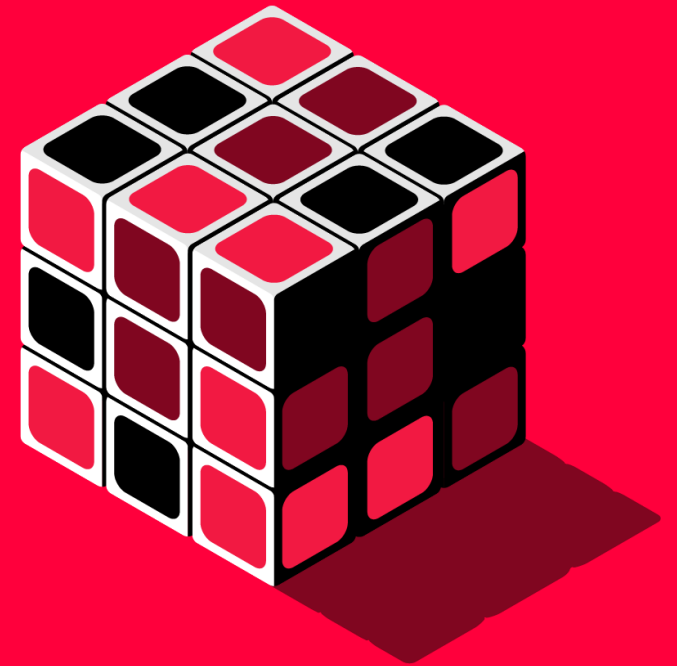




World Federation  
of Advertisers

# Media Spend Vs Net Sales Revenue & A&P– Benchmark

1st March 2022

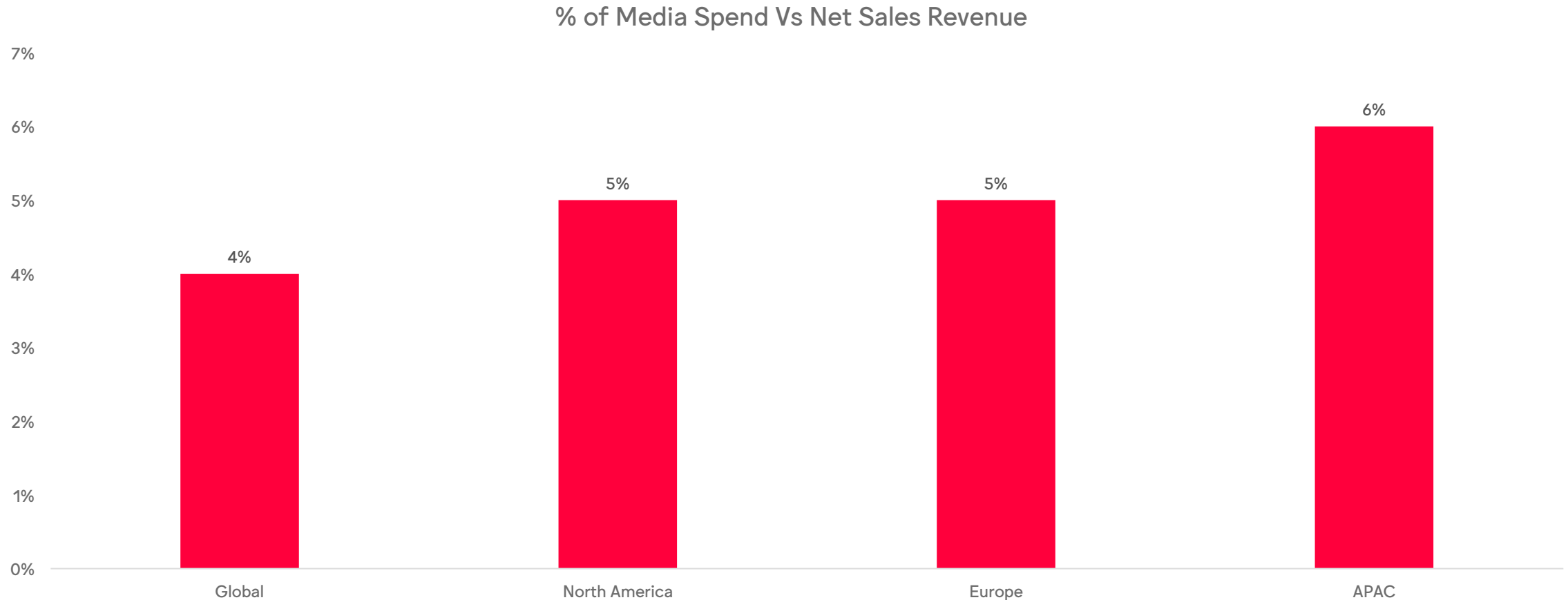


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# Background

- A WFA member reached out with a view of trying to establish some benchmarks for the level of expenditure represented by media as a proportion of net sales revenue.
- They requested we reach out to other members within the WFA to help develop these benchmarks.
- Members were therefore asked to highlight which of the % ranges (provided by the WFA) represents the level of media spend vs net sales for their organisation on a global level and by region if possible.
- Off the back of the first benchmark request a follow up benchmark was then suggested from one of our respondents asking to see the ratio between A&P and media investment which led to the chart in slide 5.
- No client names were mentioned.

**The level of expenditure represented by media as a proportion of net sales revenue is 4% on average globally with only slight variations when broken out regionally**

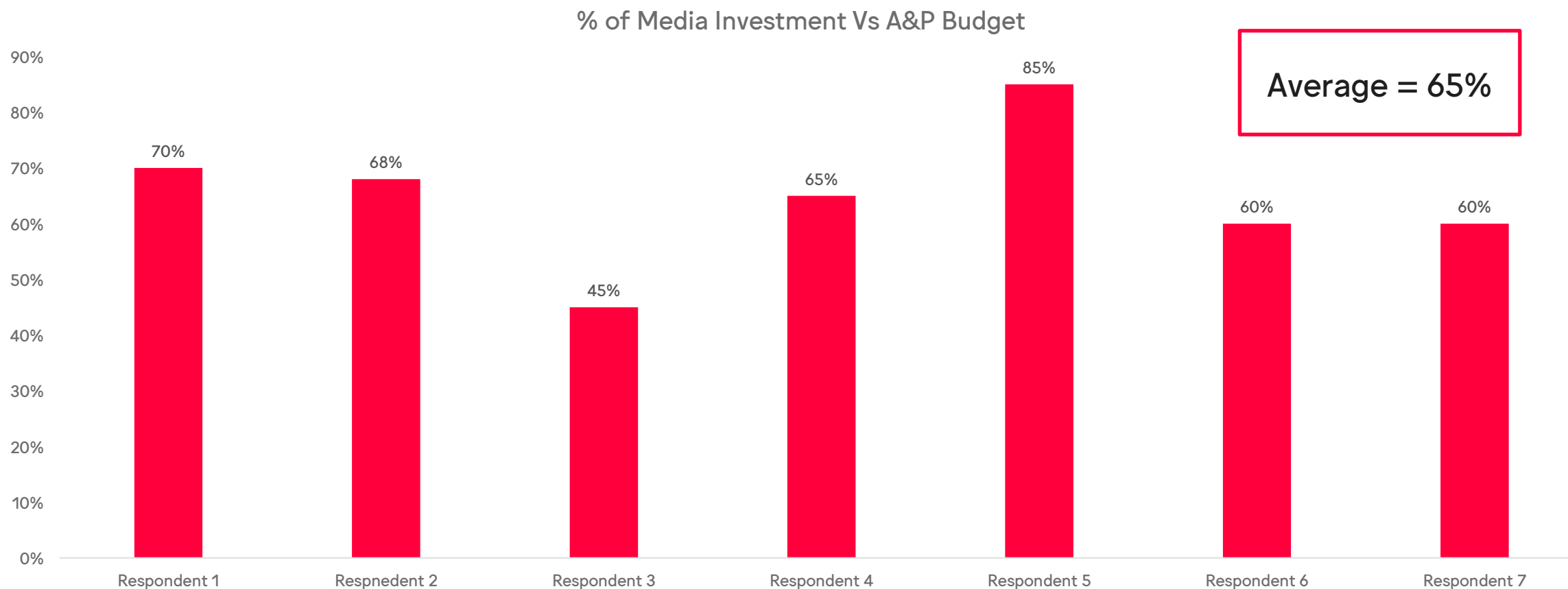


Q. Please can you highlight which of the % ranges below represents the level of media spend vs net sales for your organisation?

Source: WFA Media Spend Vs Net Sales Revenue; March 2022; Base = 21

Please note that in this case the global figure is not sum of the parts as some respondents answered just for this

## The global average of media investment as a ratio of A&P budget is 65%



Q. Please can you provide the ratio between A&P and media investment for your organisation?

Source: WFA Media Spend Vs Net Sales Revenue; March 2022; Base = 7



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Note: All benchmarks, survey results, agendas and minutes are reviewed by King & Spalding LLP, our competition lawyers

WFA Competition law compliance policy

**KING & SPALDING**

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WFA