

Annual Survey 2009

Kingston Smith W1's 19th annual survey "Financial performance of marketing services companies" focuses on the fortunes of agencies within the sector in their most recently published accounts.

Our survey and seminar will analyse the performance of the Top 50 independent marketing services groups as well as the UK listed groups and the leading consultancies in each individual marketing discipline.

The Kingston Smith W1 annual survey is a reliable and valuable reference tool for industry insiders, providing benchmarking of key performance indicators for all the marketing services sectors reviewed, and a complete analysis of how various trends have affected the industry's financial performance.

The survey provides the most comprehensive summary of financial performance statistics, collected from audited accounts. Its analysis draws on a wealth of expertise in monitoring results of companies in the marketing services industry, highlighting key messages and emerging trends.

The annual survey provides an essential reference point for anyone working in advertising, direct marketing, media buying, public relations, sales promotion, digital, branding and design.

[Please log in to view the survey](#)



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