

## COMMS KIT

### EACA CMOs' Expectations Report 2025



#### Press Release

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##### #1

94% of CMOs believe agencies can be true partners, but 65% of pitches result in an agency change.

This surprising gap reveals the struggles in building long-term, trusting relationships. In collaboration with Kantar, EACA is unveiling the CMOs' Expectations Report, a pioneering pan-European study uncovering what brands really expect from their agency partners in the future.

Nearly half of CMOs surveyed ran a pitch within the last year, and 65% of those resulted in an agency change. This ongoing turnover makes it harder to foster the kind of deep, strategic partnerships that drive long-term success.

As Charley Stoney, EACA CEO, says: "It is critical that the industry tackles these expectations and works with advertisers to help them flex remuneration models that pay for this expanded remit, including technology investment."

Read more insights ➔ <https://bit.ly/4rdJUTn>

#CMOExpectations #AgencyPartnerships #MarketingStrategy #AgencyEvolution  
#ClientRelationships #EACA #MarketingInsights #AgencyTrends #BusinessGrowth

##### #2

💡 CMOs say they trust agencies, but they undermine this trust by constantly changing partners.

Why is this happening?

EACA, in partnership with Kantar, is launching the CMOs' Expectations Report, the first pan-European study to uncover what brands truly need from their agency partners in 2026 and beyond.

Get more insights and discover how agencies can meet these rising expectations

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**#3**

Is your agency a strategic architect?

CMOs are increasingly looking for agencies to act as strategic architects, shaping brand trajectories and contributing to critical business decisions.

According to the EACA CMOs' Expectations Report, 41% of CMOs prioritise deep business involvement, expecting agencies to be consultants, not just service providers.

While creativity remains essential, CMOs now expect agencies to go beyond execution, proactively engaging in strategic and business planning to help guide long-term, impactful decisions for their brands.

Agencies that embrace this shift will build stronger, more trusted relationships with clients and contribute to their brands sustainable growth.

Curious about more insights? Read more here ➡ <https://bit.ly/4rdJUTn>

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**#4**

Is your agency AI-native?

AI is not a buzzword, it's the #1 capability that CMOs expect agencies to adopt in the near future. According to EACA CMOs' Expectations Report, 35% of CMOs rank AI as a "High priority," recognising its potential to transform how agencies deliver strategic insights and creativity for their brands.

In the study, CMOs highlight that agencies must integrate automation, predictive analytics, and data intelligence into every layer of their work. This is key to helping brands make faster, more informed decisions and unlock new creative possibilities.

Agencies that lead the way in AI adoption will become indispensable partners for CMOs looking to gain a competitive edge in a rapidly changing market.

Discover more insights here ➡ <https://bit.ly/4rdJUTn>

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#### NEWSLETTER ITEM

94% of CMOs believe agencies can be true partners, yet 65% of pitches result in an agency change. This striking gap highlights one of the key findings of the European Association of Communications Agencies' CMOs' Expectations Report, a pioneering pan-European study that uncovers what brands really expect from their agency partners. The insights from this report are crucial for agencies looking to build stronger, more sustainable partnerships. Click here to read the full report.

👉 <https://bit.ly/4rdJUTn>