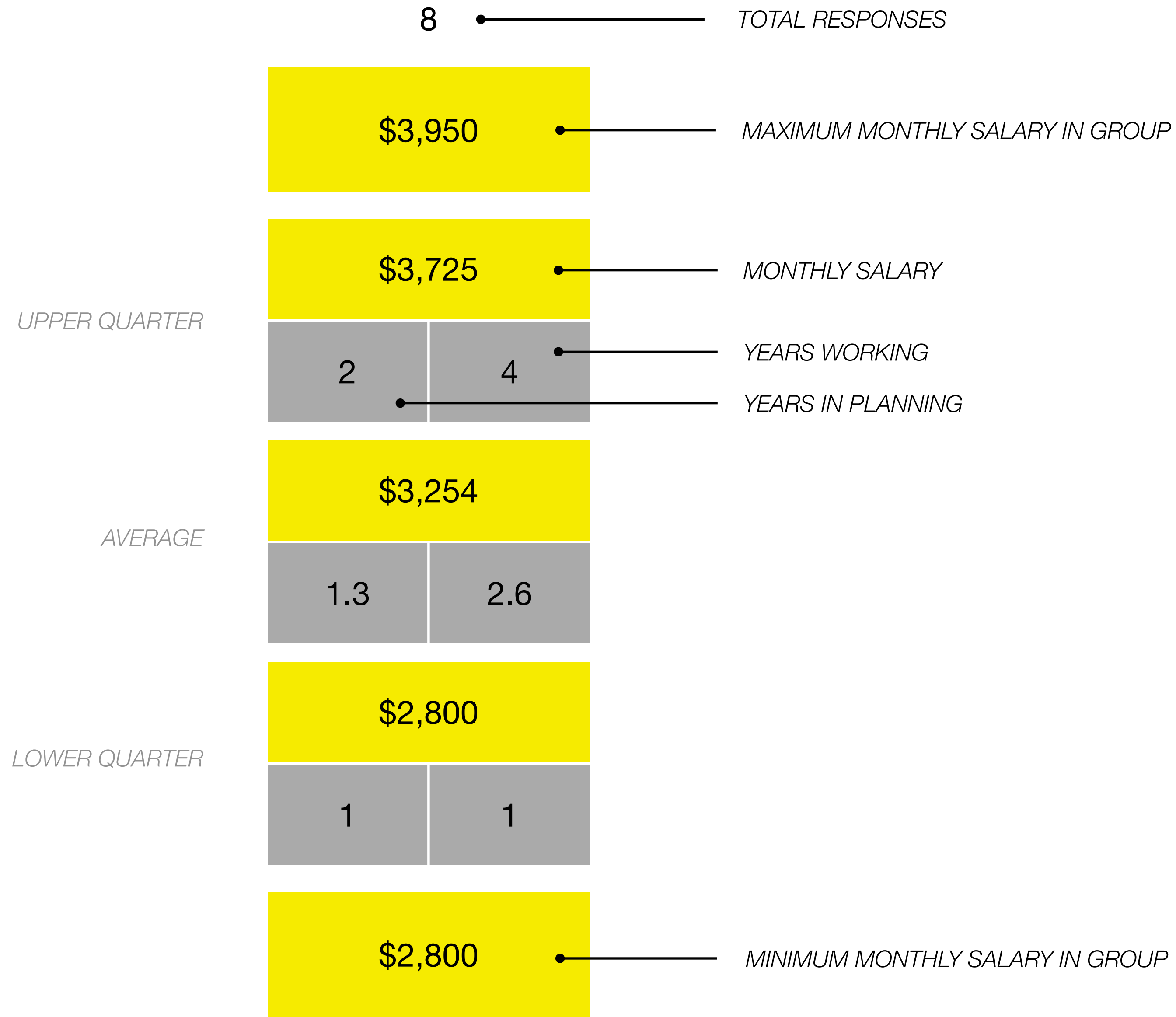
# freelance (canada)



NOTE: average monthly salaries after taxes and deductions (Canadian \$)

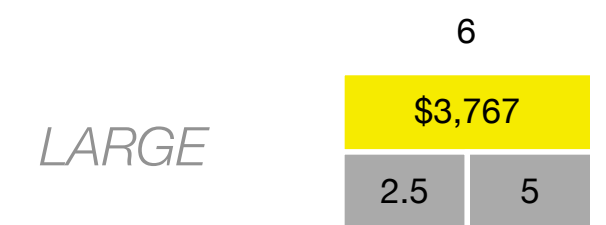
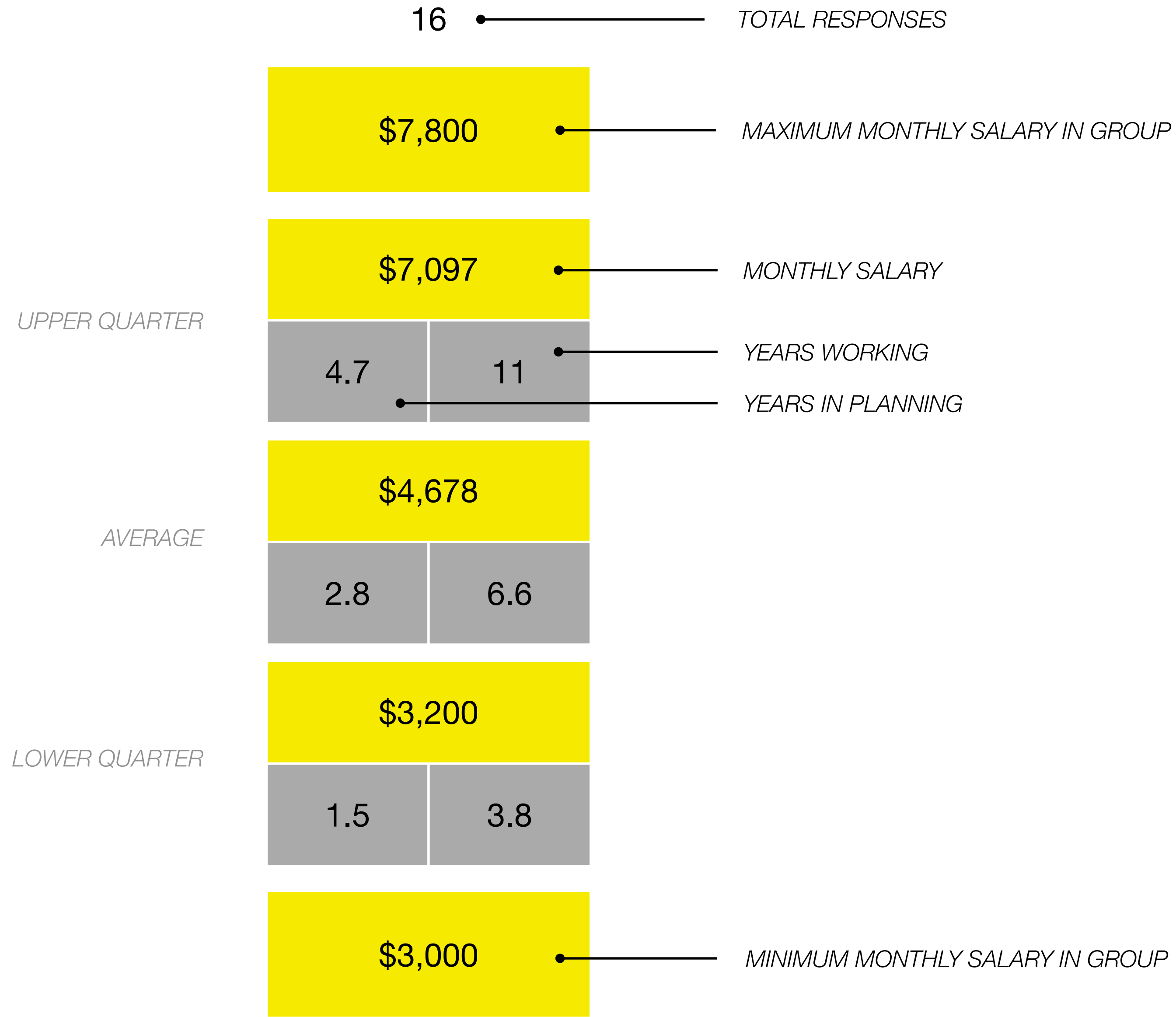
**australia salary details**

# assistant planner (australia)



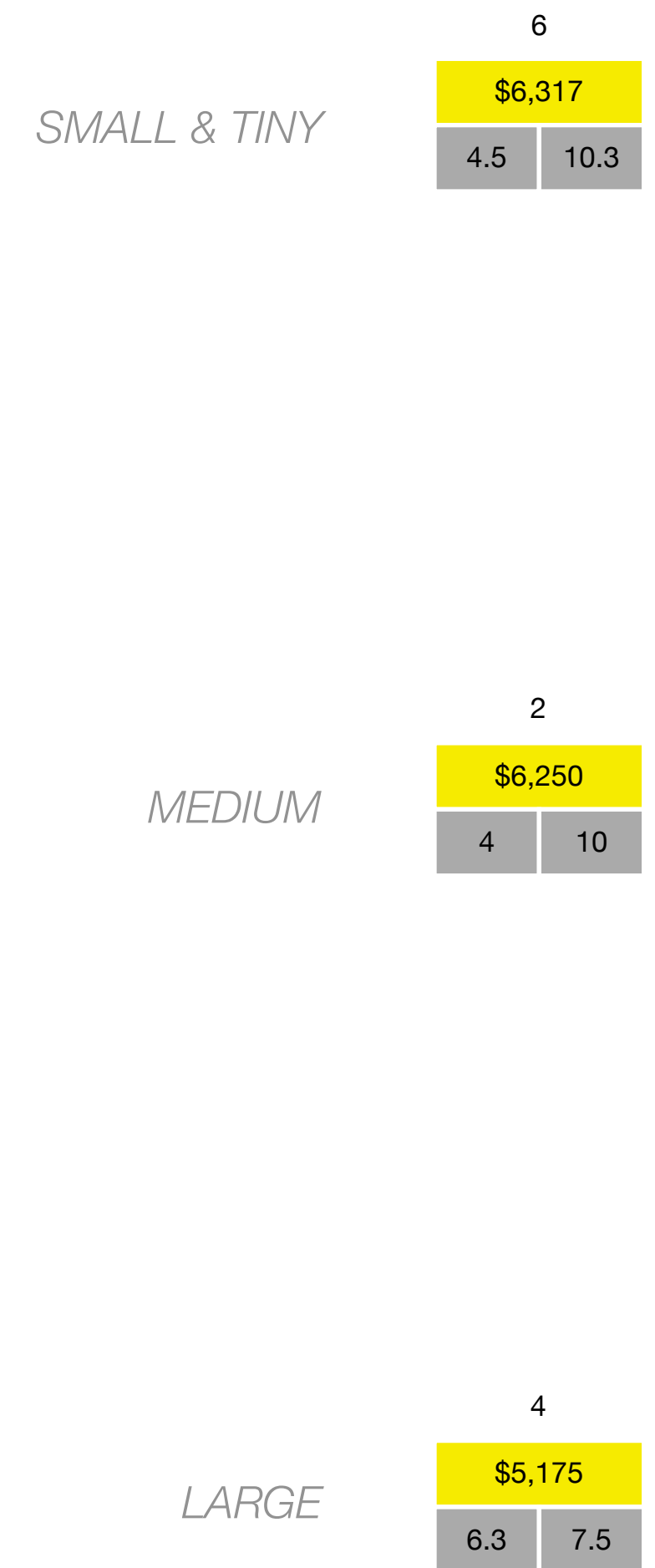
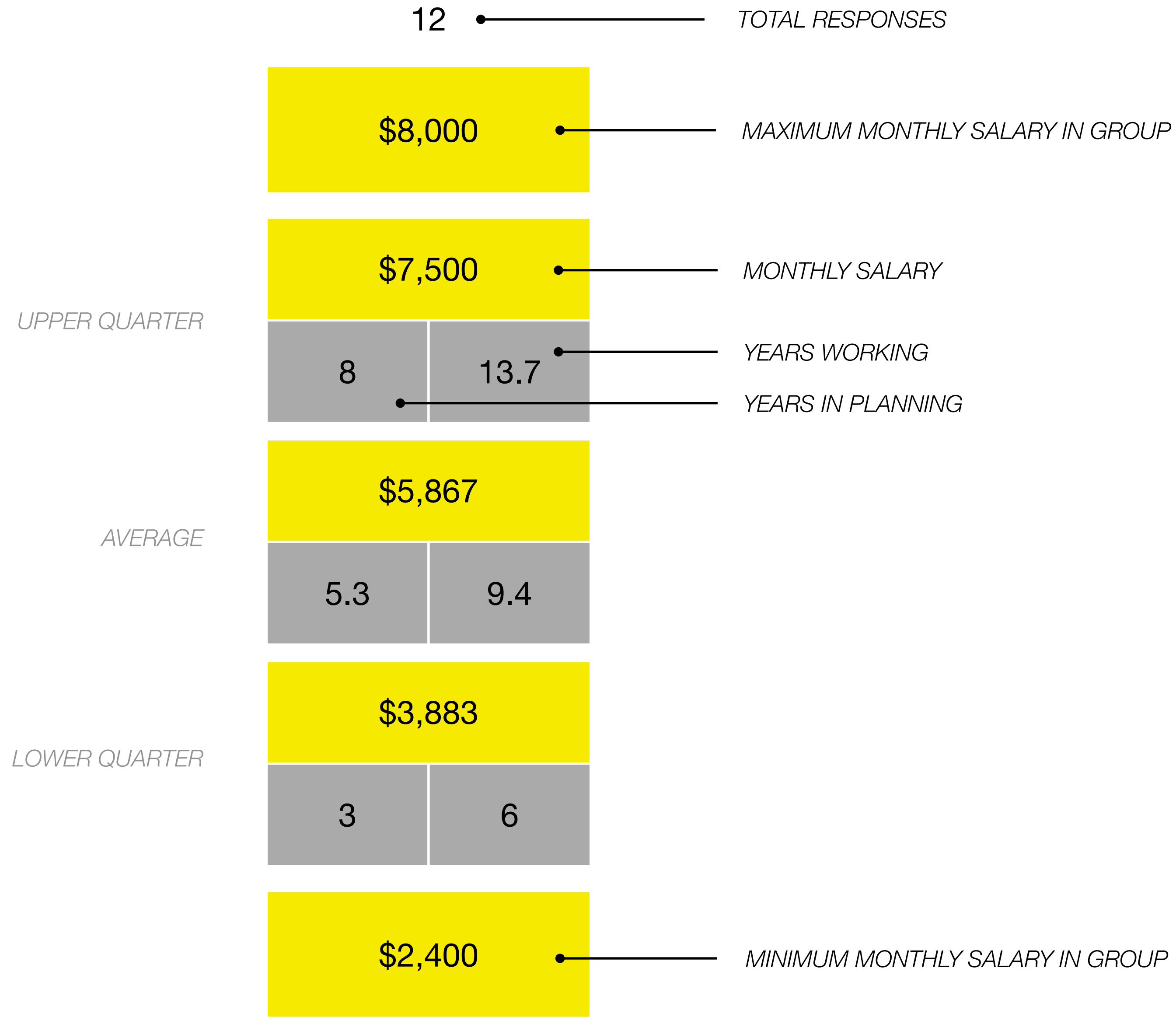
NOTE: average monthly salaries after taxes and deductions (AUS\$)

# planner (australia)



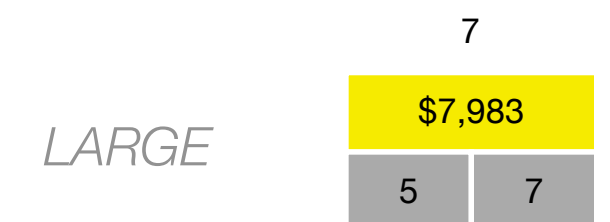
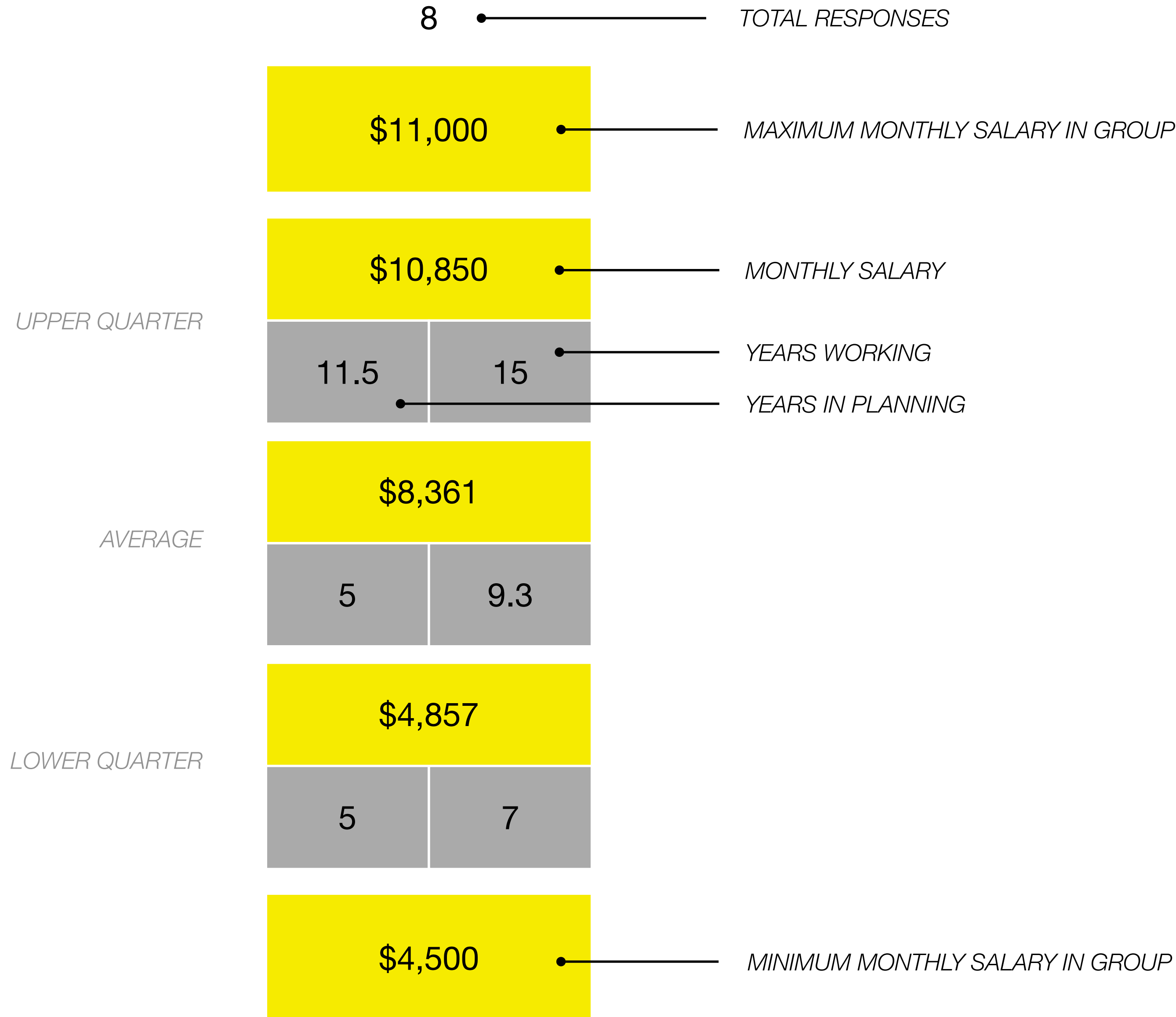
NOTE: average monthly salaries after taxes and deductions (AUS\$)

# senior planner (australia)



NOTE: average monthly salaries after taxes and deductions (AUS\$)

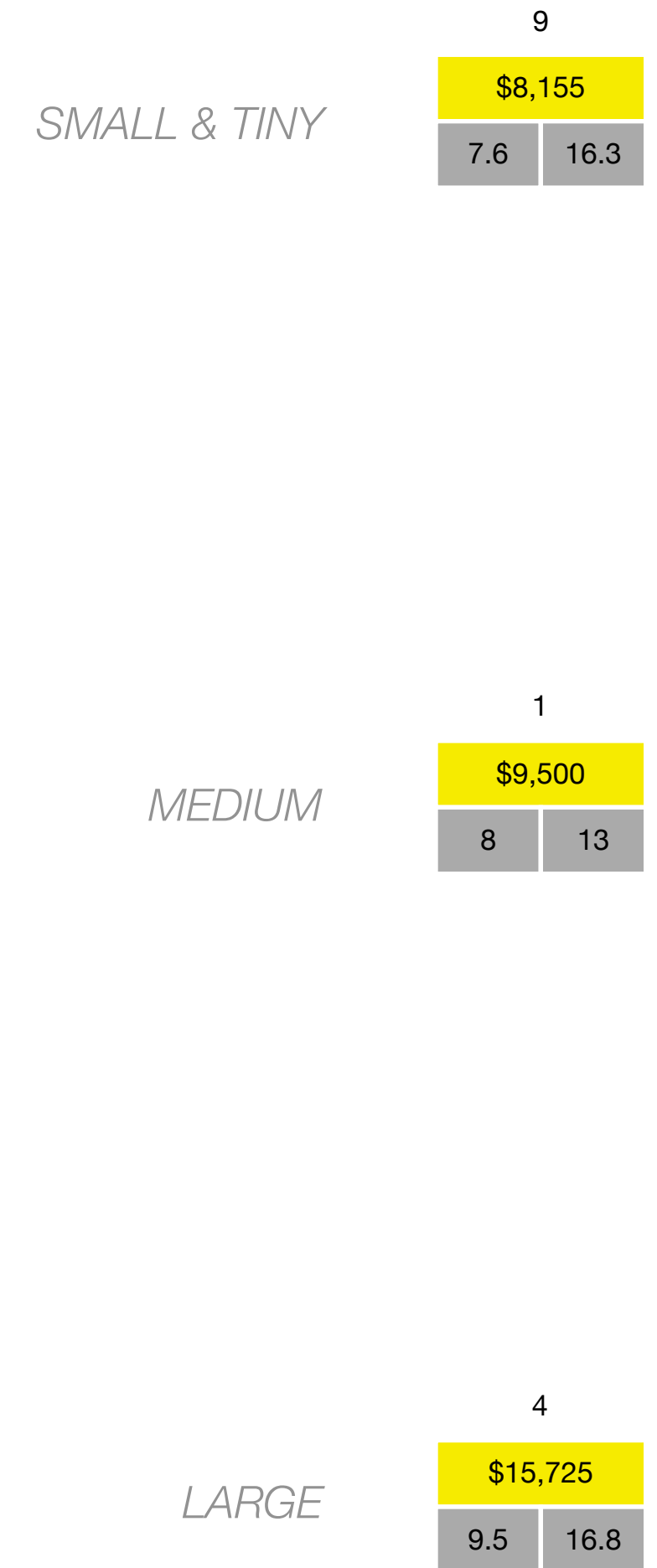
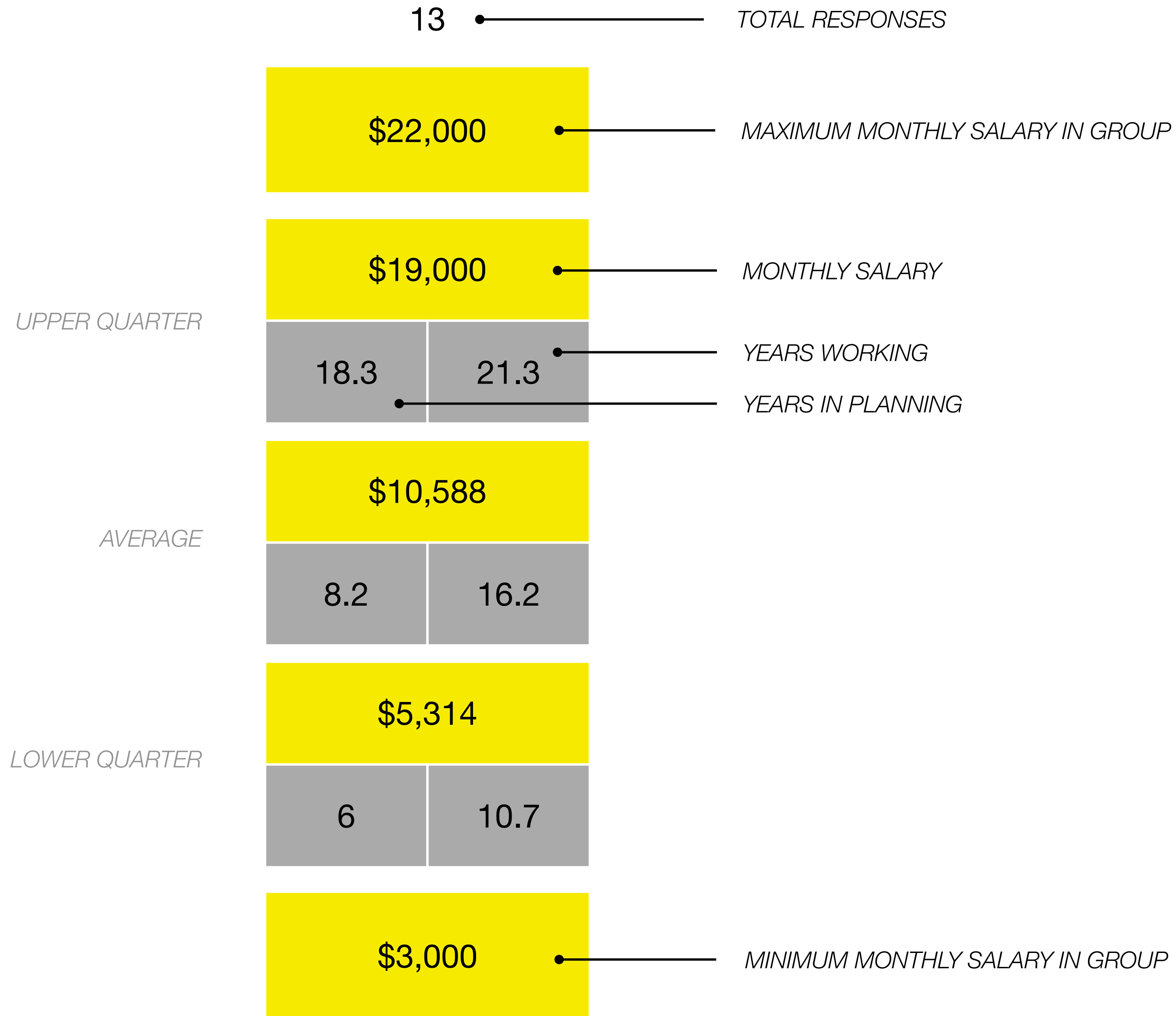
# group planning director (australia)



NOTE: average monthly salaries after taxes and deductions (AUS\$)



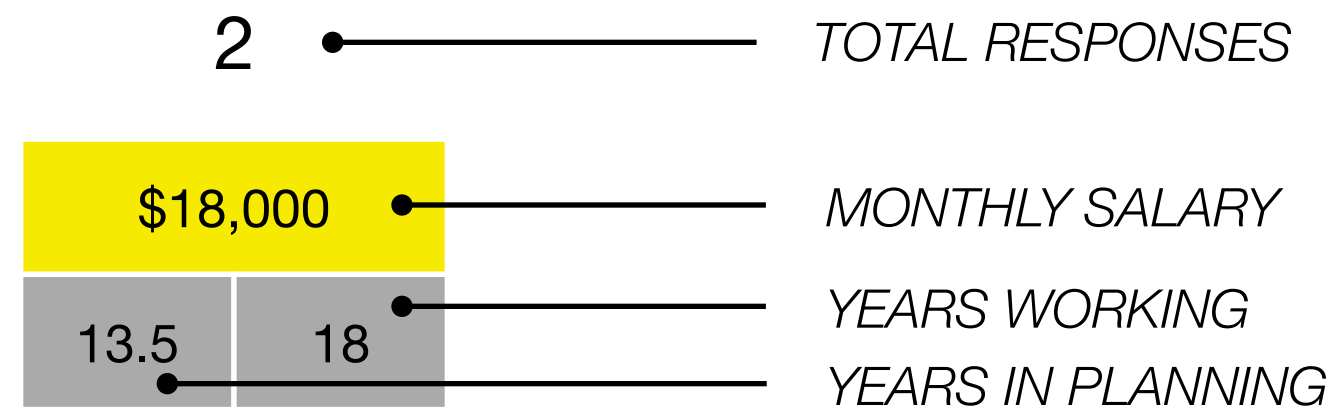
# head of planning (australia)



NOTE: average monthly salaries after taxes and deductions (AUS\$)

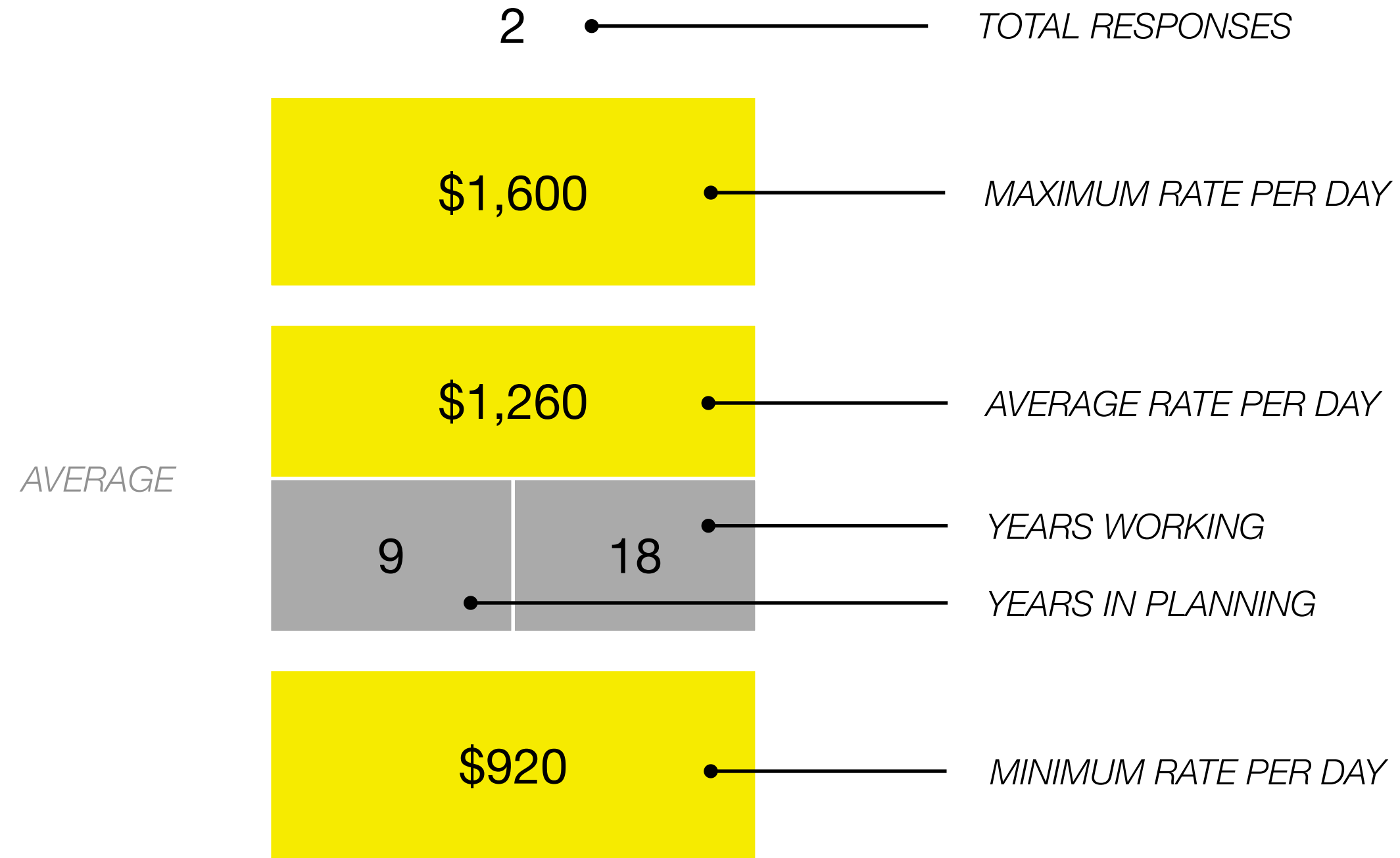
# leaders (australia)

## CEO / PRESIDENT



NOTE: average monthly salaries after taxes and deductions (AUS\$)

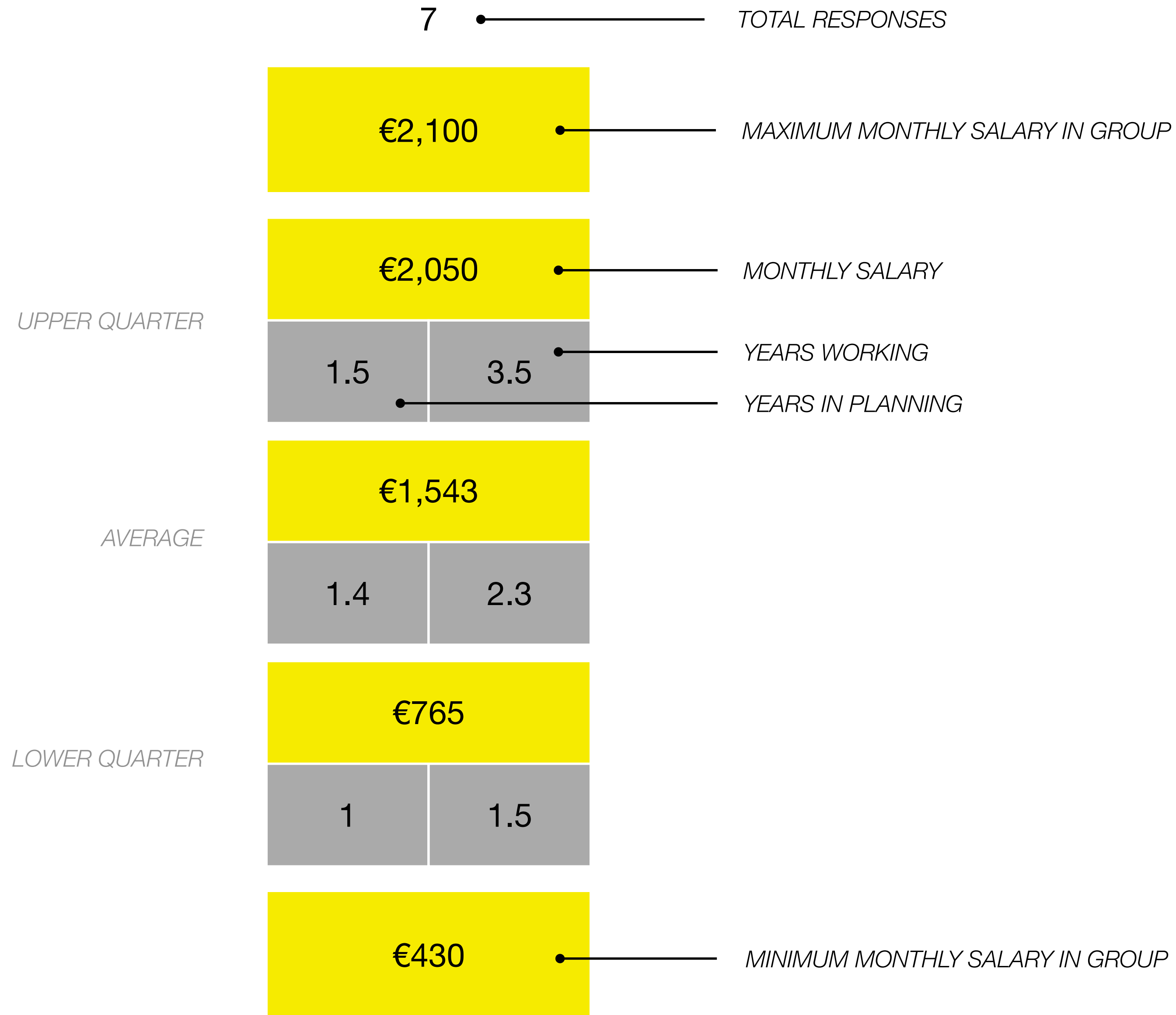
# freelance (australia)



NOTE: average monthly salaries after taxes and deductions (AUS\$)

**france salary details**

# assistant planner (france)



NOTE: average monthly salaries after taxes and deductions (€)

# planner (france)



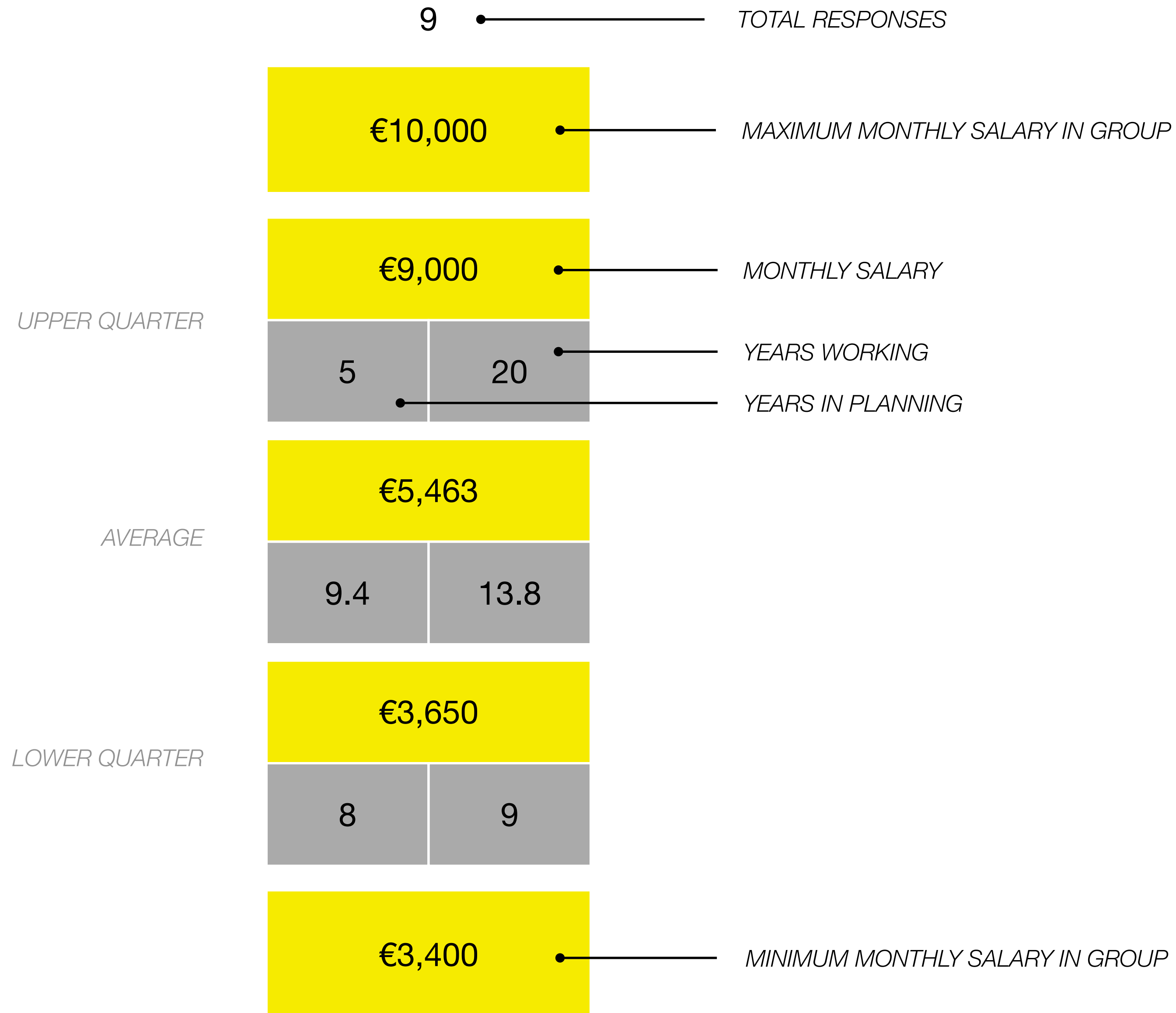
NOTE: average monthly salaries after taxes and deductions (€)

# senior planner (france)



NOTE: average monthly salaries after taxes and deductions (€)

# head of planning (france)



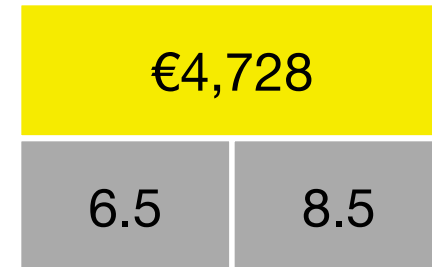
NOTE: average monthly salaries after taxes and deductions (€)



# leaders (france)

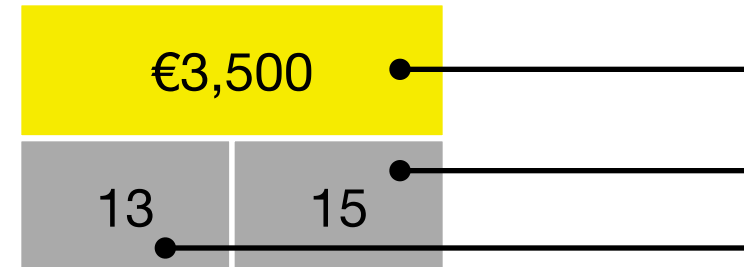
## GROUP PLANNING DIRECTOR

2



## REGIONAL PLANNING DIRECTOR

2



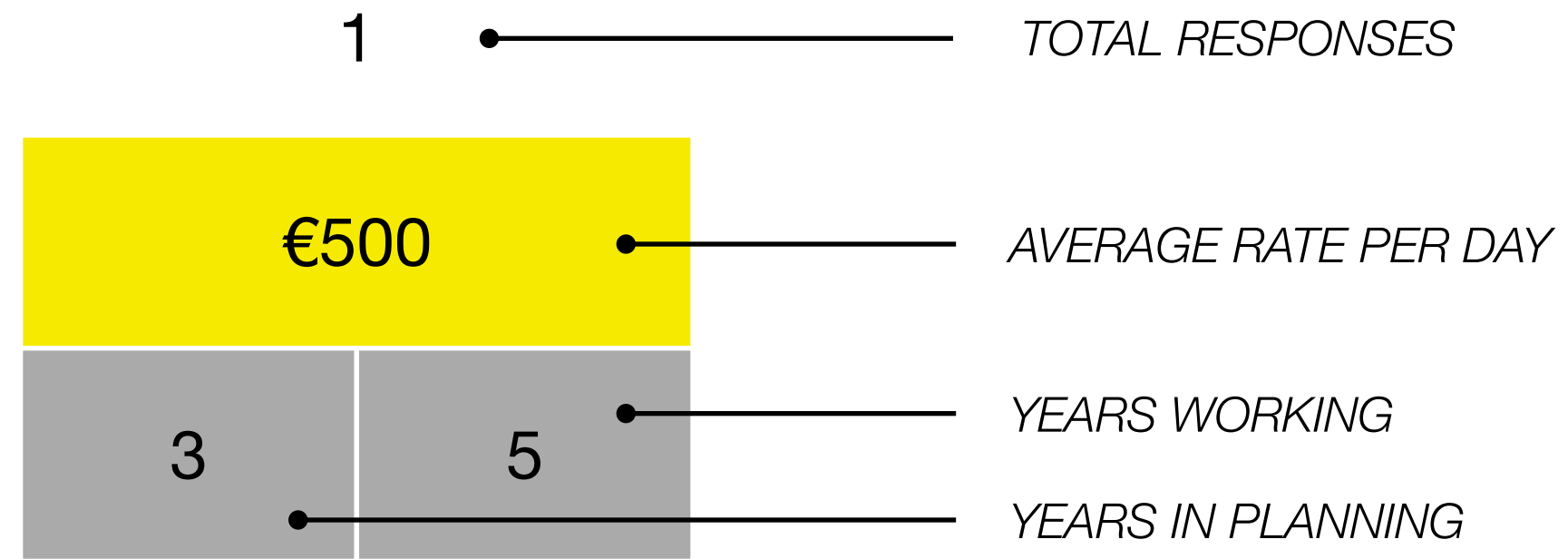
TOTAL RESPONSES

AVERAGE MONTHLY SALARY

YEARS WORKING

YEARS IN PLANNING

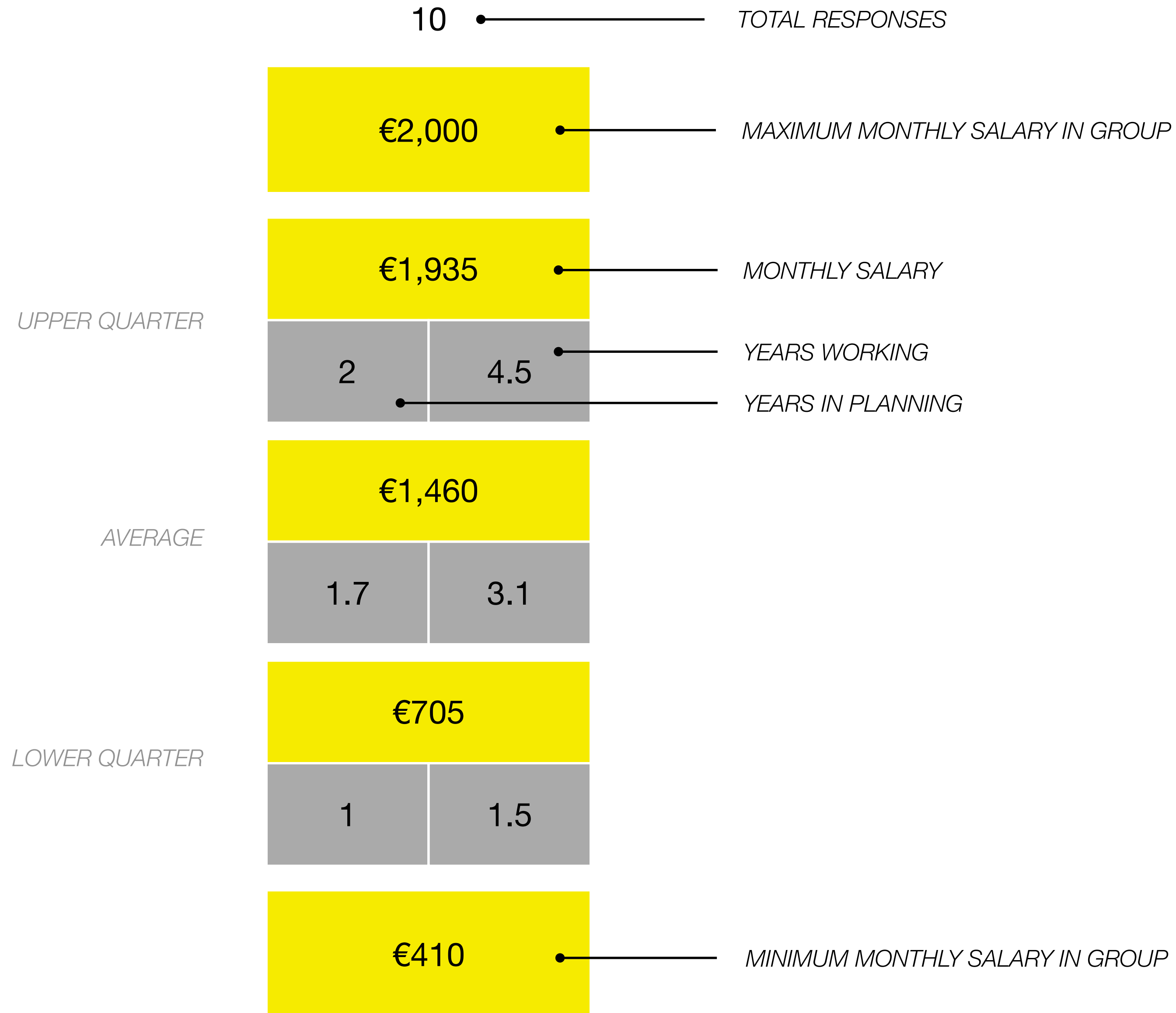
# freelance (france)



NOTE: average monthly salaries after taxes and deductions (€)

**germany salary details**

# assistant planner (germany)



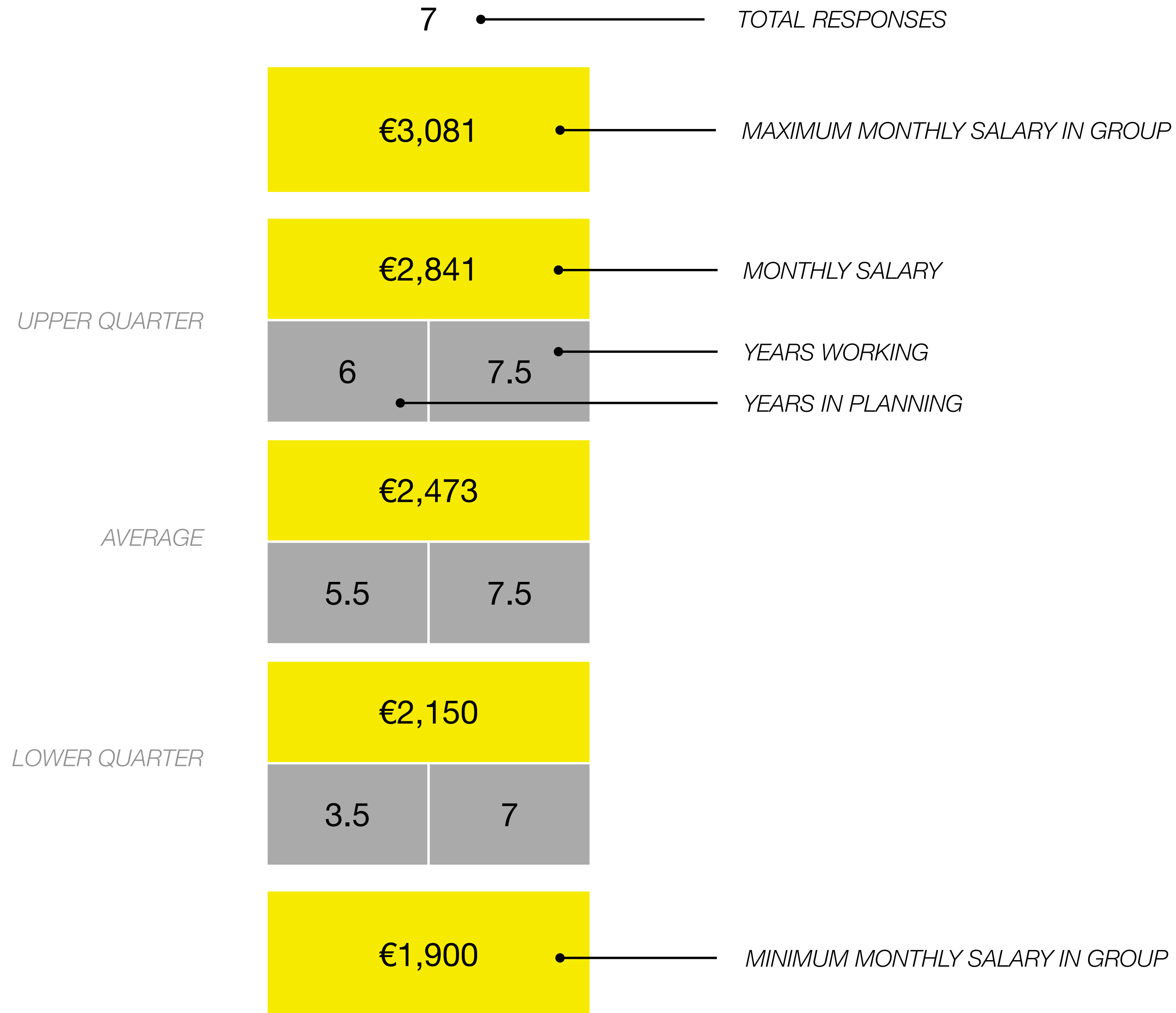
NOTE: average monthly salaries after taxes and deductions (€)

# planner (germany)



NOTE: average monthly salaries after taxes and deductions (€)

# senior planner (germany)



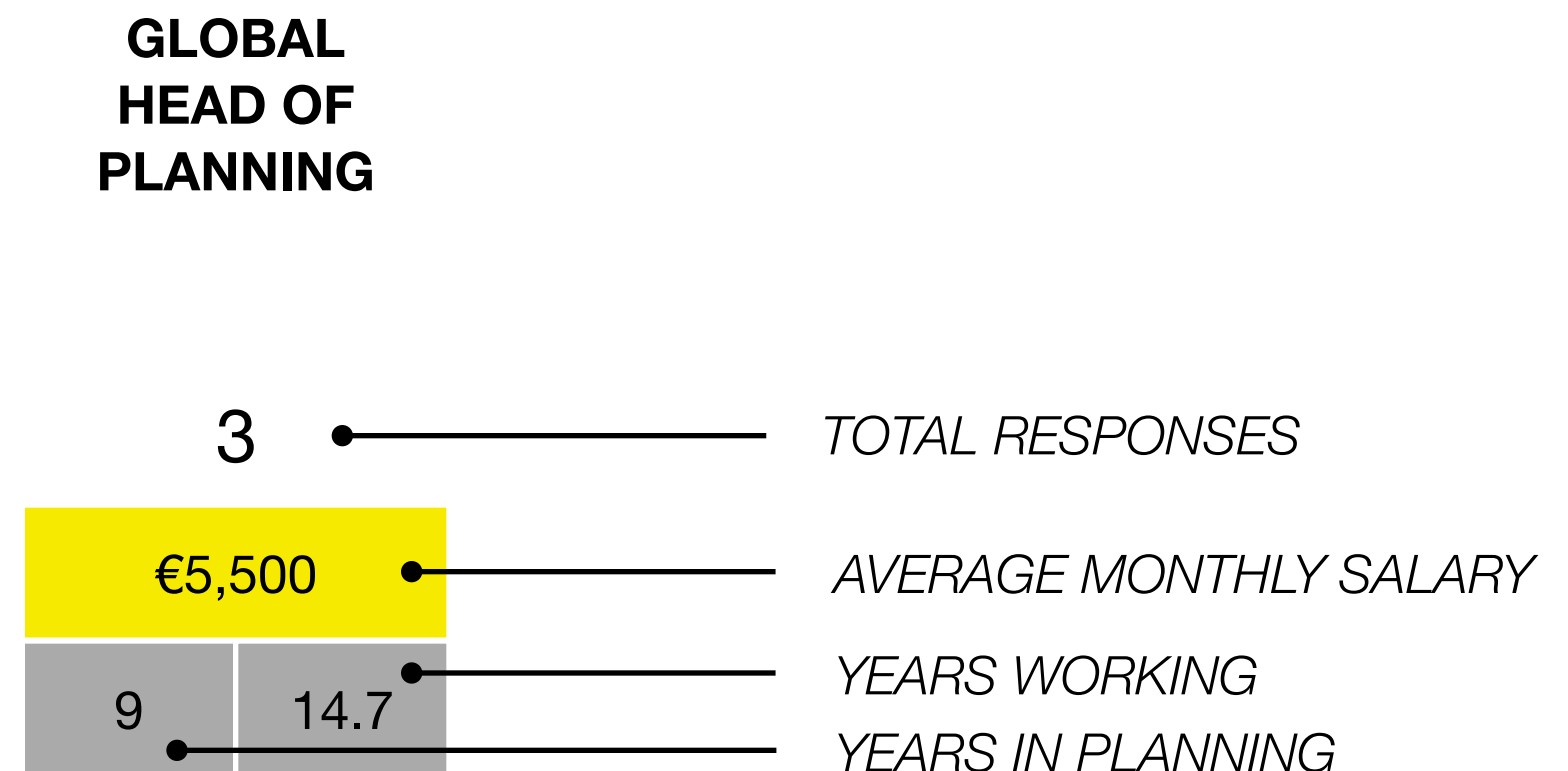
NOTE: average monthly salaries after taxes and deductions (€)

# head of planning (germany)



NOTE: average monthly salaries after taxes and deductions (€)

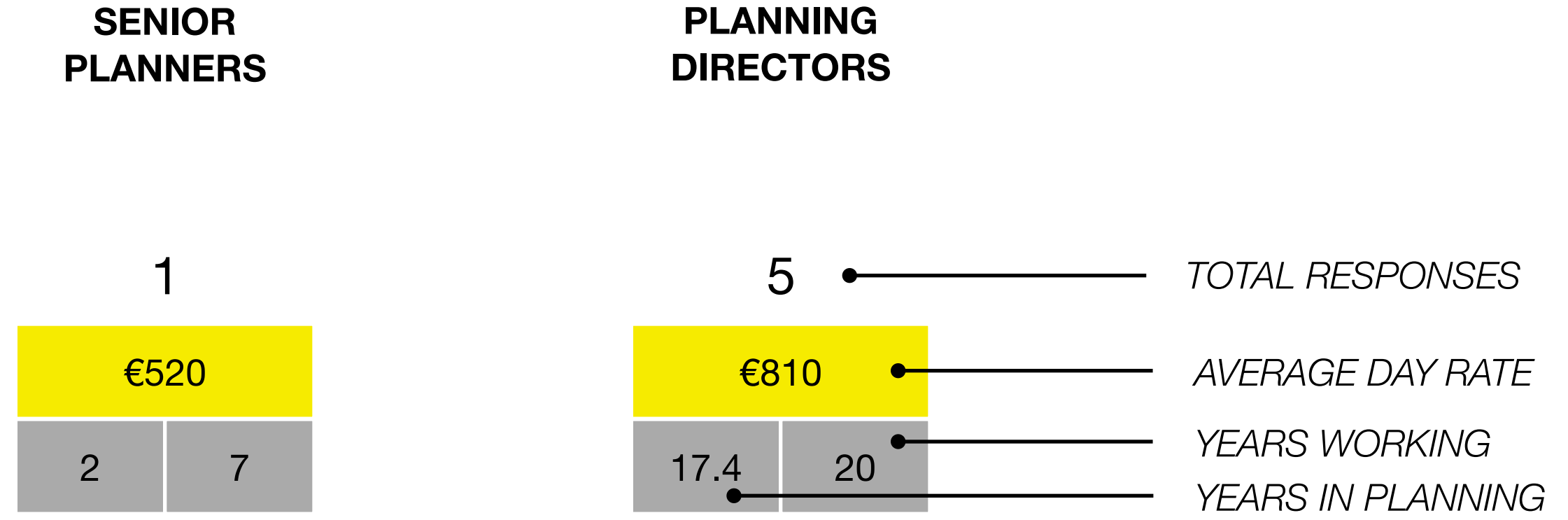
# leaders (germany)



NOTE: average monthly salaries after taxes and deductions (€)



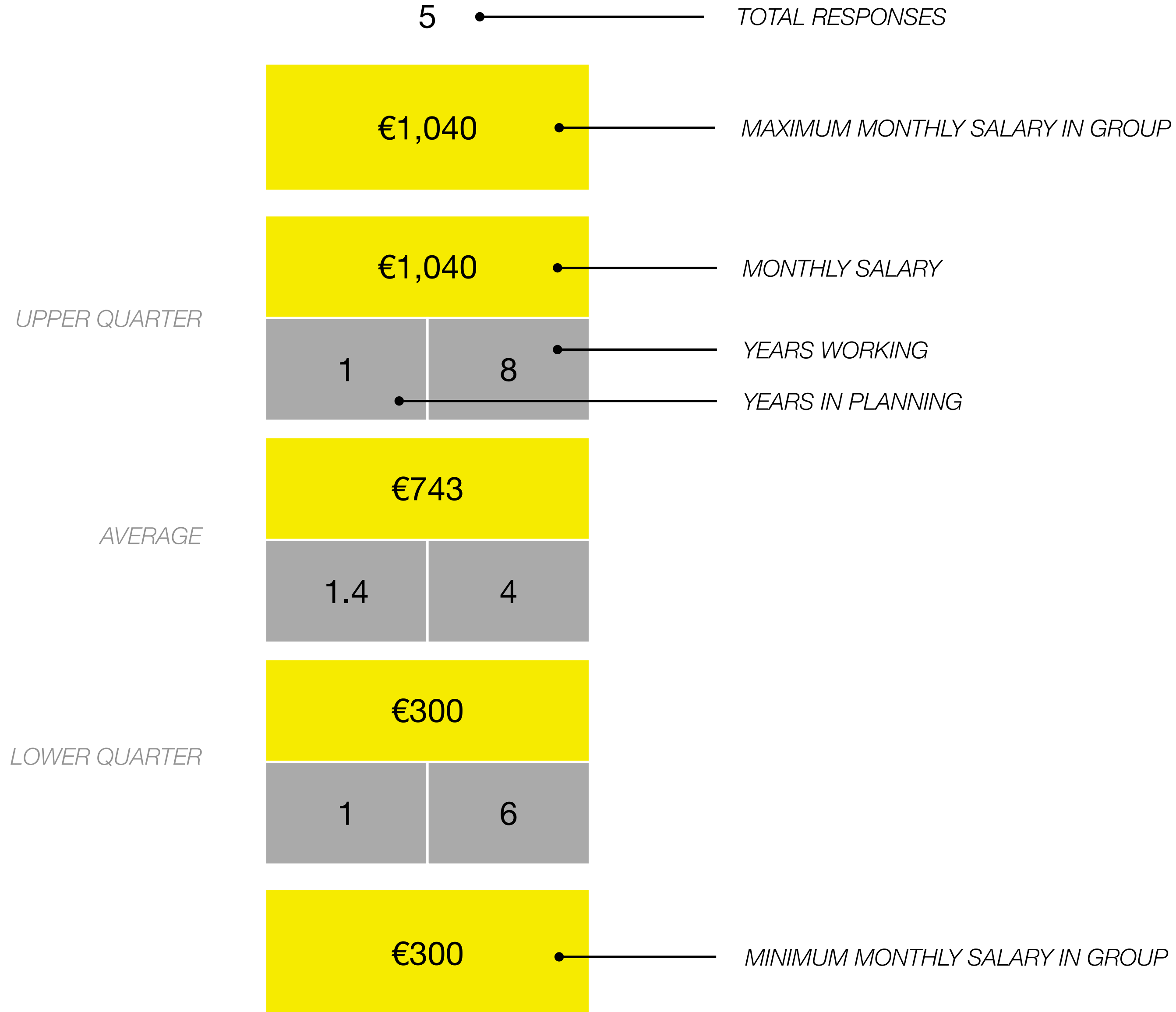
# freelance (germany)



NOTE: average monthly salaries after taxes and deductions (€)

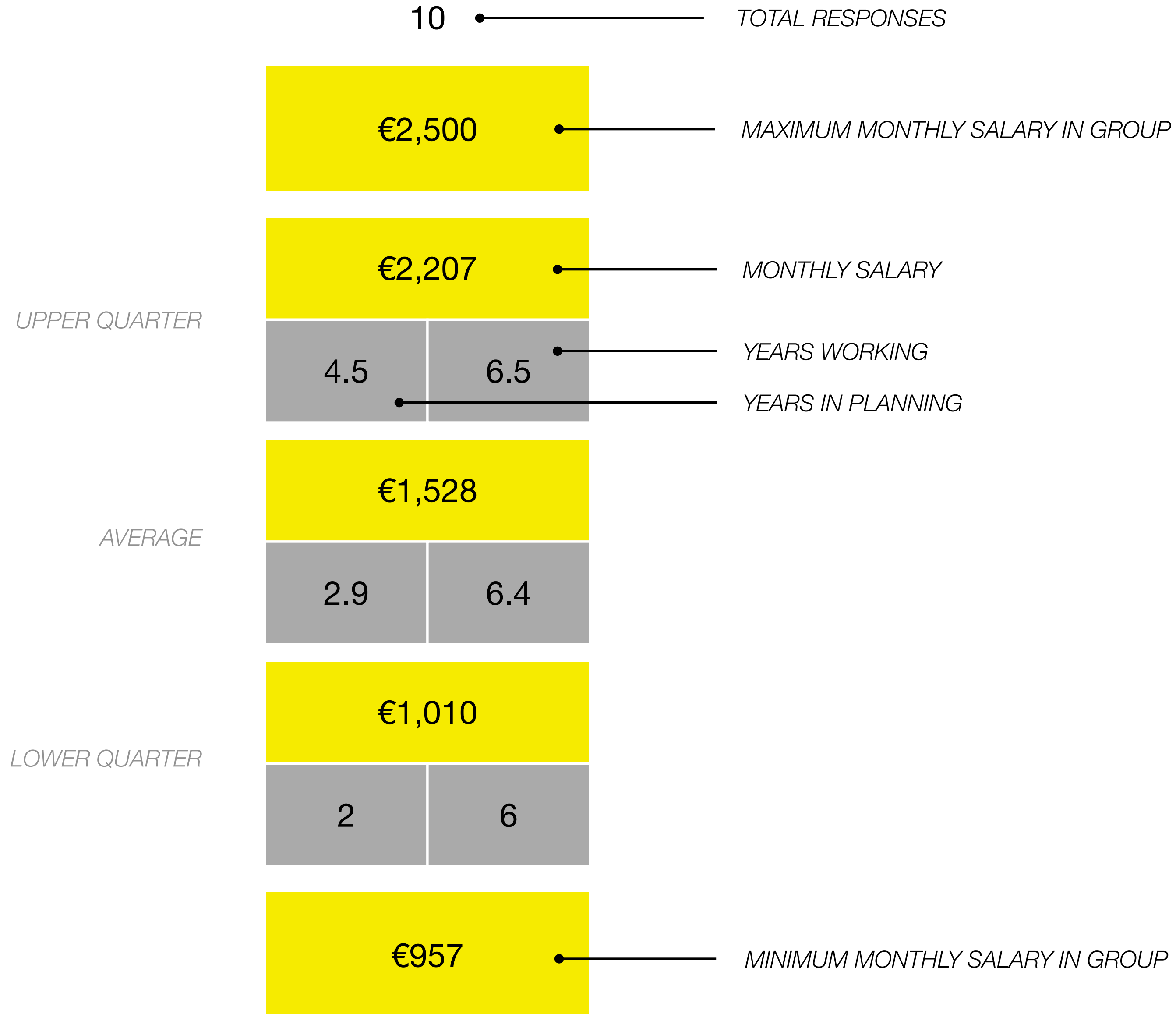
**spain salary details**

# assistant planner (spain)



NOTE: average monthly salaries after taxes and deductions (€)

# planner (spain)



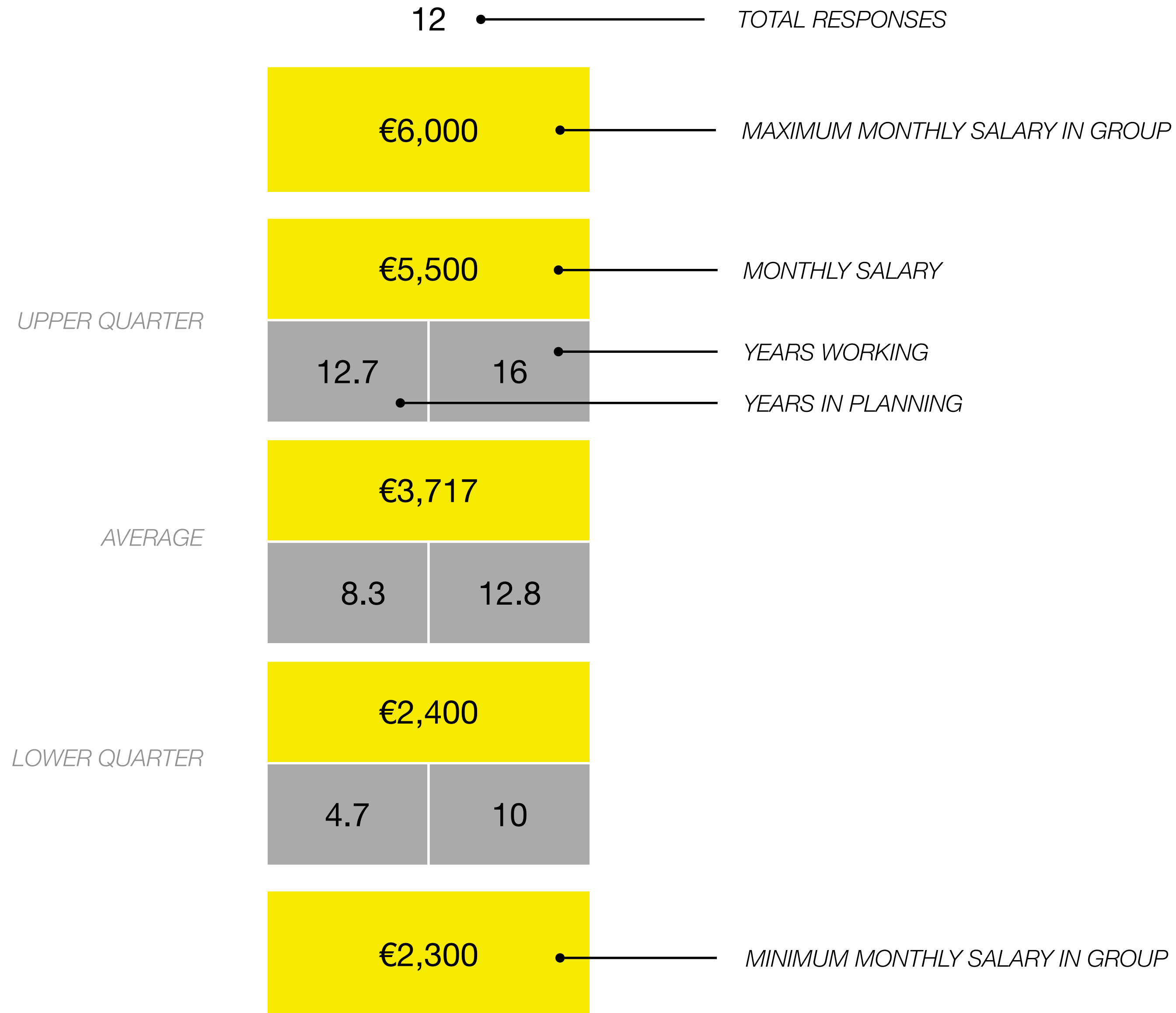
NOTE: average monthly salaries after taxes and deductions (€)

# senior planner (spain)



NOTE: average monthly salaries after taxes and deductions (€)

# head of planning (spain)

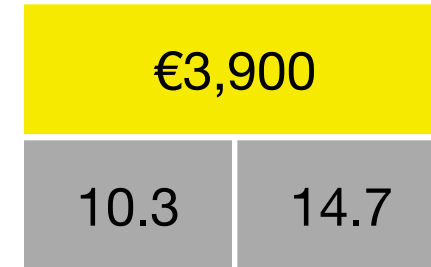


NOTE: average monthly salaries after taxes and deductions (€)

# leaders (spain)

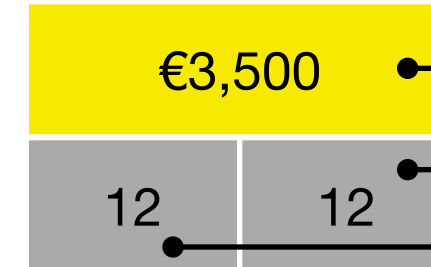
## GROUP PLANNING DIRECTOR

3



## GLOBAL HEAD OF PLANNING

2



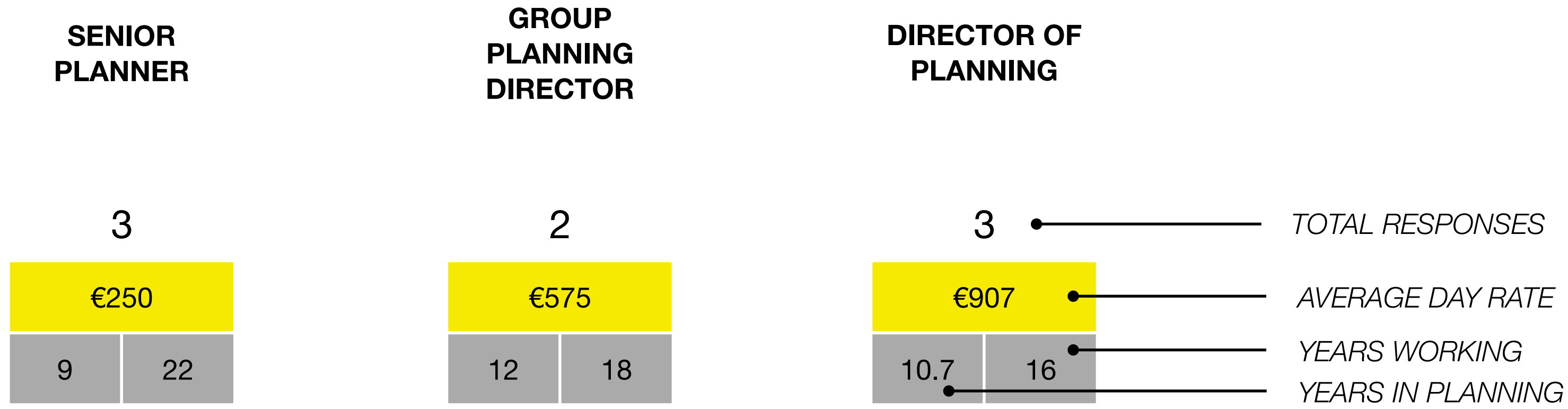
TOTAL RESPONSES

AVERAGE MONTHLY SALARY

YEARS WORKING

YEARS IN PLANNING

# freelance (spain)



NOTE: average monthly salaries after taxes and deductions (€)