

How are your brand's agency relationships evolving?

Advertising, PR, creative, digital, and full-service agencies have played a crucial role in the marketer's toolkit for decades. **But the landscape is changing.**

Marketers who wish to stay relevant and thrive in uncertainty must understand the **limits** of old agency models and understand the **possibilities** that new agency relationships present.

The future of agencies is one of hybridization and human-machine collaboration. Thanks in large part to the ever-advancing capabilities of data collection and analytics, powered by artificial intelligence and automation, the agency-of-record model of the past is becoming outdated.

More than ever, overlap exists between agencies and consultancies, in-house and external agencies, and the roles of humans and automation. This melting pot of services has led to one conclusion: **It's time to reimagine the agency relationship.**

The ANA Marketing Futures team gathered perspectives from marketers and subject matter experts to understand how marketers view the future of agencies and how its trajectory impacts marketing decision making. **Here's what we know:**

Agencies are feeling the impact of shifting models.

Agency employee headcounts will drop by 11 percent by 2023.

- Forrester

11%

In-housing is becoming increasingly popular.

In-house agencies are on the rise, nearly doubling in just a decade

- ANA



Consultancies as agencies are on the rise.

22 percent of client-side marketers plan to shift work from agencies to consulting firms.

- Digiday poll

22%

Digital marketers are already making the shift.

91 percent of brands have moved at least a part of their digital marketing operations in-house.

- Bannerflow in partnership with Digiday



Resources remain a challenge regardless of structure.

70 percent of creative department managers still lack enough (or any) time for team coaching and development.

- Cella's research



To learn more about how brands can prepare for the future of in-house and external support for marketing, check out the **full report** now.

You can also visit **ANA's Marketing Futures Hub** for other cutting-edge marketing topics that are changing the world of marketing forever.