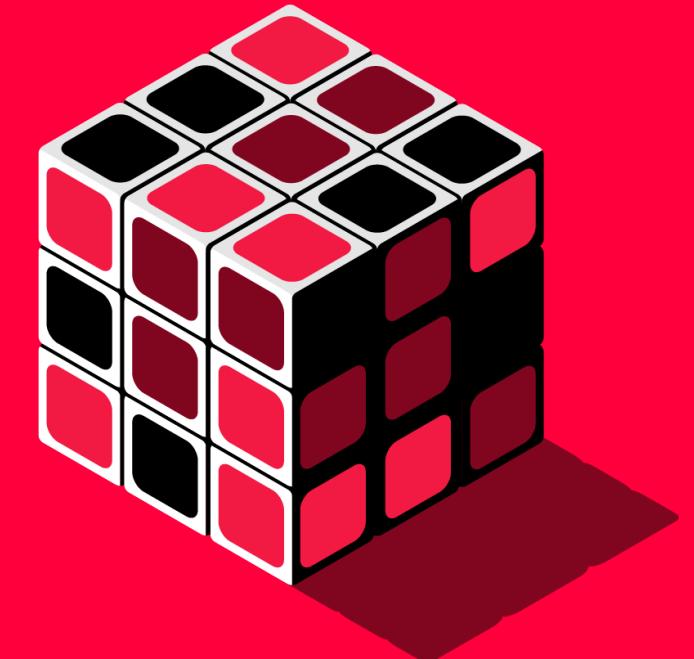


# Media Spend Vs Net Sales Revenue & A&P- Benchmark

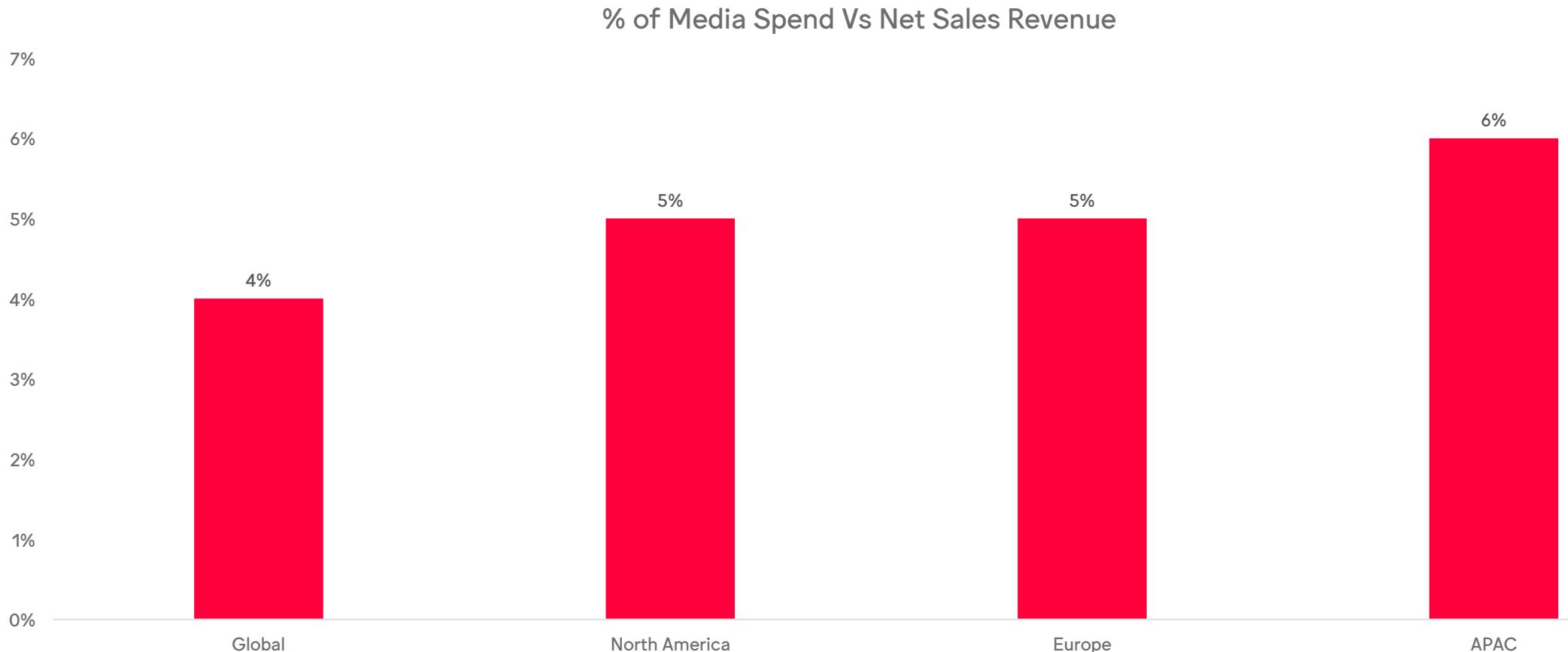


---

# 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

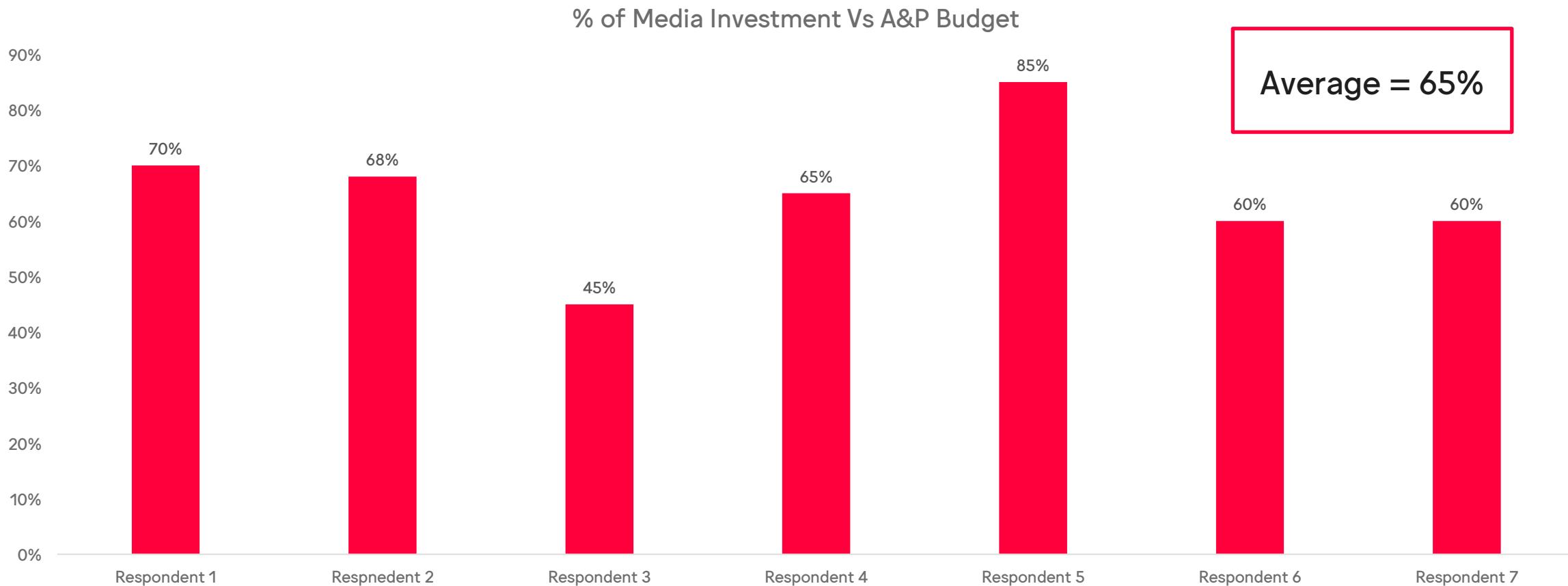


Q. Please can you highlight which of the % ranges below represents the level of media spend vs net sales for your organisation?

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

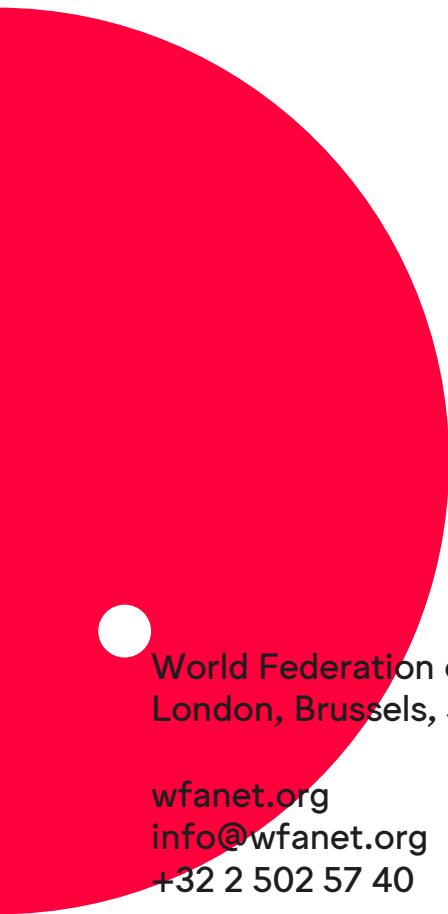
Please note that in this case the global figure is not sum of the parts as some respondents answered just for this

# 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



## World Federation of Advertisers London, Brussels, Singapore

[wfanet.org](http://wfanet.org)  
[info@wfanet.org](mailto:info@wfanet.org)  
+32 2 502 57 40

[@wfamarketers](https://twitter.com/wfamarketers)  
[youtube.com/wfamarketers](https://youtube.com/wfamarketers)  
[linkedin.com/company/wfa](https://linkedin.com/company/wfa)

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

WFA Competition law compliance policy

**KING & SPALDING**

The purpose of the WFA is to represent the interests of advertisers and to act as a forum for legitimate contacts between members of the advertising industry. It is obviously the policy of the WFA that it will not be used by any company to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition. The WFA carries out regular checks to make sure that this policy is being strictly adhered to.

As a condition of membership, members of the WFA acknowledge that their membership of the WFA is subject to the competition law rules and they agree to comply fully with those laws. Members agree that they will not use the WFA, directly or indirectly, (a) to reach or attempt to reach agreements or understandings with one or more of their competitors, (b) to obtain or attempt to obtain, or exchange or attempt to exchange, confidential or proprietary information regarding any other company other than in the context of a bona fide business or (c) to further any anti-competitive or collusive conduct, or to engage in other activities that could violate any antitrust or competition law, regulation, rule or directives of any country or otherwise impair full and fair competition.

