



**G E T T O G E T H E R**

# WELCOME

## UMA GET TOGETHER

**The path to strong communication**





## Moderator

**Bart De Pauw** Chief Business Intelligence Officer, GroupM



# UMA wrap-up & Visions

Hughes Rey Chairman of UMA



UNITED  
MEDIA  
AGENCIES

# Get Together!

Dolce La Hulpe – 27th of August 2024

**Jamais 2 Sans 3**

**-**

**Good Things  
Come in Threes**

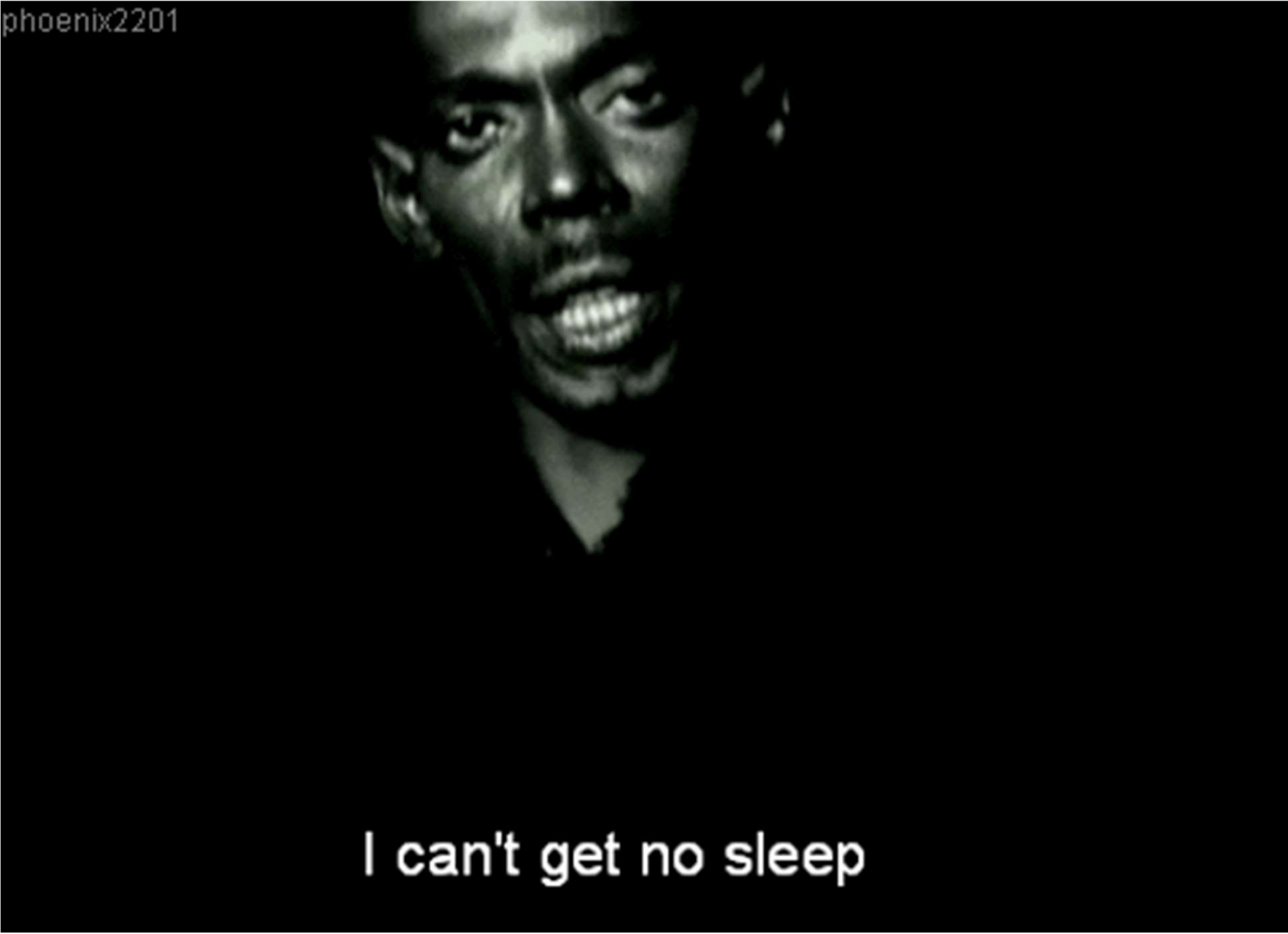
23 Août 2024 | [Vincent Thobel](#)

**La publicité mondiale franchit la barre des 1 000 milliards de dollars en 2024, selon Warc**

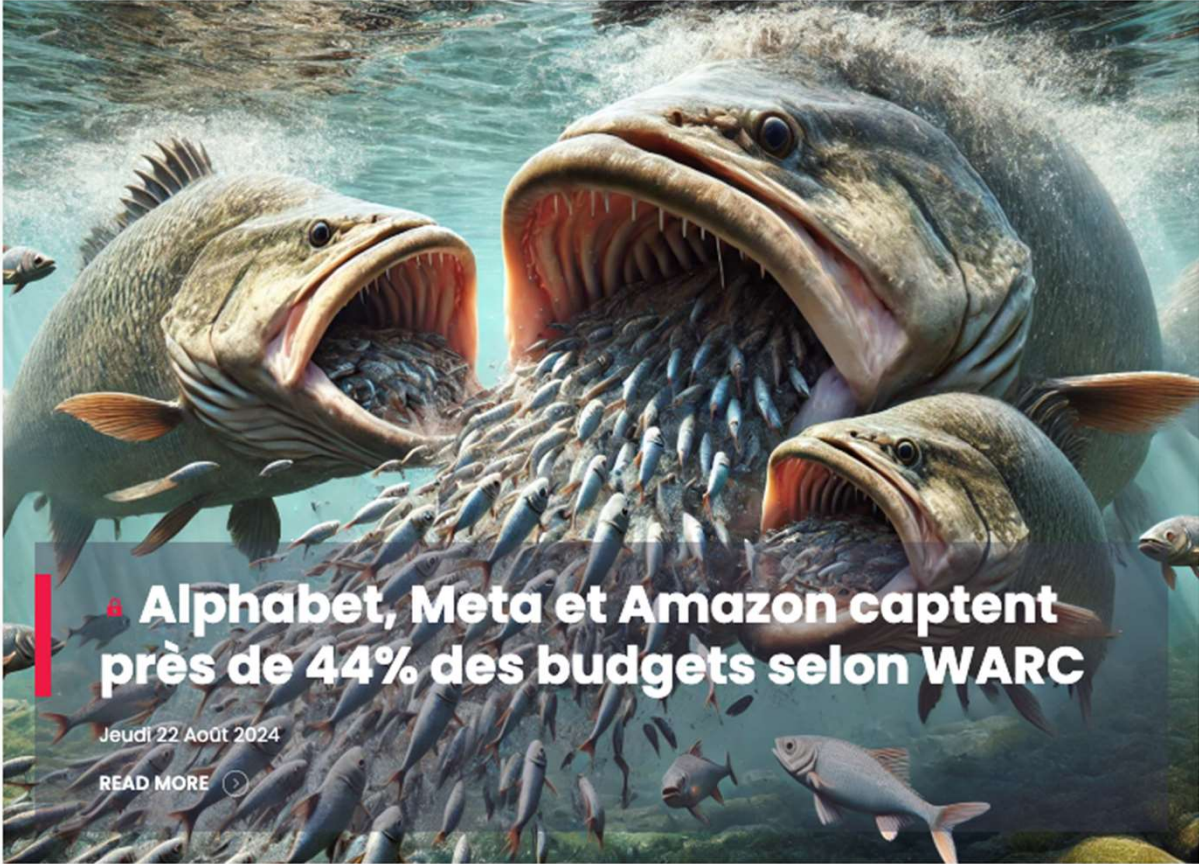
0.12%



phoenix2201



I can't get no sleep



**Alphabet, Meta et Amazon captent près de 44% des budgets selon WARC**

Jeudi 22 Août 2024

[READ MORE](#)

**The issue is, of course, obviously not to oppose GAFAM dogmatically,**

**but to ensure that investments are not made by taking the easy way out**

**based on little knowledge of the local market**

# UMA – UBA Benchmark Media Investments 2023

MEDIAGROUPS UMA + UBA
DISPLAY
SOCIAL
SEA
VIDEO
OTHER
<b>DIGITAL</b>
PRESS
OUT OF HOME
TELEVISION
RADIO
CINEMA
OTHER
<b>TOTAL OFFLINE</b>
<b>TOTAL MEDIAMARKET</b>

2023	
% segm	% total
20,1%	7,5%
26,3%	9,8%
20,2%	7,5%
24,6%	9,2%
8,8%	3,3%
100%	<b>37,2%</b>
7,1%	4,4%
15,2%	9,5%
52,3%	32,8%
22,3%	14,0%
1,0%	0,6%
2,2%	1,4%
100%	<b>62,8%</b>
	<b>100,0%</b>

**Reduced  
offer**

**-**

**Many losers**



BEYOND ADVERTISING - STRATEGIES FOR GROWTH

## Les médias locaux ont toute leur place dans le paysage numérique

En matière d'investissement digital, la répartition entre acteurs locaux et internationaux profite à ces derniers. Dans les segments vidéo et display, en revanche, les investissements locaux conservent une position majoritaire en Belgique. Pour Laurent Massart, Client...

NFLX -0,33%



BEYOND ADVERTISING - STRATEGIES FOR GROWTH

## La politique des talents, vecteur de croissance de l'entreprise

La qualité d'une entreprise dépend de celle de son équipe, en particulier dans le monde des agences médias et de communication. "La gestion des talents est un facteur essentiel pour assurer la croissance de l'entreprise", soulignent Davy...



The purpose of

**UMA**

Promote the profession of  
media agency

**Promote  
Generated  
Value**

**By the Media Agencies**



—  

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**Il faut que tout change  
pour que rien ne change**

**Everything has to change  
for nothing to change**

Tancredi Falconeri - Alain Delon dans le Guépard



**Building**  
**Constantly**  
**Improving**  
**Together**



Final Debate & Conclusions

Carry on our development of reliable & strong UMA to empower the Belgian Advertising Eco-system

UMA UNITED MEDIA AGENCIES

WE'RE ON MISSION

**Comm100Zero**

**Digital**

**Barometre**

**Pitch Charter**

**Sentiment Survey**

**5.187.069**

The total cost of the participations in pitches for the year 2023 is 5.187.069€. The average cost per hour spent is **118,6€**

Lead Generations	Nb of Participations in Pitches (*)	Total 2023 Hours BE	2023 Pitches Total Yearly Cost	Cost per Pitch (All part. agencies)
International Pitches	102	19.593	2.324.850 €	22.793 €
Int. pitches from Group (minimal input)	36	1.945	230.823 €	6.412 €
Int. Pitches comanaged locally	66	17.647	2.094.027 €	31.728 €
Local Pitches	130	24.121	2.862.219 €	22.017 €
<b>Total</b>	<b>232</b>	<b>43.714</b>	<b>5.187.069 €</b>	<b>22.358 €</b>



## Survey Costs of Media Pitches 2023

**90 pitches in a year**

**232 participations from UMA Media Agencies**

# UMA Recommendation

## Limit to 3 participating agencies

Simplifying the process and guarantees quality interactions

A structured process with realistic expectations and based on detailed briefings, realistic budgets and clear objectives is essential.

### From Media Agency Long List to Winning Agency

OUR METHODOLOGY

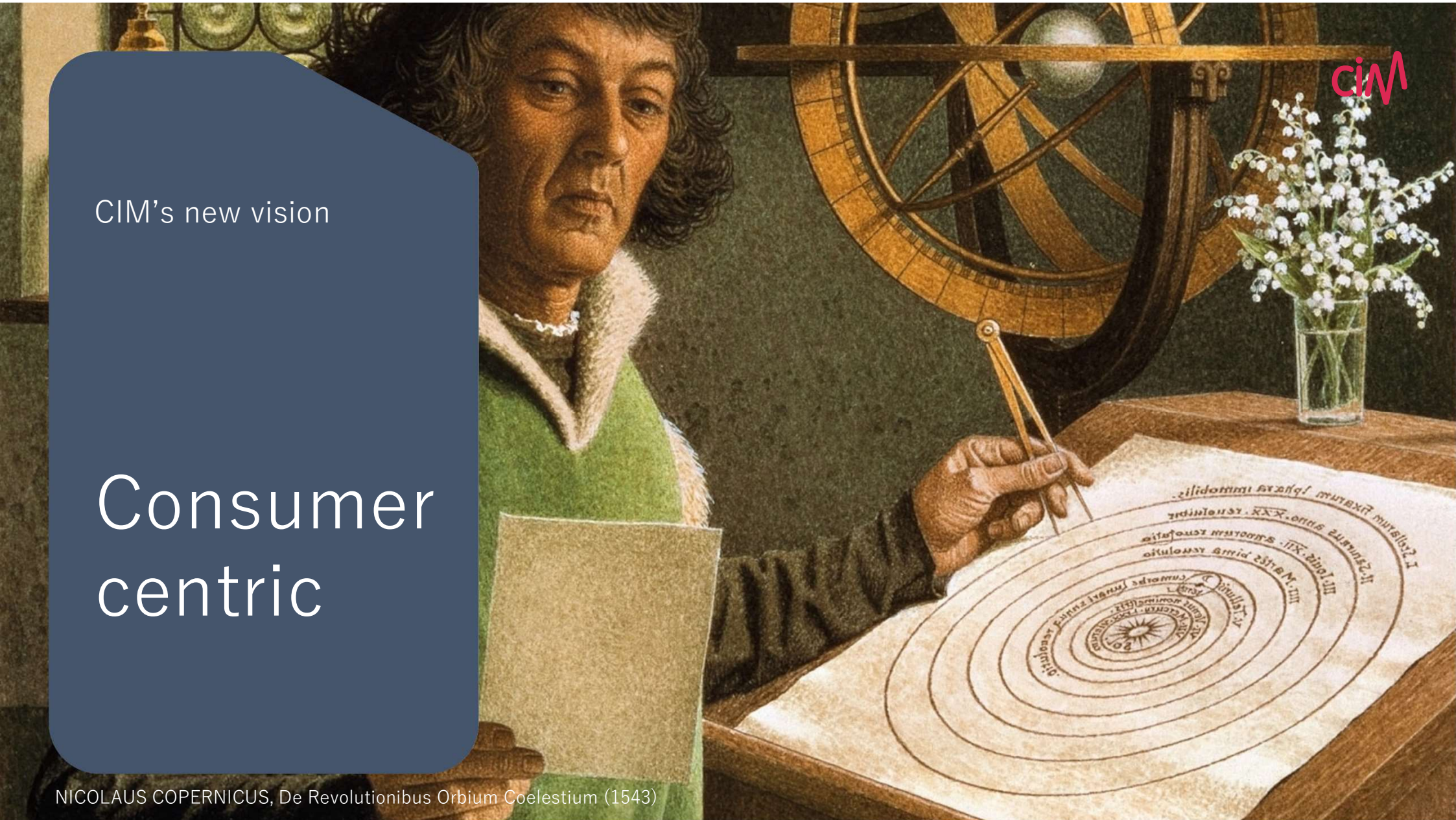




CIM's new vision

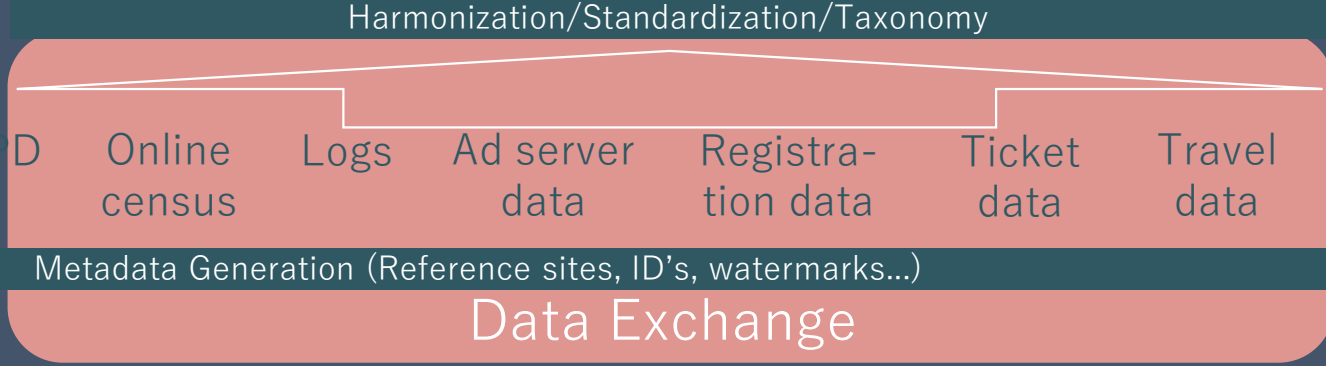
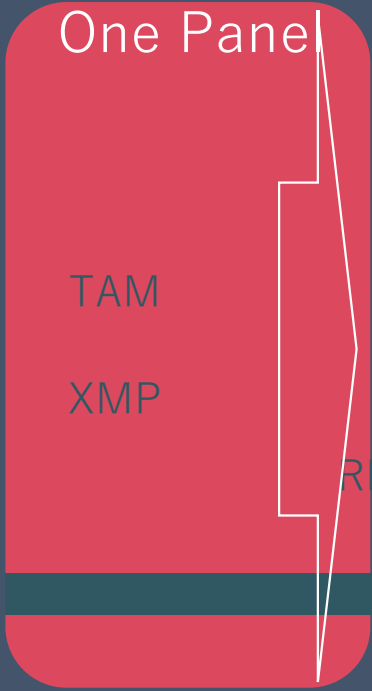
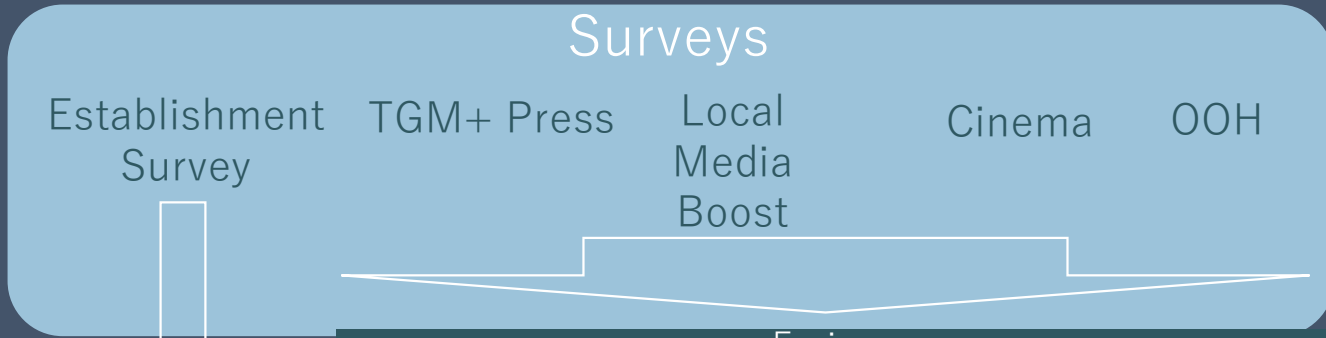
Consumer  
centric

NICOLAUS COPERNICUS, De Revolutionibus Orbium Coelestium (1543)





# Design blueprint (simplified)



- Outputs / Reporting
- Dashboards
  - Software
  - API
- A   B
- The list is grouped by a bracket on the left, with 'A' and 'B' labels next to it.

**Emulate**  
**Educate**  
**Energize**

# BEInspired.®



De adverteerders in de jury van Best of Gaming : Tim Colman (Proximus), Simon De Pauw (D'Ieteren), Steven Verlinde (Engie), Grégoire Le Hardy (Nestlé)



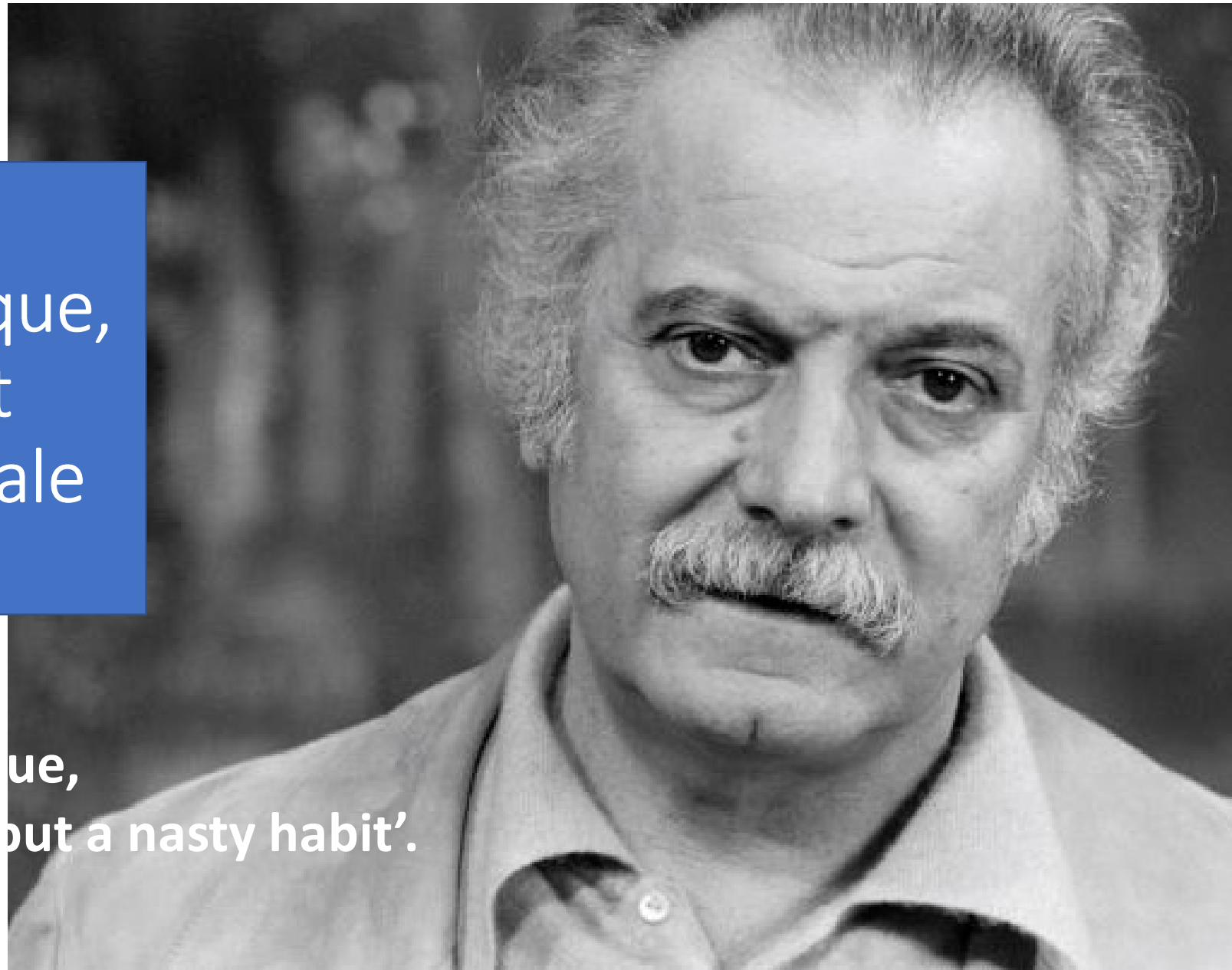
De vijf adverteerders in de jury van Best of In-Home van links naar rechts: Anthony Iglesias-Guerra (Carrefour), Franck Vanden Eede (Stellantis), Christine Jean (Brocom), Grégoire Jacques (IKEA), Jelle Willaert (ING)

**Empower  
Talent  
Together**

956

“Sans technique,  
le talent n'est  
rien qu'une sale  
manie”

ue,  
out a nasty habit’.



**Isabel  
Orlando**

**The stage is yours !**

**Tom  
Danny**

**UMA & Partners**  
**Enjoy This Morning**  
**Together**



# THANK YOU

## UMA GET TOGETHER

**The path to strong communication**





**G E T T O G E T H E R**