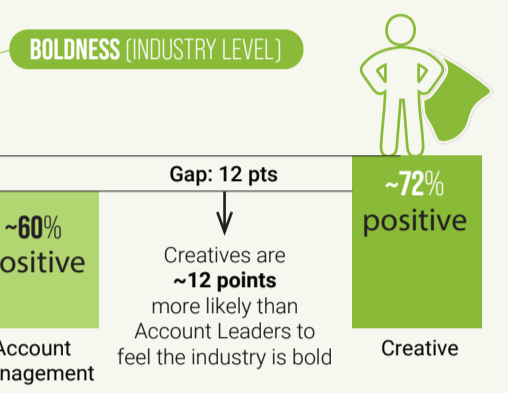
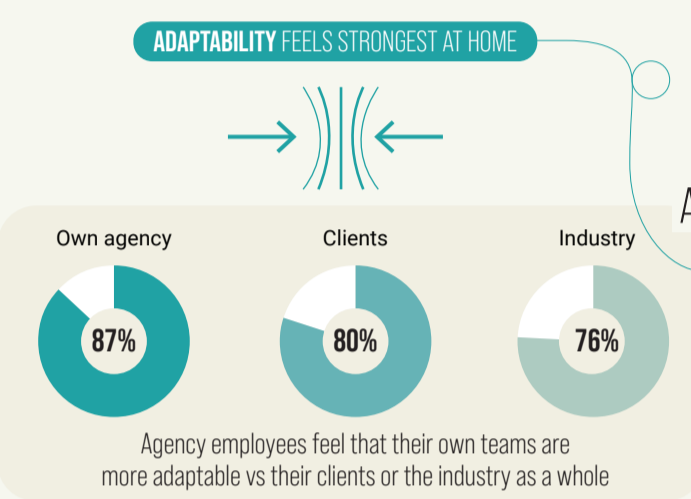
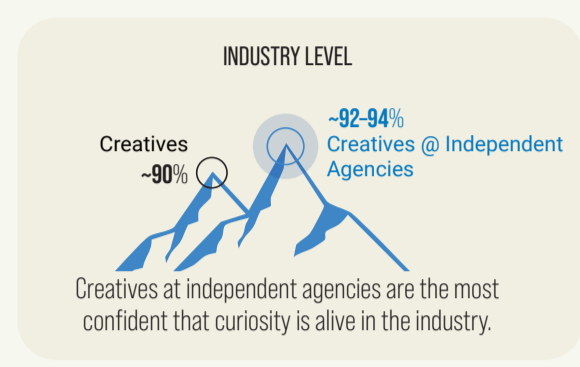
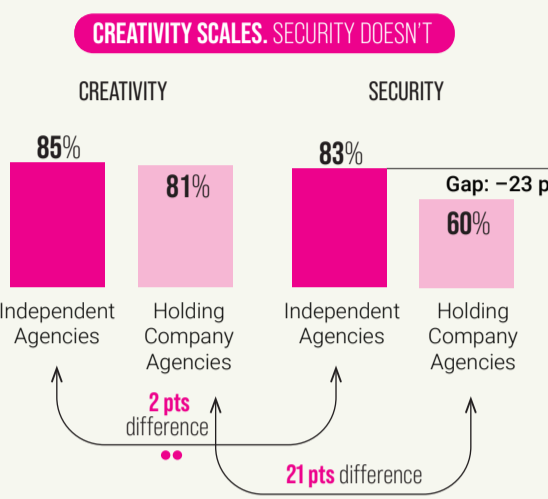
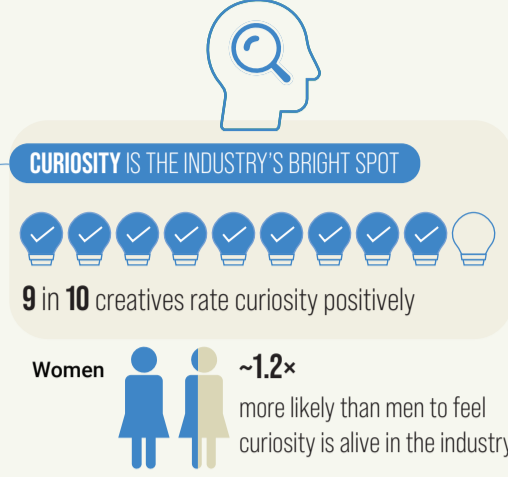
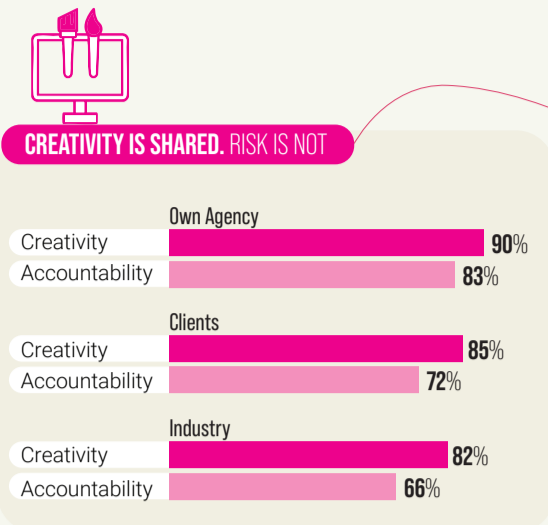


Human Values in Advertising: Industry Pulse Survey

This study captures how agency employees perceive the strength of core human values across their own agencies, their client relationships, and the advertising industry as a whole. It offers a comparative view of where these values hold, where they fracture, and where tensions emerge across contexts.

INDUSTRY-LEVEL INDEX RANKING:

STRONGEST WEAKEST



Insights from Open-ended Responses

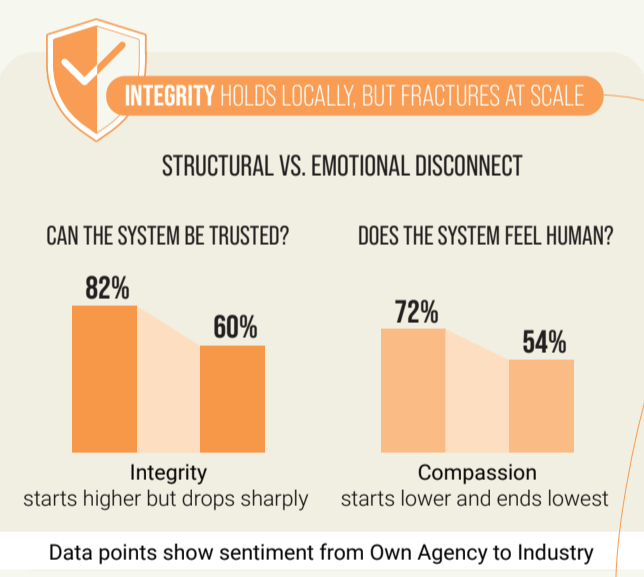
Men and Women are experiencing "curiosity" differently in the industry. The data confirms that this gap is not being driven by age, title, or seniority. Women more often describe actively exercising curiosity to navigate complexity – whereas their male counterparts describe curiosity as something that is constrained by time, pressure, or expectations.

ACCOUNTABILITY IS THE SHARPEST RELATIONSHIP FRACTURE

Context	Accountability
Own Agency	83%
Clients	72%
Industry	66%

11-point drop from agency to client

17-point drop from agency to Industry



AI is seen as inevitable, but poorly integrated. Agency employees believe that AI is experienced less as a creative breakthrough and more as an accelerator in an already high-pressure system. They are not afraid of AI – they are exhausted by how quickly it is being absorbed.

Insights from Open-ended Responses

Agency people feel that compassion isn't dismissed – it's consistently deprioritized under pressure. People describe an industry that values compassion in theory but rarely makes room for it in practice.

SECURITY SHOWS BIG IDEAS AND THIN SAFETY NETS

Do creativity and security rise together or split apart?

Agency Type	Creativity	Security
Independent Agencies	85pts	83pts
Holding Companies	81pts	60pts

Independent Agencies: -2pts (balanced)

Holding Companies: -21pts (fractured)

is strong regardless of ownership model (4pts Minimal difference)

Security collapses at scale (23pts Major difference)

The Two Data Points That Matter Most

COMPASSION IS WHERE THE INDUSTRY FEELS LEAST HUMAN

Compassion is the lowest-rated human value overall at the industry level

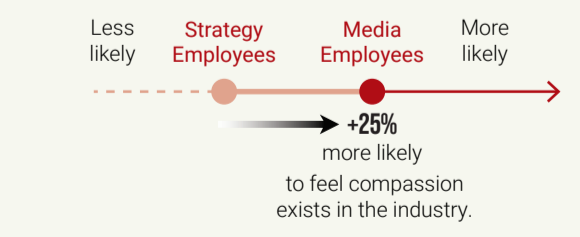
What's the Tension Here? The industry sells human understanding yet struggles to sustain compassion for its own people.

CREATIVITY / SECURITY Imbalance

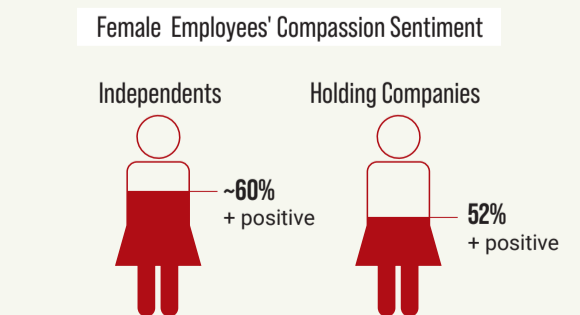
Independent agencies: 85pts Creativity, 83pts Security

Holding companies: 81pts Creativity, 60pts Security

Holding companies don't lack creativity – they lack perceived safety



Nearly 1 in 2 Account leaders don't feel secure in the industry compared to about 1 in 3 creatives.



INSIGHTS FROM OPEN-ENDED RESPONSES

Agency employees feel that poorly rated values could improve less through new programs and more through structural changes to pace, transparency, and shared responsibility. They do not want more programs – they want fewer systems that work against them.

Value Definition: **Accountability** – Taking ownership of actions and commitments. It means following through on promises, being transparent about outcomes, and holding one another to shared standards of trust and responsibility. **Adaptability** – Rolling with change, staying positive when things shift quickly, and knowing you are provided the tools and support to help you succeed. **Boldness** – Speaking up, taking smart risks, and pushing ideas further. **Compassion** – Caring about the people you work with and showing empathy day to day. **Creativity** – Feeling inspired to come up with fresh ideas and new ways to approach the work. **Curiosity** – Having the freedom to ask questions, explore new thinking, and keep learning. **Honesty** – Being open and truthful in how we communicate and collaborate. **Integrity** – Doing the right thing, even when it's not the easiest option. **Loyalty** – Feeling a sense of commitment and long-term connection to your colleagues and knowing that dedication goes both ways. **Security** – Feeling confident in your role, supported by your colleagues, and having a sense of job stability and long-term opportunity.