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. 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and analysis, powered by artificial intelligence and automation, the agency-of-record model of the past is becoming outdated.

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.

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

- Consultancies as agencies are on the rise.
  - 22 percent of client-side marketers plan to shift work from agencies to consulting firms. - Digiday poll

- Resources remain a challenge regardless of structure.
  - 11 percent of brands report they lack enough funding or time for team coaching and development.

In-housing is becoming increasingly popular.

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

- 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

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.