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Employees say media agencies lack creativity: Bricoleur Consulting

by Byravee Iyer on Mar 1, 2013

SINGAPORE - Only 48 per cent of media agency employees in Singapore believe their agency is creative and innovative, according to a joint study done by regional HR service Bricoleur Consulting and 4As Singapore at the end of 2012.

What's more, 51 per cent of those surveyed were open to exploring new job opportunities. According to Bricoleur, this sentiment cuts across agencies, from fresh recruits to managers and across both genders.

The study was based on an online survey of 146 Singaporeans currently employed by media agencies, conducted by Greenberg Brand Strategy.

The study also said that agency consolidation, pressures on the traditional revenue model and longer work hours appear to have diluted perceptions of differences between media brands. As such, employees do not believe that the work the agency does is strongly differentiated from the competition.

These workers are likely to look for external validation like high profile work and better compensation, Bricoleur said.

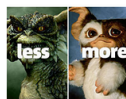
"It makes a real difference what the agency is all about and the impact on its people," said Anu D'souza, founder director at Bricoleur. D'souza herself has worked at Ogilvy, BBDO and Unilever.

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Bricoleur Consulting surveyed 146 people across the major network agencies in Singapore

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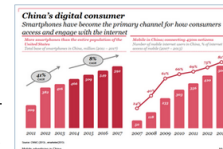
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