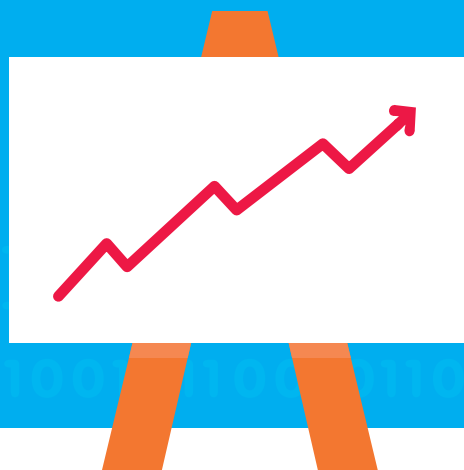




2015 DMA Manifesto



**“Support the Creative and Data-Driven
Industries”**

**The Creative and Data-Driven Industries drive the
UK Economic Recovery**



Introduction

In 2014 advertising contributed £100 billion to the UK economy¹ and in 2013 £17.5 billion was spent on advertising, across all media channels². This figure contributes significantly to the UK economy. In fact, it has been fundamental to the economic recovery since 2008. Moreover, advertising spend means that many of the media products and services people love remain free or below the market rate (such as search engines, social media and television).

At the heart of all this activity is consumer data. This is the main driver of the interconnected and globalised UK economy. Big data is allowing businesses to serve their customers' needs more efficiently and provide them with bespoke services. This increased efficiency also delivers benefits to the UK economy as there is less wasted resources and increased productivity.

Therefore, it is imperative to the continued success of the UK economy that the next government supports the creative industries and the data-driven technologies that underpin marketing and advertising. As the election approaches – and afterwards – we ask the political parties to embrace our ideas.



The DMA asks prospective candidates to commit to these 4 pledges to support the creative industries if they are elected in May

- 1) New data protection legislation should balance the concerns of consumers with the interests of business.
- 2) Continue to negotiate to ensure that the EU Data Protection Regulation is balanced.
- 3) Make sure the Information Commissioner's Office has the funding and resources to carry out all its duties effectively.
- 4) Continue to have a ministerial post responsible for the digital economy.



The case for supporting the creative industries

How much advertisers contribute to the economy:

- £17.5 billion spent on advertising in 2013³. This figure is only increasing as the amount of media channels available increases.
- Advertising finances media content, which people value by almost £10 billion a year.⁴
- Annual brand sponsorship provides a further £886 million.⁵
- In 2011 23% of UK sales were generated through direct marketing.⁶
- The Centre for Economics and Business Research estimates that the big data marketplace could create 58,000 new jobs in the UK between 2012 and 2017.⁷

¹ Advertising Association/Deloitte (2013), *Advertising Pays: How advertising fuels the UK economy*.

² Advertising Association/Deloitte (2014) *Advertising Pays 3: The value of advertising to the UK's culture, media and sport*.

³ Advertising Association/Deloitte (2013), *Advertising Pays: How advertising fuels the UK economy*.

⁴ Figures are based on Deloitte analysis of Deloitte Survey/Ipsos (August 2014) survey results.

⁵ Figures are based on Deloitte analysis of Key Note (2013), *Sports Sponsorship: Market Update 2013*; Arts and Businesses (2012); Deloitte Survey/IPSOS (August 2014)

⁶ Direct Marketing Association/Future Foundation (2012), *Putting a price on direct marketing*.

⁷ CEBR, *Data Equity: Unlocking the Value of Big Data* (2012)



The wider benefits of supporting the creative industries

- There are many small and medium businesses in the creative industries. Many of the UK's advertising and marketing agencies are small businesses, with many being recent start-ups. Supporting the creative industries will boost SME's.
- In 2011 direct marketing directly and indirectly employed 530,000 UK jobs – nearly 2% of all working adults. This figure will have increased since 2011 as marketing budgets have increased since the report was published.⁸
- The use of big data is empowering consumers. More information than ever before is available to consumers allowing them to save cash. For example, mobile phone users on average spend £194 more than they need to a year on their phone contract⁹. Big data means consumers can find the best deal for them.
- The DMA's own membership is spread throughout the UK, 42% of member businesses are from outside London and the Home Counties. Supporting the creative industries means supporting a sector that is based all over the UK.



The DMA's vision and commitment

The digital economy is the future and data is fuelling economic growth. Furthermore, it is ushering in an age of unprecedented transparency. People have never before had so much information at their fingertips. This development has been good for business too, making them more efficient and allowing a better allocation of resources. The benefits of sharing and using data are clear. The DMA is the champion of the creative and data-driven industries and wants businesses and consumers to share in the benefits of the digital revolution. However, the government must not enact legislation which inhibits the industry. New legislation should balance the rights of consumers with the legitimate interests of business.

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⁸ Direct Marketing Association/Future Foundation (2012), *Putting a price on direct marketing*.

⁹ HM Government, *Seizing the data opportunity: A Strategy for UK Capability* (2013)