

# WARC Data

## Media Allocation Benchmarks

Where successful  
advertisers invest their  
budget

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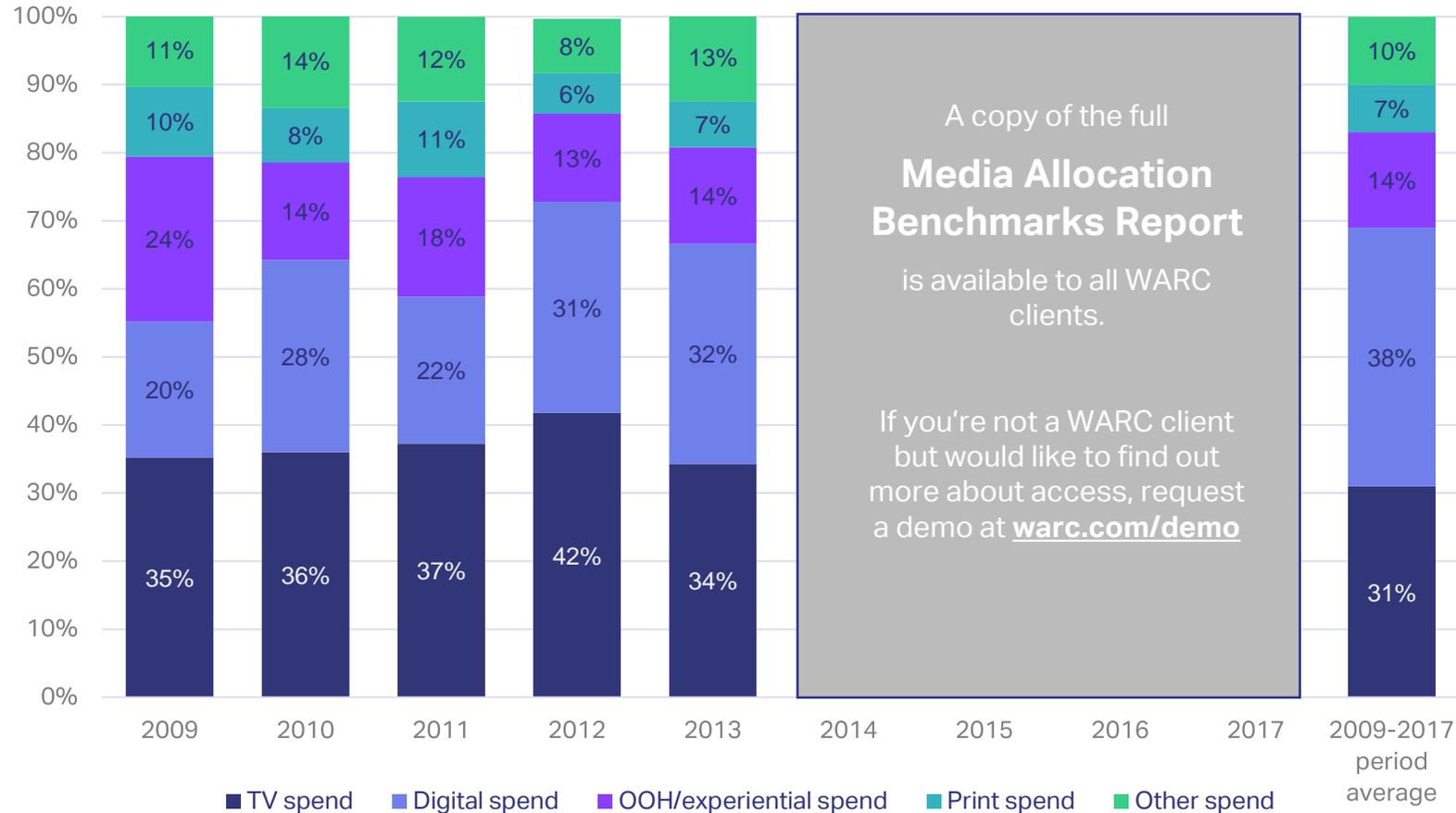
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## Key Insights

- ✔ Successful brands in the WARC case study database have spent an average of 69% of their budgets on television and digital channels combined over the 2013 – 2017 period.
- ✔ The biggest determinant of media allocation is the size of the budget. Successful, prize-winning low-budget campaigns are highly digital-focused. At high budget levels, TV takes up more than 60% of a prize-winning brand's advertising investment.
- ✔ Media allocation varies by sector. Categories with low budgets, such as government and not-for-profit, are highly digital-led, as are transport and tourism; a category where consumers increasingly purchase online.
- ✔ The food category has the most concentrated media investment profile. Prize-winning food campaigns allocated 81% of their budgets to TV and digital combined.

# Successful brands are focusing investment on TV and digital

Average media allocation across WARC case studies by year



A copy of the full **Media Allocation Benchmarks Report** is available to all WARC clients. If you're not a WARC client but would like to find out more about access, request a demo at [warc.com/demo](http://warc.com/demo)

### Commentary

Using its database of effective advertising campaigns, WARC analysed almost 840 case studies that included budget information and media allocation – in other words, where the money was spent.

This chart shows the average media allocation of WARC case studies by year, between 2009 and 2017. The final column shows the average media allocation across the entire period.

Successful brands have increased their allocation of budget to digital over time, while the proportion allocated to TV has fallen in recent years.

The result is that successful brands are concentrating spend on TV and digital in combination.

SOURCE › WARC Data

# In the full media allocation benchmarks report

## Media allocation benchmarks

### Key Insights

Average media allocation by year

Average media allocation by budget

Average media allocation by year – low budget campaigns

Average media allocation by year – mid-budget campaigns

Average media allocation by year – high-budget campaigns

Average media allocation by sector

Average media allocation by economic status and budget

Average allocation to TV vs global adspend

Average allocation to digital vs global adspend

The full report is available to download by WARC subscribers [here](#).

[Click here](#) for a demo to find out more.

# About this report

## Methodology

- WARC case studies from 2009 to 2017 which contained media allocation data and a budget total were included in the analysis. 839 cases met this criteria.
- The reported budget for each case was adjusted by the purchasing power parity (PPP) for the country in which it ran, at the rate of the first year of the campaign.

PPPs measure the buying power of local currency units (e.g. US\$, GB£) when spent in their domestic markets. They enable accurate international comparisons of economies and prices by removing the impact of exchange rate fluctuations. The US economy is used as the global reference point for PPPs and is set to an index value of 100.
- For any cases where the reported budget was in an alternative currency from that of the country in which the campaign ran, the value was converted to the local currency at the exchange rate for year one of the campaign, and then into PPP.
- Cases were then allocated to one of three budget bands:
  - Low – Up to \$500k (or PPP equivalent)
  - Medium – \$500k-10m (or PPP equivalent)
  - High – \$10m to 20m+ (or PPP equivalent)
- The following media are covered in the report:
  - TV
  - Digital (including online and mobile)
  - Print
  - Out of home / experiential
  - Other (including radio, design, direct marketing, cinema, PR and any other media)
- Sector and country data is provided where the sample size allowed.

# More from WARC

## WARC Data

You can find all WARC's data and reports at [warc.com/data/](http://warc.com/data/).

WARC produces an adspend database, covering 96 global markets from 1980-2017, alongside an annual Global Ad Trends report.

Also produced are monthly forecasts for adspend, and media costs across markets, media, target audiences and time periods.

Benchmarking tools and reports for ROI and media allocation are provided, alongside data on global marketing trading conditions, advertising/sales ratios, and data reports specific to the mobile marketing industry.

Data is available as part of a full WARC subscription, or as a data-only subscription. Please get in touch if you'd like more details.

## About WARC

WARC.com is an online service offering advertising best practice, evidence and insights from the world's leading brands. WARC helps clients grow their businesses by using proven approaches to maximise advertising effectiveness.

WARC's clients include the world's largest advertising and media agencies, research companies, universities and advertisers.

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