

WARC's Marketer's Toolkit 2019

Strategy, tech and media for the year ahead

The Marketer's Toolkit 2019 outlines the key challenges facing brands for the year ahead and recommendations on how to approach them. The data stems from a global survey of 800 senior marketers.



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MARKETER'S TOOLKIT

Are these the top 3 industry challenges for brands or agencies?
Growth, Trust, Data

Answer: Brands



If businesses want to win, they need to stay customer-relevant or outperform on what customers really need.

Mark Evans, CMO, Direct Line



82%

of brands agree short-form video is effective for engagement

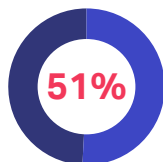
CX tops more than half of digital transformation agendas



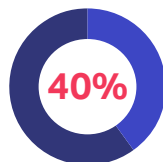
79%

of marketers expect to increase their online video budgets in 2019

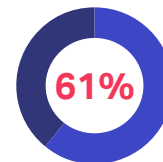
Did you know?



of brands are threatened by **category disruption**



of marketers are prepared for **voice-optimised search**



of brands agree that **media context** is more important than cost



PREPARE FOR 2019'S BIGGEST MARKETING CHALLENGES