

THE PLANNER SURVEY 2010

Author's note

The Planning Survey was born because I had a performance evaluation coming up and I wanted to know if I was being paid fairly. Up to that point, I was guilty of what most women apparently do: not negotiating. But I couldn't say with any certainty what was fair.

So I set up a little Zoomerang survey and offered to share the results with everyone who participated.

133 people participated that first year. I got a raise and so did a lot of the participants. "Don't you think I'm at least average?" is a great way to approach those conversations.

I went on to The Martin Agency in Richmond (192 participants the second year and 466 the third) and Crispin Porter + Bogusky in Miami and Boulder (798 participants that year). Then I was offered the opportunity to work internationally and moved to Amsterdam working for DDB and Tribal DDB (1217 participants last year). Now, I've just started as the planning director for StrawberryFrog Amsterdam and it feels like the 1578 people who took the survey this year are coming along with me for the ride.

The survey has been an immensely positive experience for me, especially getting to know so many planners out there in the world. I love how we all get smarter together as we go.

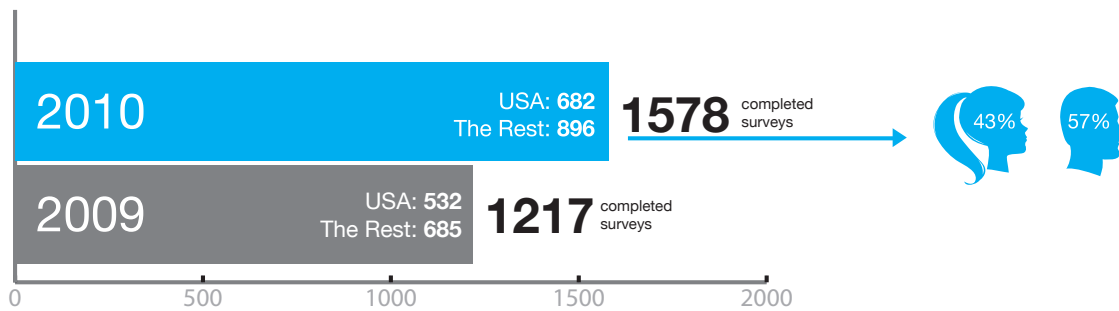
And now the Planning Survey is manned by a team. This year I was joined by Megan Averell of Hill Holiday Boston, Julia Lee of Señora Rushmore Madrid and Bori Toth of TBWA Berlin. I think you'll soon see the difference that 6 extra hands can make.

Your comments and feedback directly impact the questions we ask, so feel free to contact us via blogs, twitter, email. And I've connected to most of you on LinkedIn. This is a great way to reach out to other planners. Just send them a message – I'm happy to forward it along.

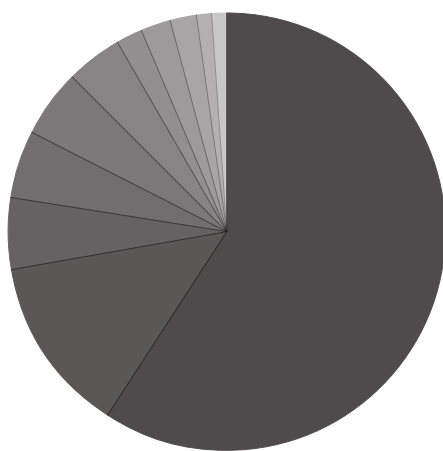
As always, thank you for playing.
Heather



The 411



Where do we work?

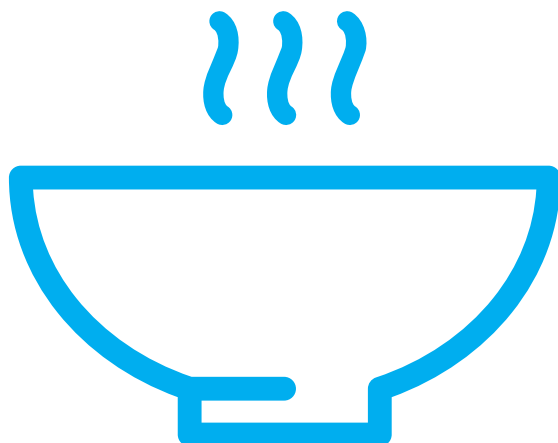


Numbers don't always add up to 100 percent due to rounding.

- Full-service Agency 58% - ↓ 7% since last year, still dropping
- Digital Agency 13% - ↑ 4% since last year
- Brand Consultancy 5%
- Other 5%
- Freelance/Self Employed 5%
- Creative Boutique 4% - First time adding this choice
- Unemployed 2%
- Multi-cultural Agency 2%
- Media Agency 2%
- Direct Agency 1%
- Client Side 1%




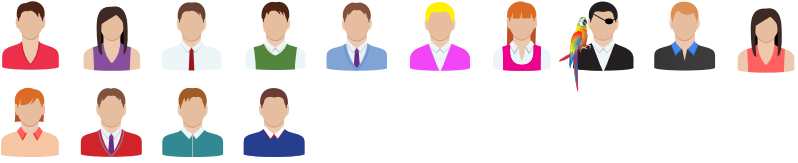
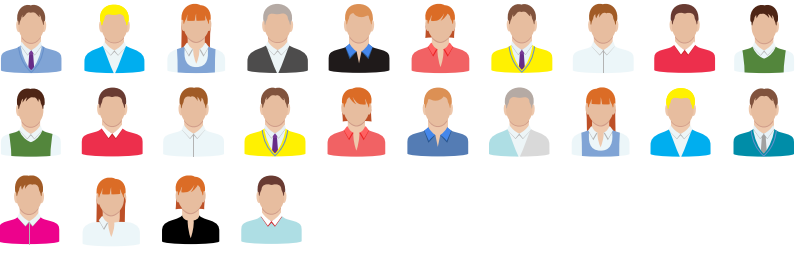

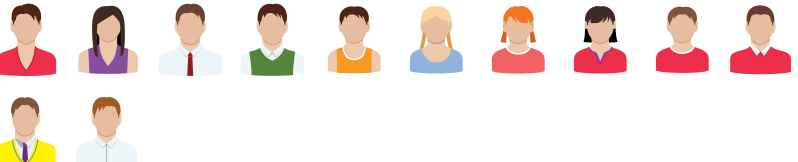
Unemployed

With 2.1% (34 out of 1578) people out of work this year, compared to 2.5% last year, the economy appears to be doing better. More than half of these are at the Junior Planner or Planner level. Most are optimistic, a few are unemployed by choice waiting to find the perfect gig post-baby or coming off a sabbatical. Planning feels in-demand even by these folks, so we'll not see them in line for soup any time soon.

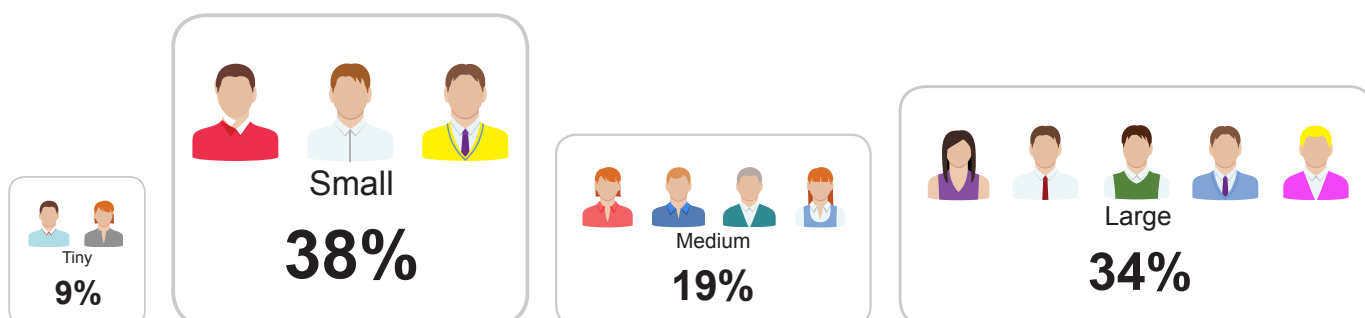


months	% of people out of work
1-2	35%
3-4	12%
5-6	20%
7-8	6%
9-10	9%
11-12	0%
12+	18%

Participants by title:

CEO		3%
Global Planning Director		1%
Head of Planning		18%
Group Planning Director		14%
Senior Planner		24%
Planner		28%
Global Planning Director		12%

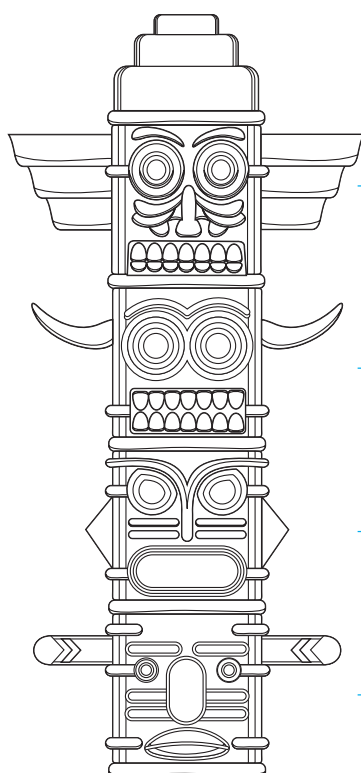
Participants by company size:



What would you say is your company's reputation in the industry?



How is planning perceived at your company?



Leading discipline **20%**

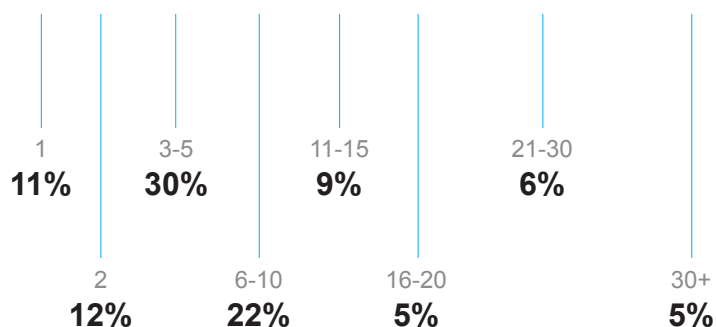
Higher than some, lower than others **33%**

Equal **34%**

Still struggling for acceptance **13%**

What is the size of your department?

(at your office location)

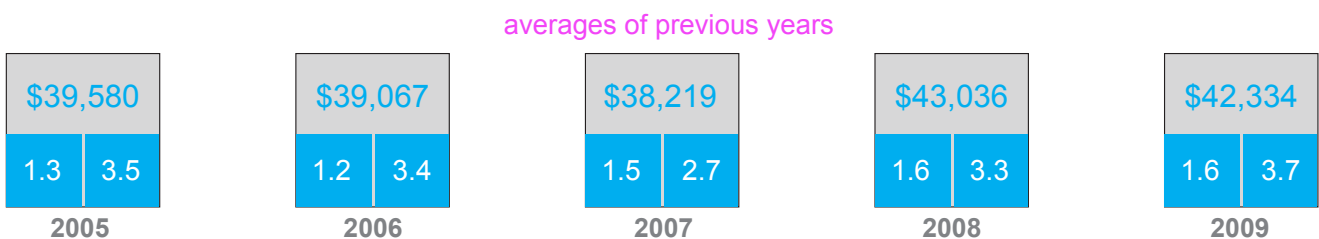
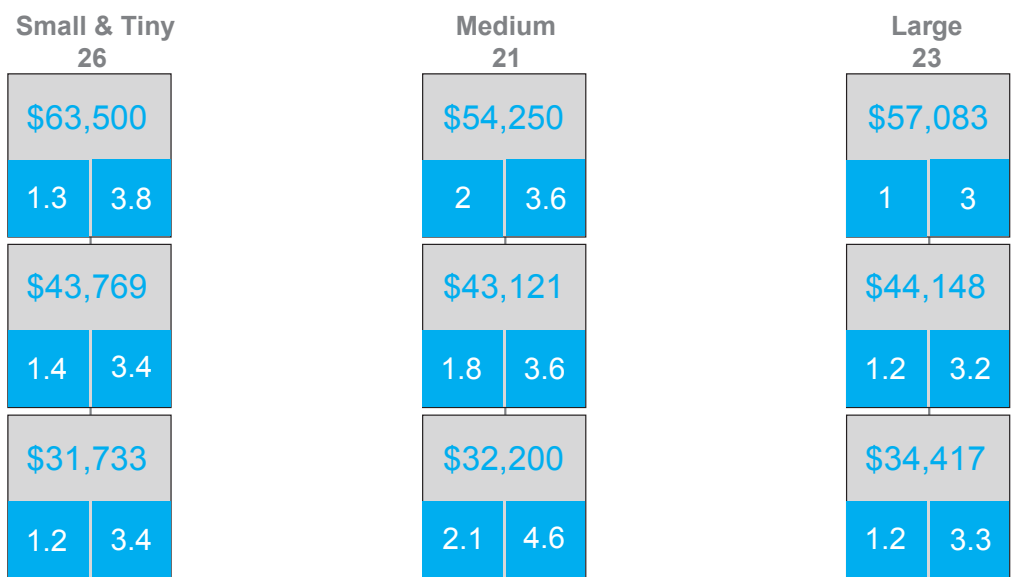
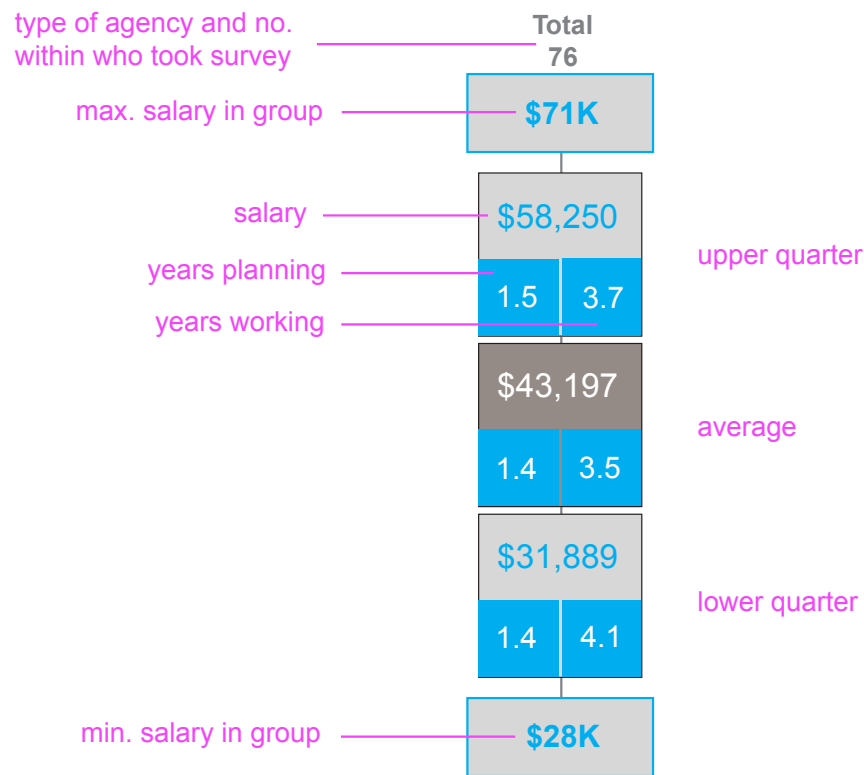


0 departments over 20 people in Brazil,

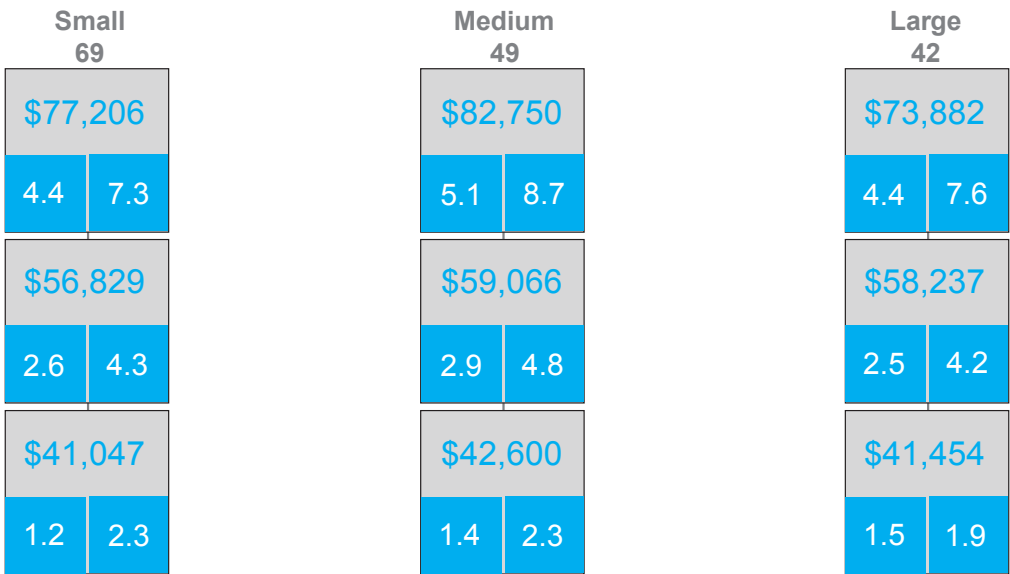
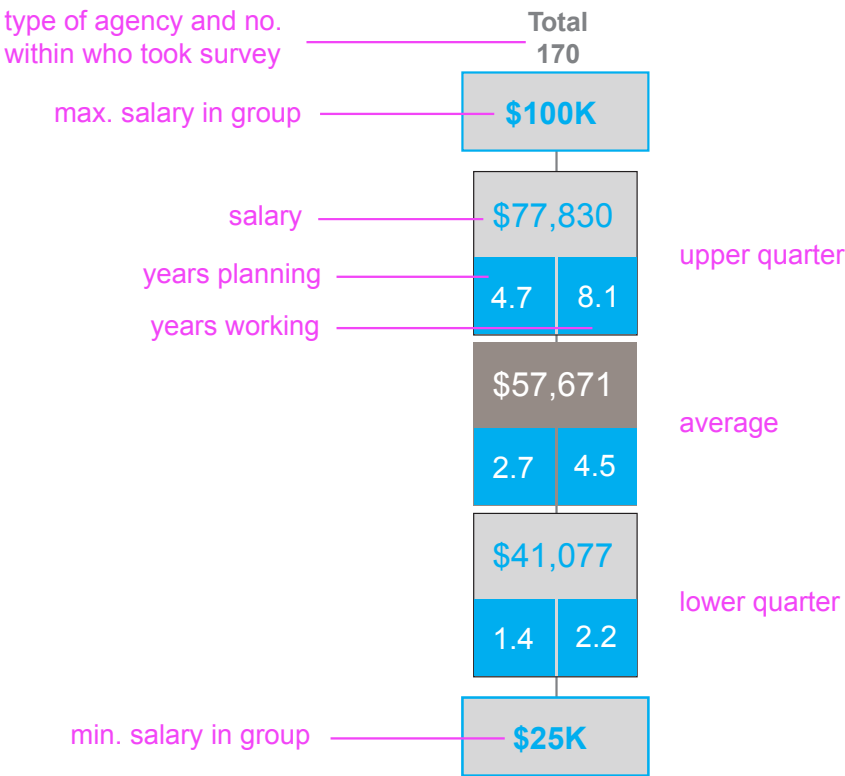
20+ size departments mostly found in the USA and London.

Salary Results - USA

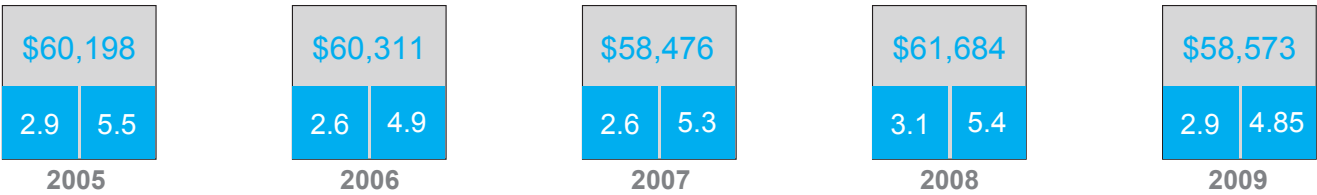
Asst. Planner results - USA (+legend)



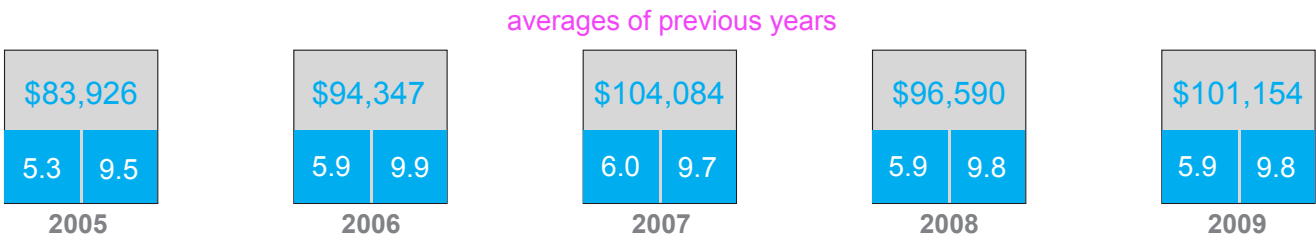
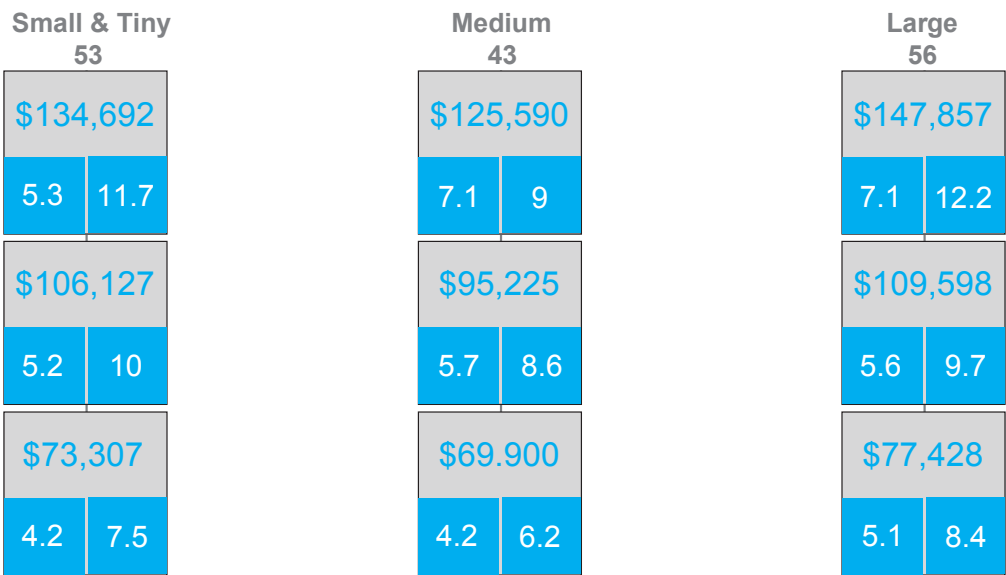
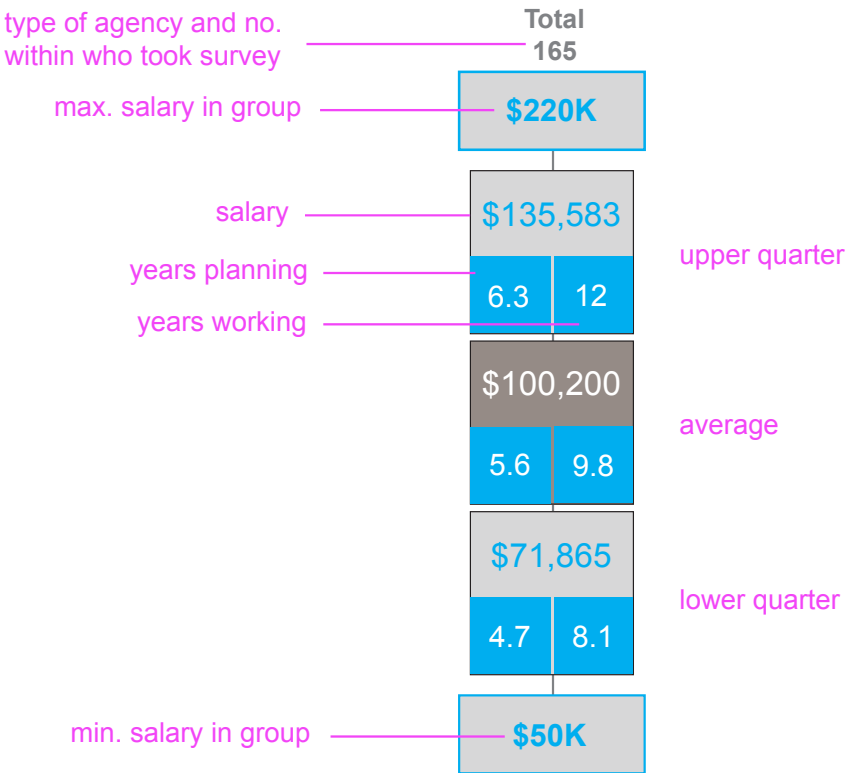
Planner results - USA (+legend)



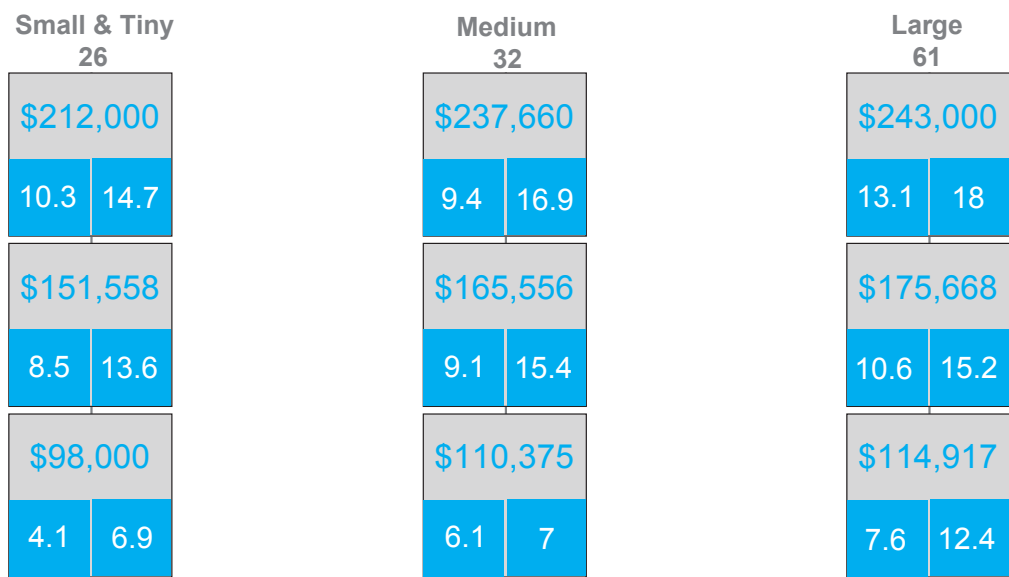
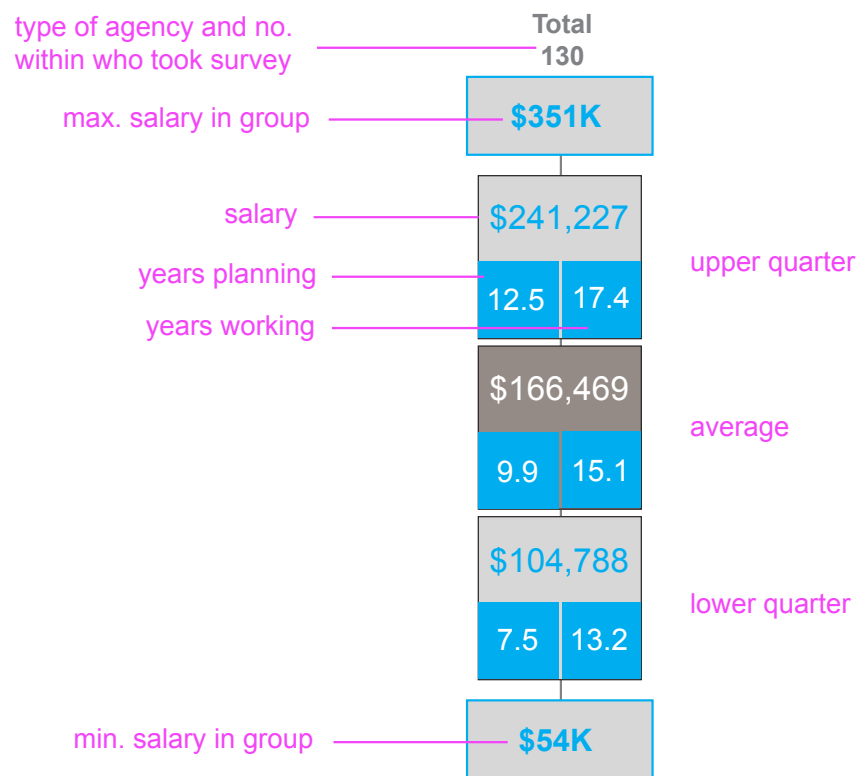
averages of previous years



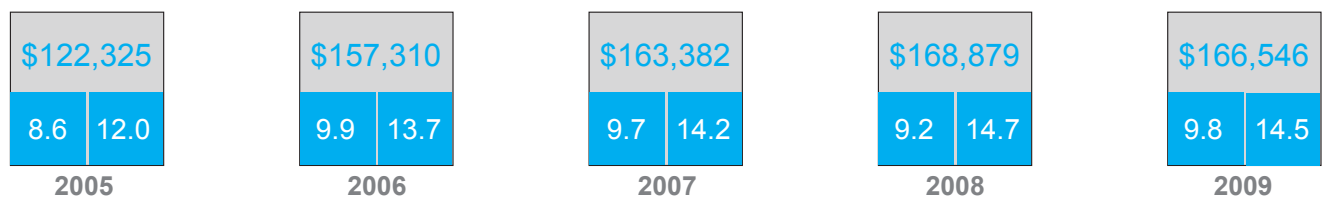
Senior Planner results - USA (+legend)



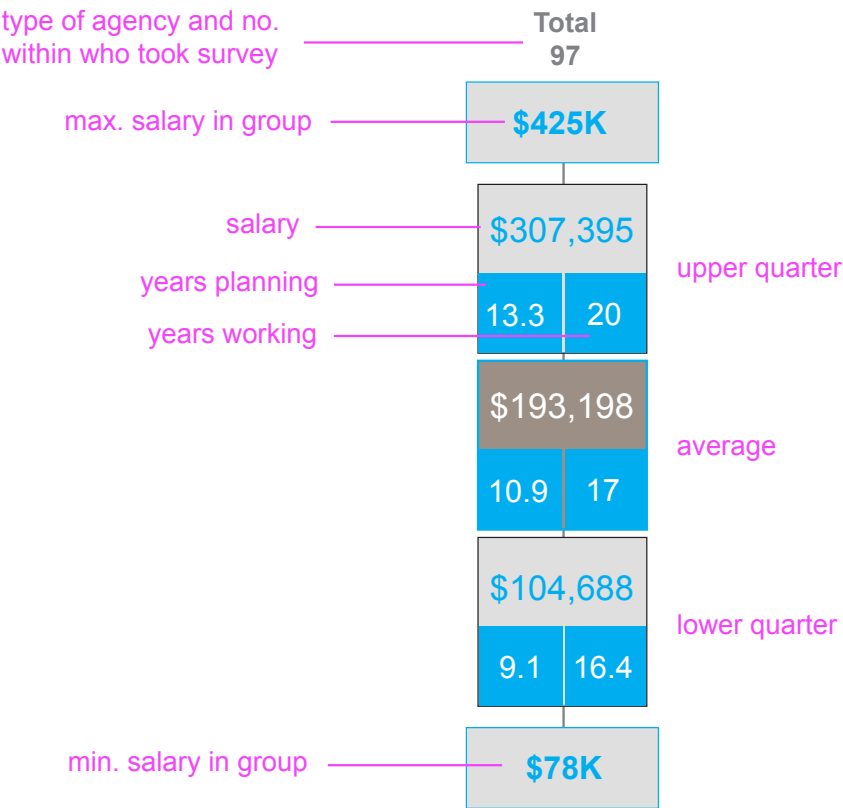
Group Planning Director results - USA (+legend)



averages of previous years



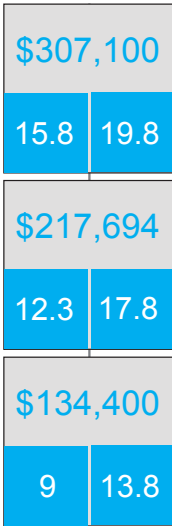
Head of Planning results - USA (+legend)



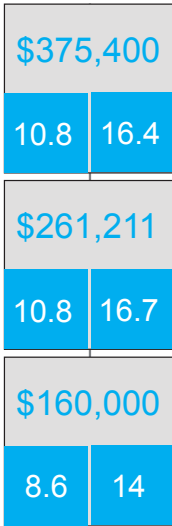
Small & Tiny 43



Medium 18



Large 19



averages of previous years



Graduate school - USA (+legend)

I continue to be suprised that graduate degrees do not appear to result in higher salaries. In my opinion, graduate programs such as Academy of Art University and VCU Brandcenter offer huge opportunities for personal growth. I do believe the Miami Ad School Bootcamp is a great way for natural planner-types to make a career change and get into planning.

Asst. Planners
with Masters/ MBA
17

\$46,132	
1.5	4.6

Asst. Planners
with BAs
48

\$57,083	
1	3

Asst. Planners
with Bootcamp
11

\$54,250	
2	3.6

Planners with
Masters/MBA
31

\$53,094	
2.6	5.8

Planners with
BAs Only
58

\$61,426	
3	5.5

Planners with
Bootcamp
32

\$59,938	
2.8	6.2

Sr. Planners with
Masters/MBA
38

\$101,503	
5.7	10.6

Sr. Planners with
BAs Only
129

\$100,462	
5.8	10.1

Sr. Planners with
Bootcamp
46

\$112,166	
5.4	8.4

Group Planning Directors
with Masters/MBA/PhD
48

\$161,917	
10.5	16.4

Group Planning Directors
with BAs Only
82

\$169,135	
9.6	14.3

salary
years planning
years working

Head of Planning with
Masters/MBA
28

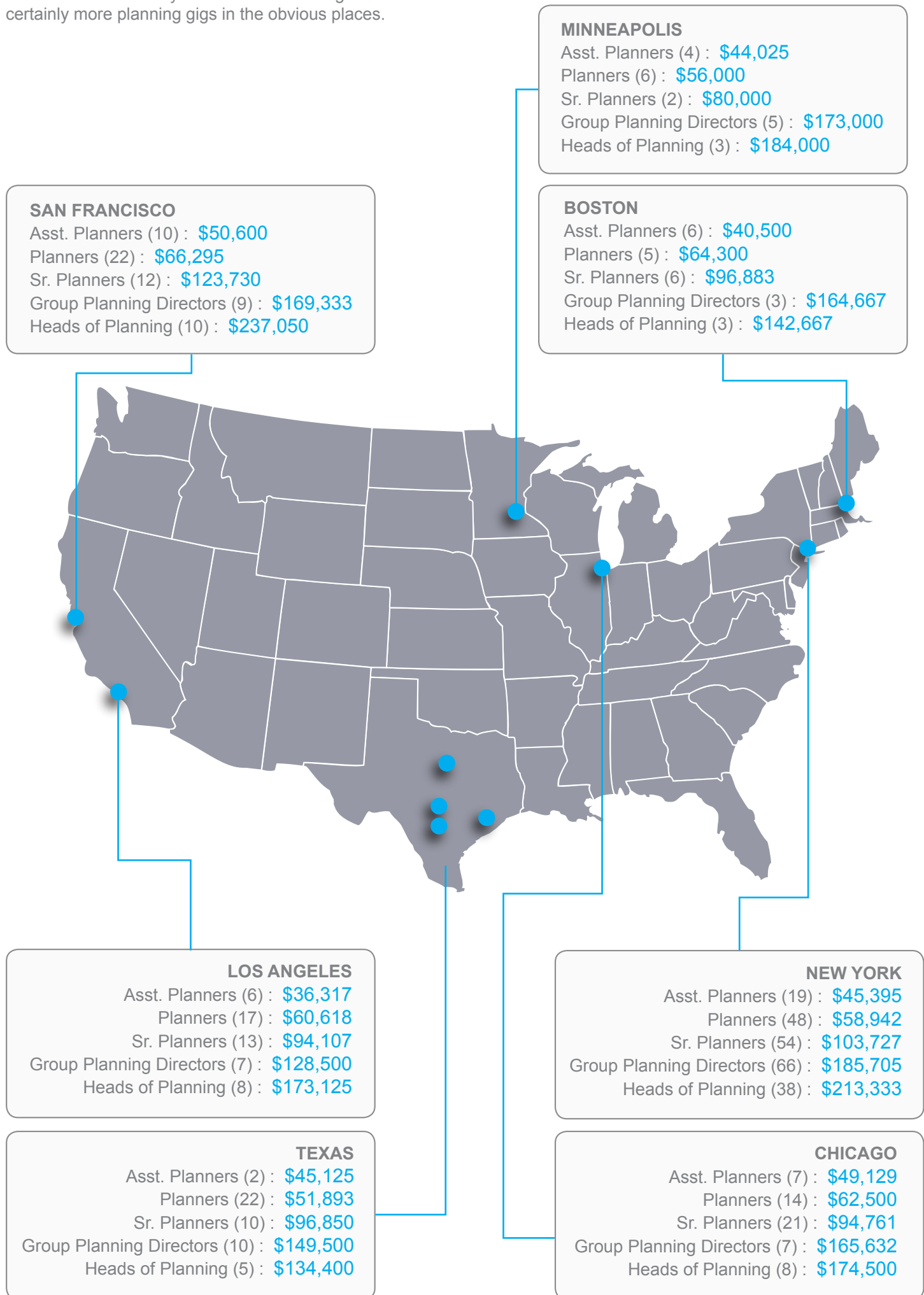
\$184,304	
11.5	18

Head of Planning with
BAs Only
69

\$196,808	
10.7	16.5

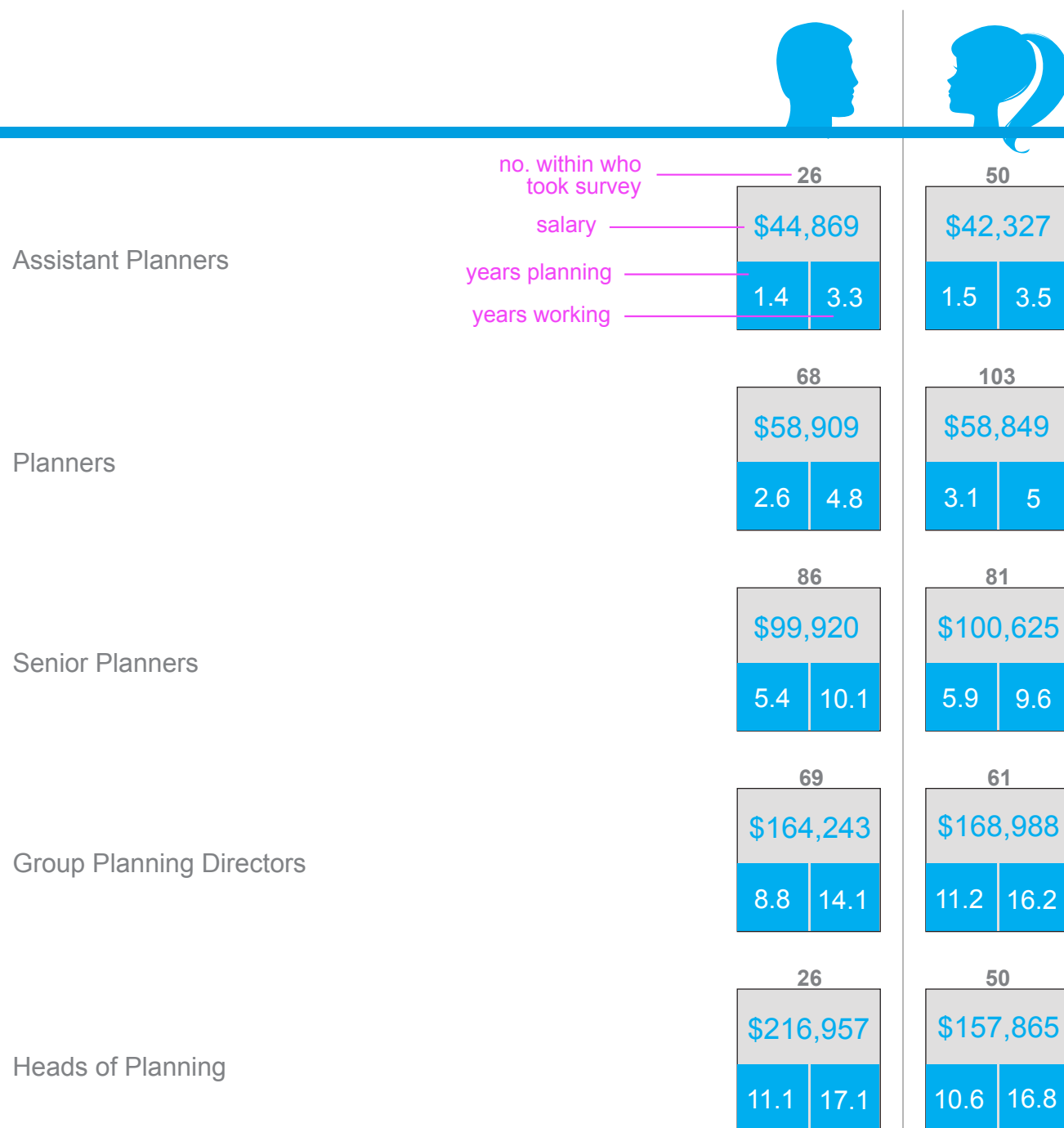
Location

Salaries are not clearly linked to cost of living but there are certainly more planning gigs in the obvious places.



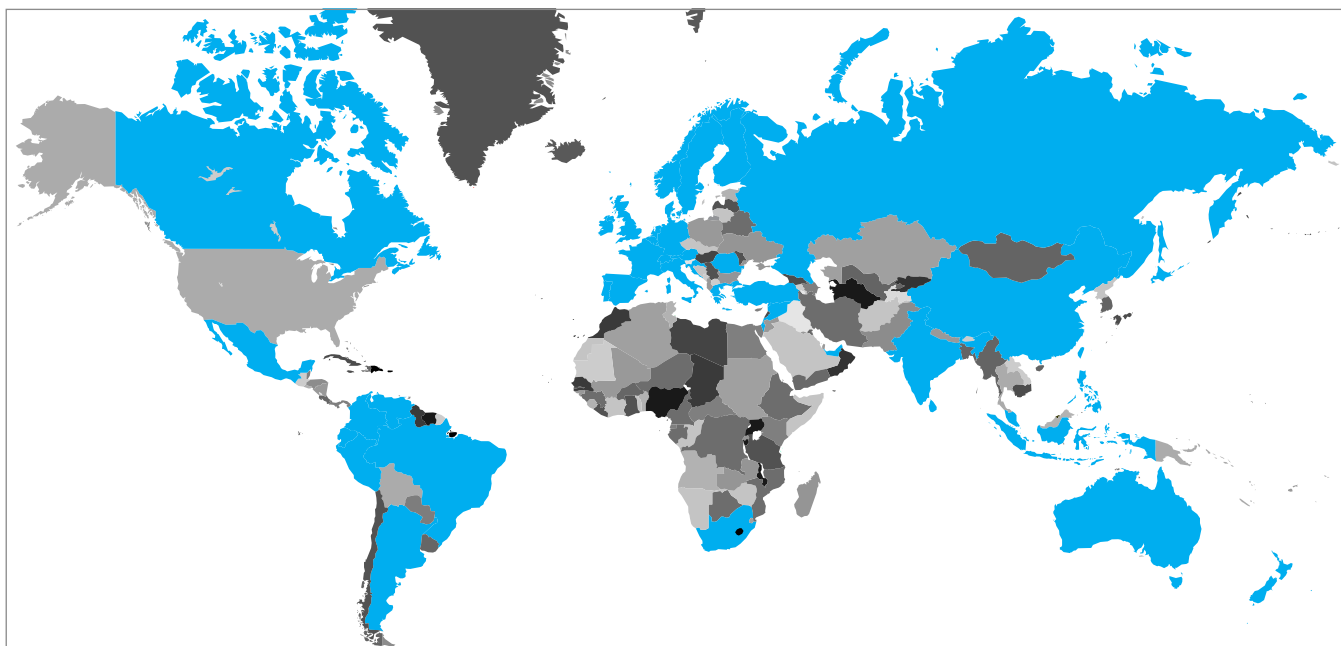
Gender - USA

Wow. Salaries keep pace up until the Head of Planning level. There are twice as many women with this role and yet they are making 73 cents for every dollar a male Head of Planning makes.



Beyond the US

We had 896 completed surveys from the rest of the world. The blue area is a rough representation of the Planning Survey's reach.



Argentina: 6
Australia: 44
Austria: 1
Belgium: 7
Brazil: 249
Canada: 49
China: 11
Columbia: 14
Croatia: 2
Denmark: 1
Ecuador: 1
Finland: 4
France: 29
Germany: 51
Greece: 2

India: 31
Indonesia: 10
Ireland: 2
Israel: 3
Italy: 7
Japan: 4
Malaysia: 5
Mexico: 29
Netherlands: 24
New Zealand: 5
Norway: 4
Peru: 2
Philippines: 1
Portugal: 9
Romania: 14

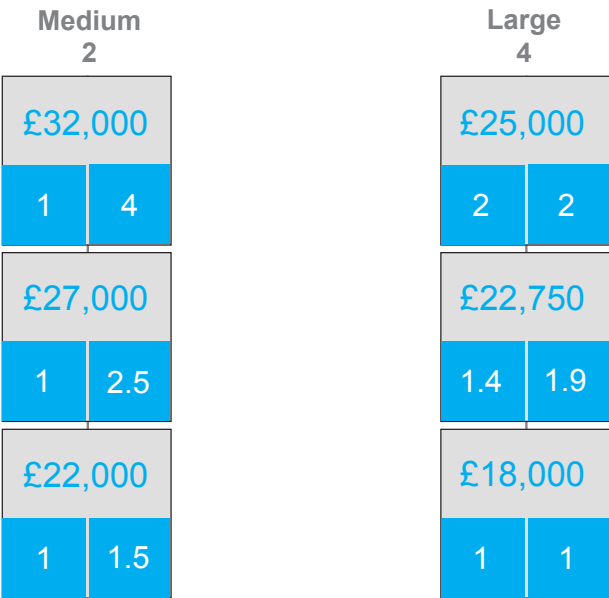
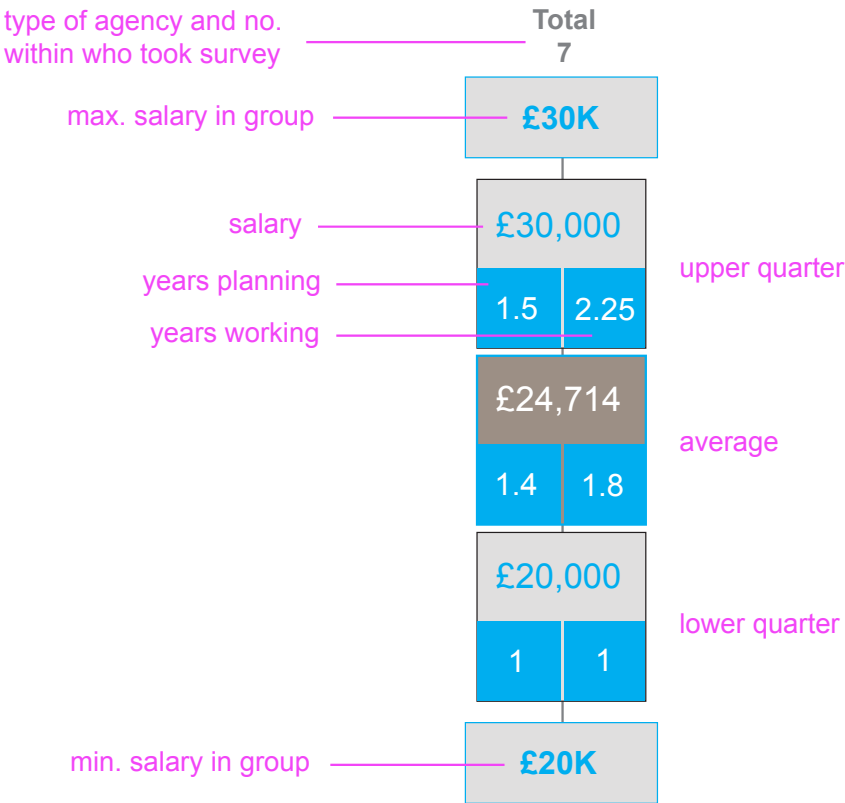
Russia: 3
Singapore: 12
South Africa: 8
Spain: 39
Sweden: 7
Switzerland: 8
Turkey: 5
UAE: 2
UK- London: 129
UK- Other: 27
Venezuela: 3
Latin America:: 4
Asia: 4
Middle East: 3
Others: 21

Salary Results - London

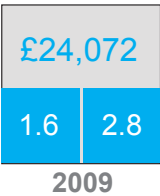
Exchange rate at time of survey:

1 U.S. Dollar = .67 British Pound

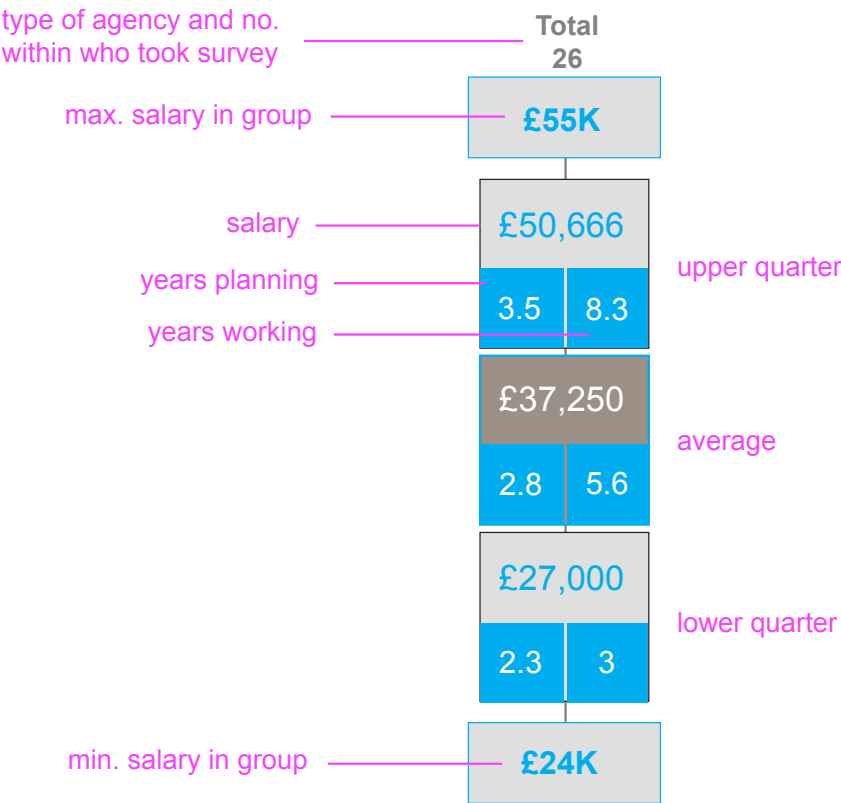
Asst. Planner results - London (+legend)



average of previous year



Planner results - London (+legend)



Small & Tiny
12



Medium
4



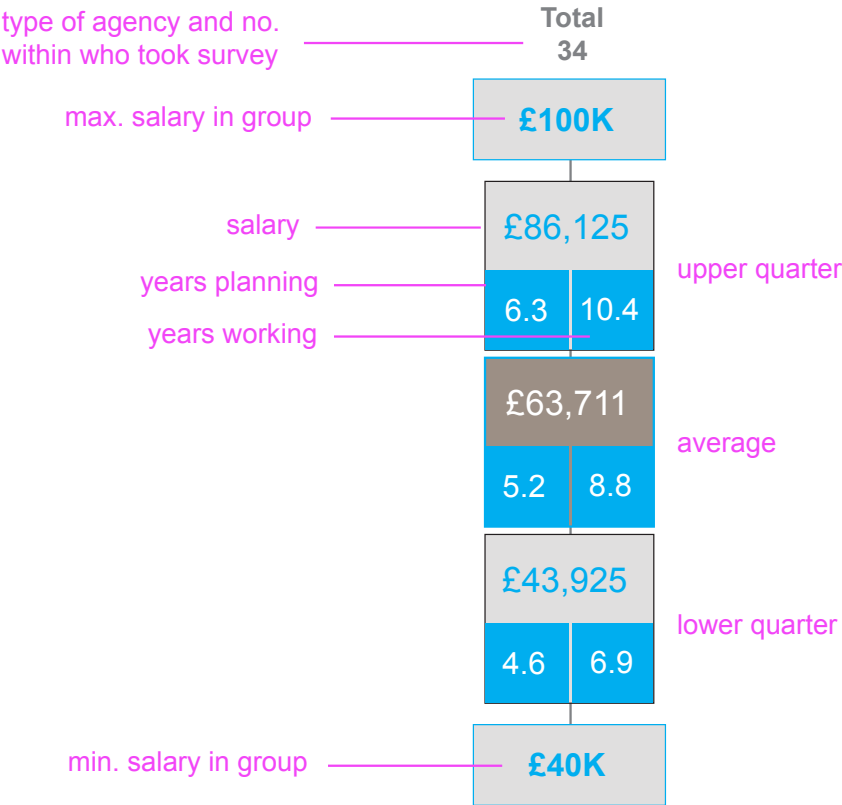
Large
9



average of previous year



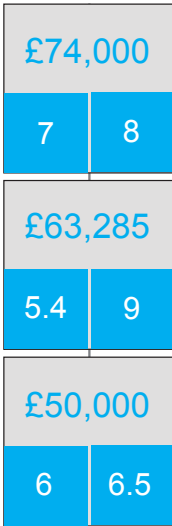
Senior Planner results - London (+legend)



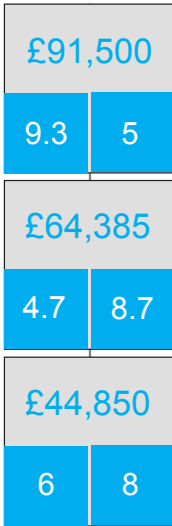
Small & Tiny
13



Medium
6



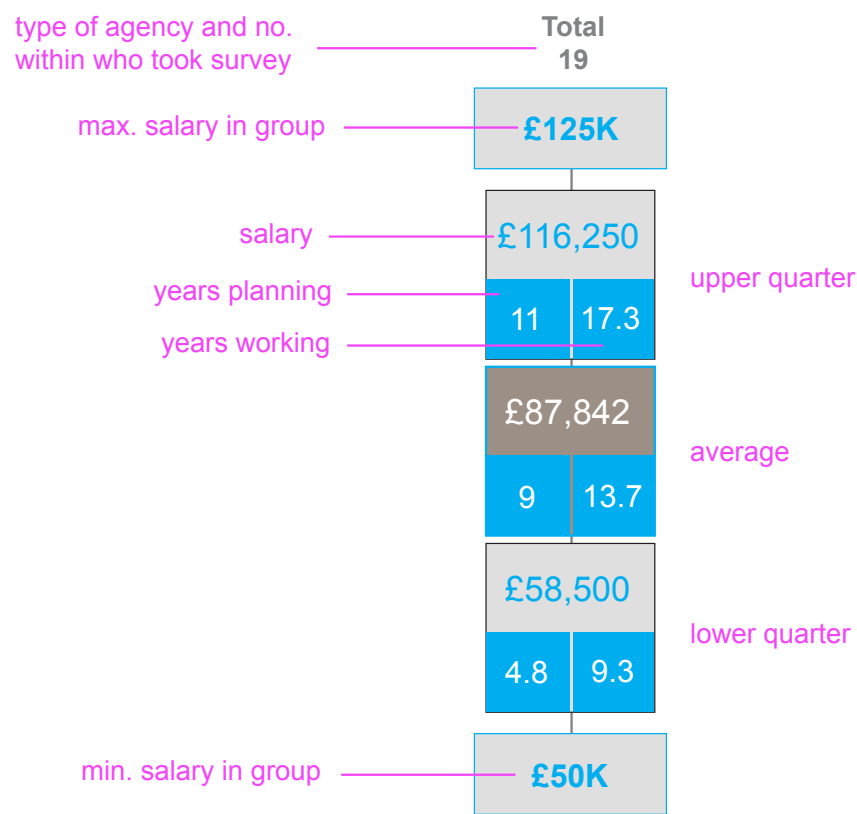
Large
14



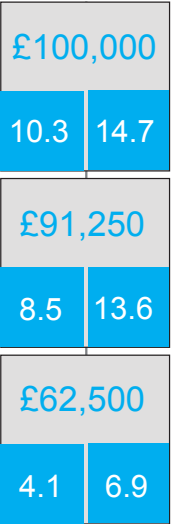
average of previous year



Group Planning Director results - London (+legend)



Small & Tiny
5



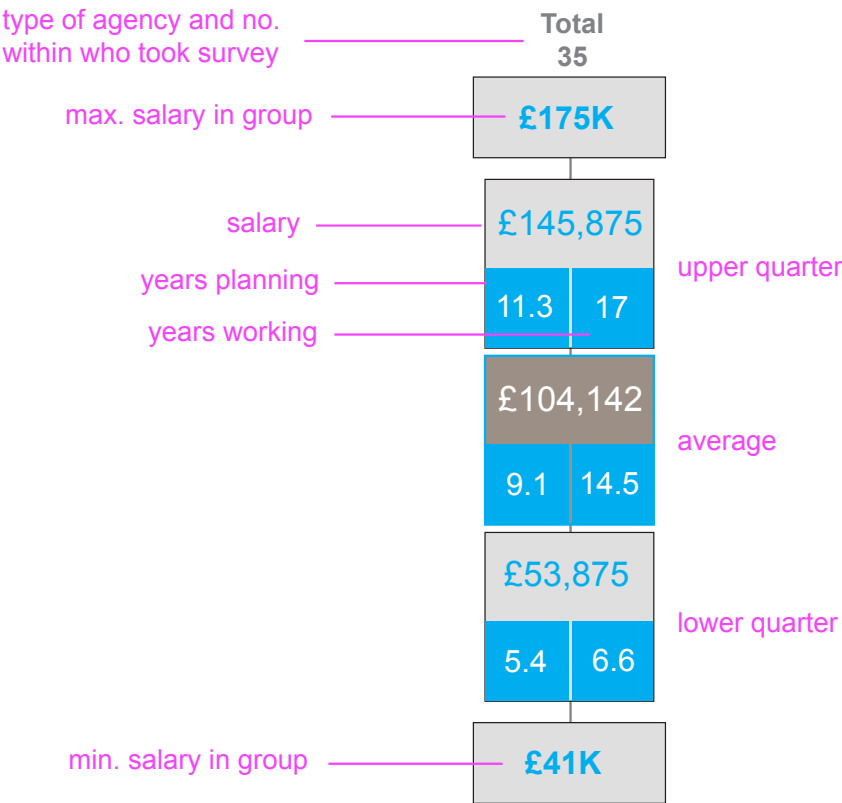
Large
14



average of previous year



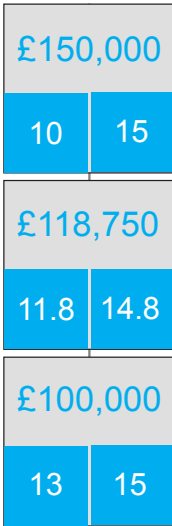
Head of Planning results - London (+legend)



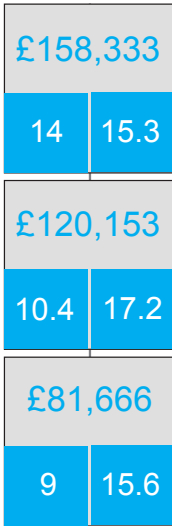
Small & Tiny
16



Medium
4



Large
13





average of previous year



Gender - London

The London gender comparison seems very fair to me. There aren't quite as many people to count on the results, so the Senior Planner area is one to watch.

		
	no. within who took survey	
Assistant Planners	4	3
	salary	
	years planning	
	years working	
Planners	13	12
Senior Planners	20	15
Group Planning Directors	13	5
Heads of Planning	28	5

Salary Results - Brazil

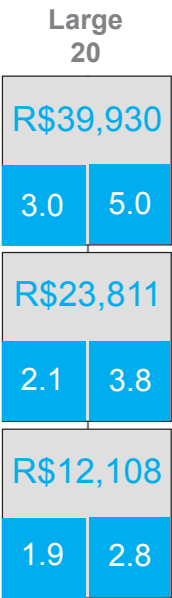
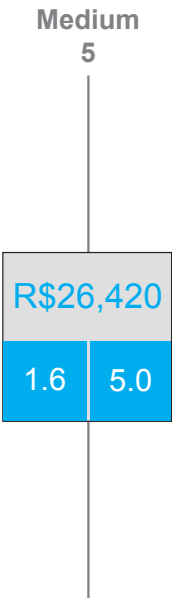
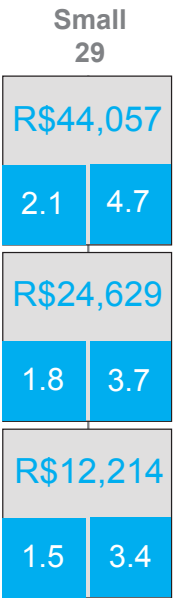
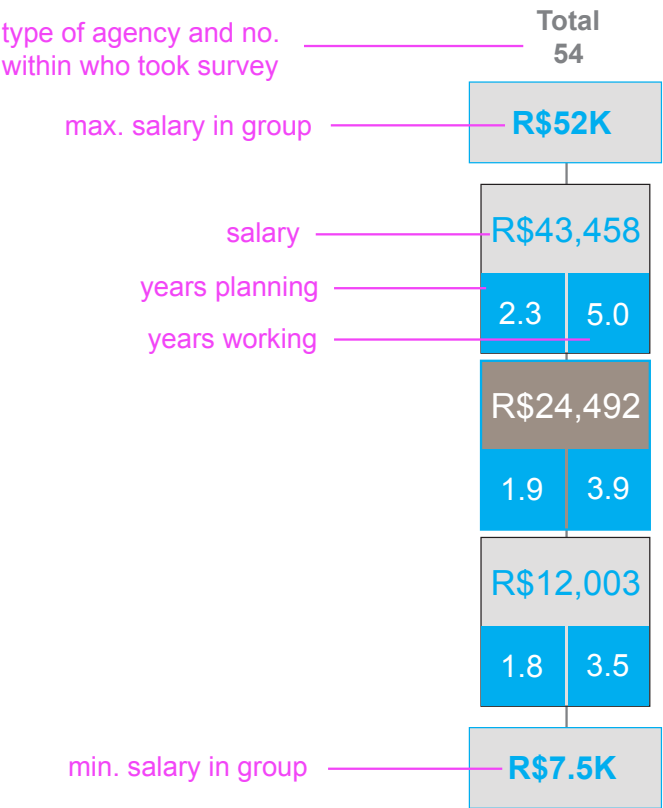
Exchange rate at time of survey:

1 Euro = \$R 2.219

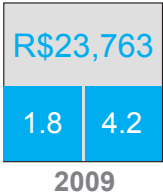
1 U.S. Dollar = \$R 1.771

1 British Pound = \$R 2.679

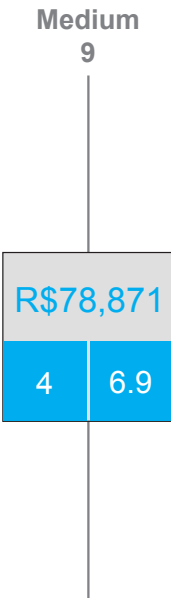
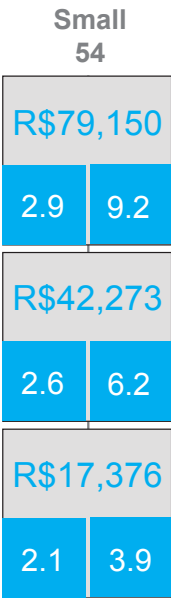
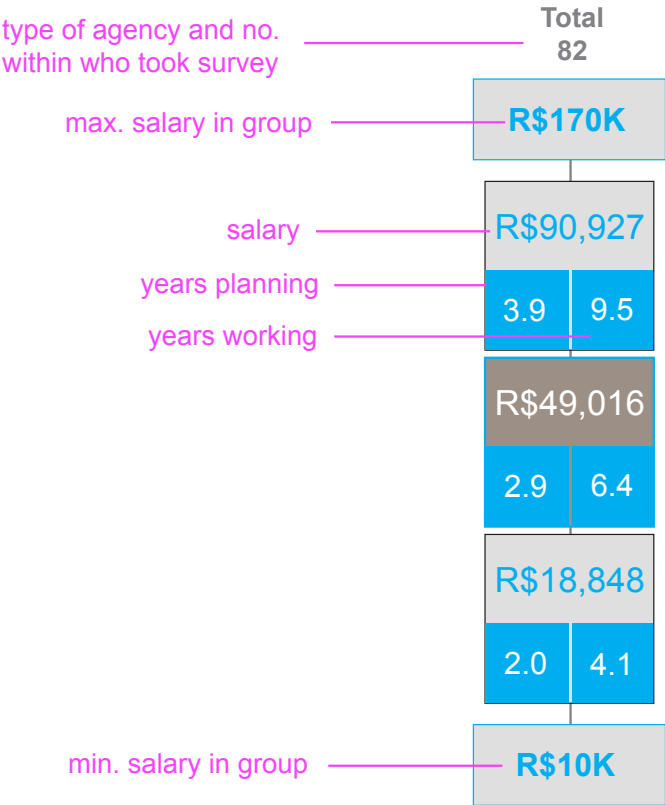
Assistant Planner results - Brazil (+legend)



average of previous year



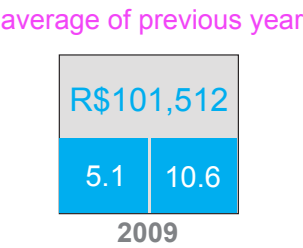
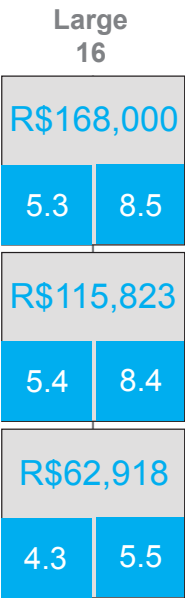
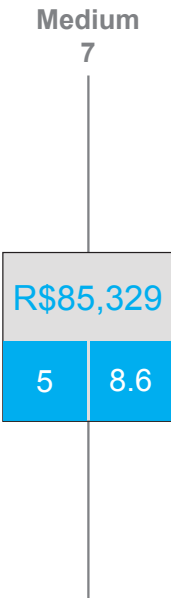
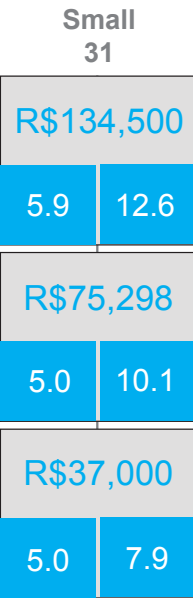
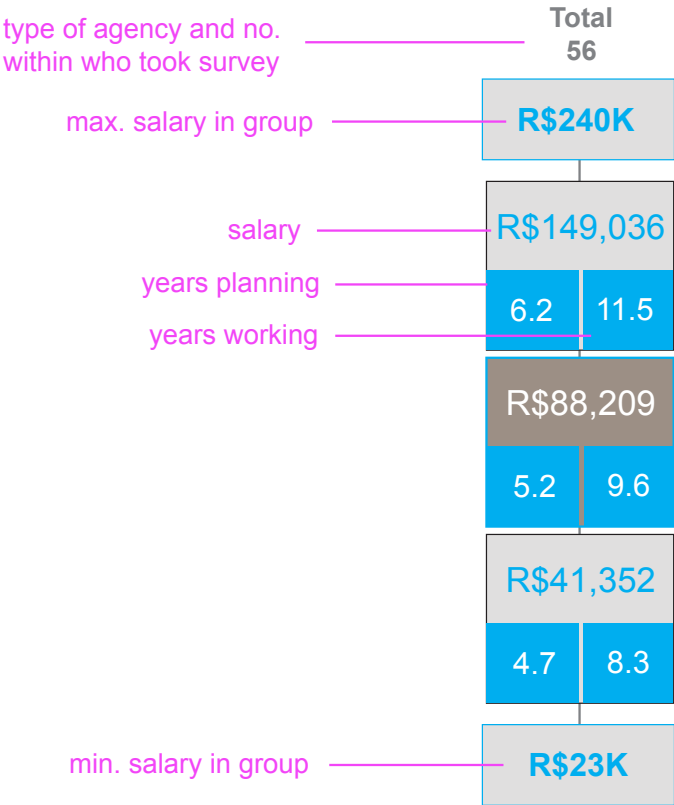
Planner results - Brazil



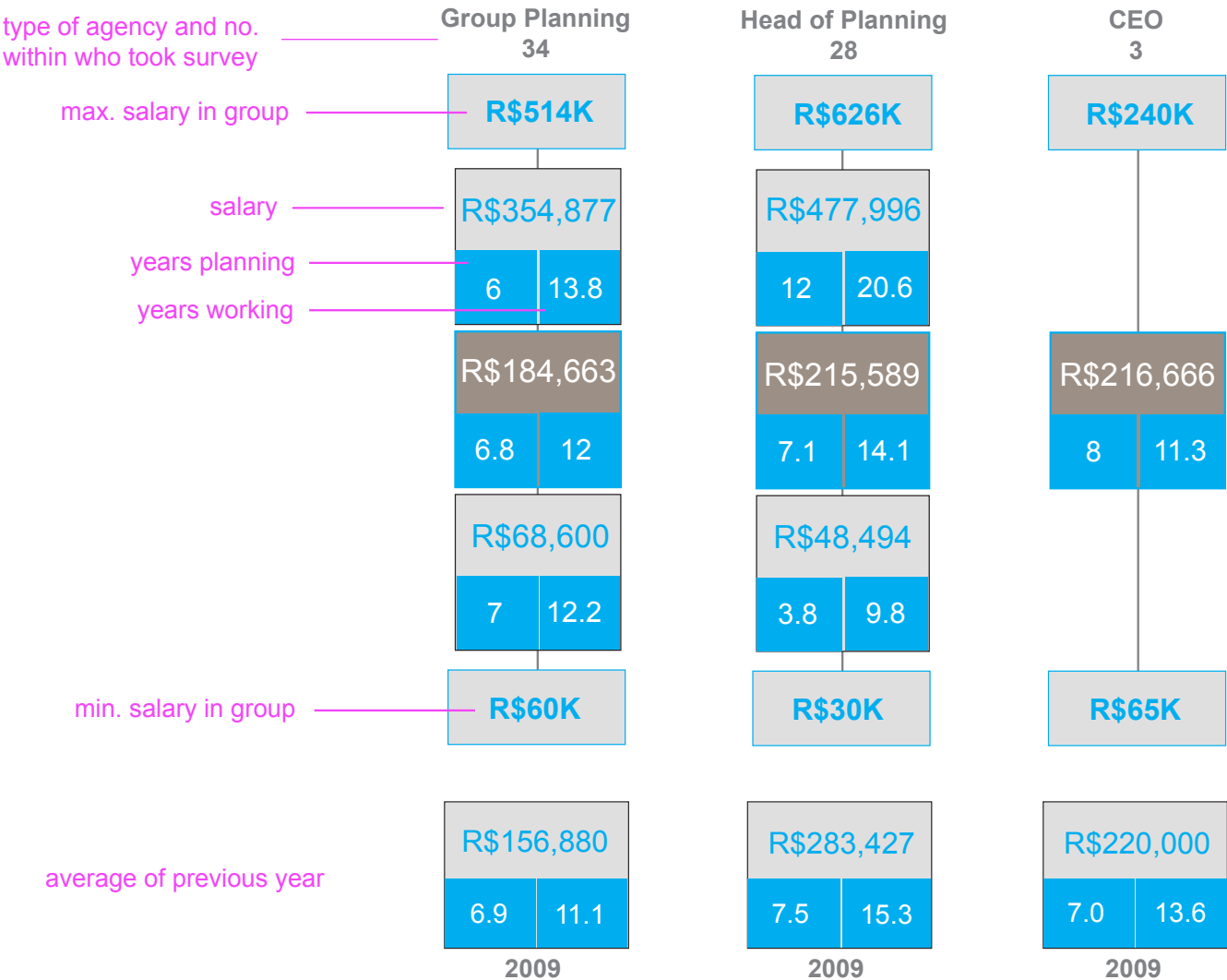
average of previous year



Senior Planner results - Brazil



Group Planning Director, Head of Planning and CEO results - Brazil



Gender - Brazil

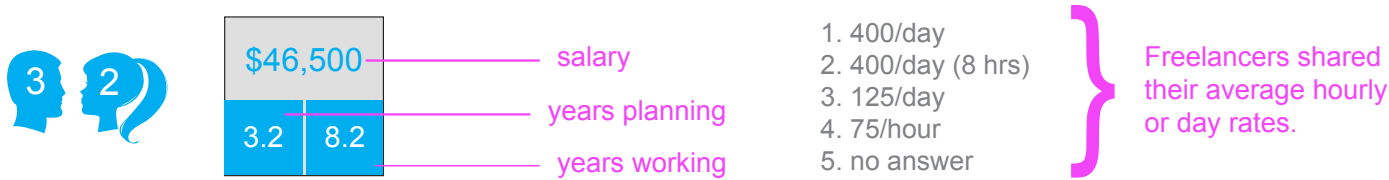
Beyond the Assistant level there were many more male than female planner participants. However, and surprisingly, women are better paid than men across the board.



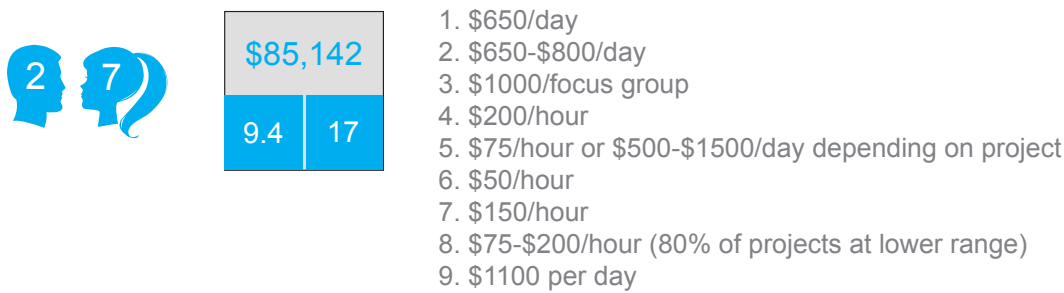
Freelancers

Only for US planners due to number of participants.

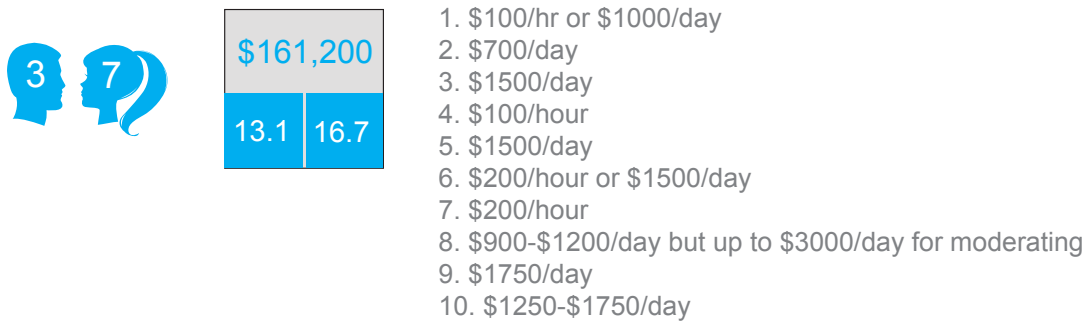
Planner results - USA



Senior Planner results - USA



Group Planning Director results - USA



Planning Director results - USA



Best/Worst things about working for yourself



Freedom: Control over quality and quantity.

Flexibility: Freedom of schedule. The ability to manage time and have full control over capacities and to decide what to work on. Being able to manage a healthy work-life balance.

Less politics, no drama: Less stress, no unnecessary meetings, more time to actually do the work.

Wide range of projects and clients.

Expanding experience.

Gaining exposure to different ways of thinking.



Unpredictability: Constant worry about when and if the next assignment will come along, mercurial nature of projects.

Lack of sparring partner: No team, no mentor, no partner to bounce ideas, solitary, lack of social interaction, no steady pay.

No benefits: Health insurance, paid holidays.

Lack of time management.

Logistics: You have to be planner, account executive, messenger, creative director, administrative.

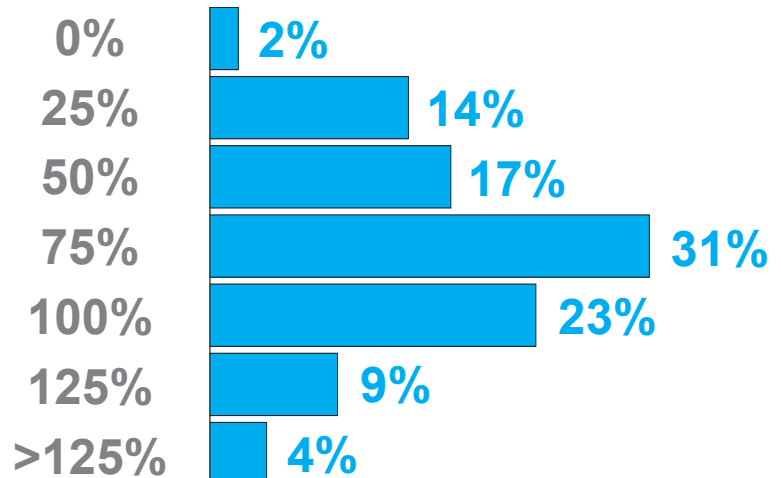
Having to pitch all the time.

Overall:

Freedom was the ultimate reason behind going freelance. Freedom to make decisions, freedom of schedule, freedom from the office bullshit and politics, and the freedom to do things in their own way.

Think about your work capacity over the past year. Which % best describes how much work you've had if 100% is how much work you wanted? (Among all freelancers)

How Much Work I Had



Freelancers – Advice before going freelance (USA)

These quotes are really insightful for anyone considering the freelance route.

IT'S ALL ABOUT CONTACTS

Make sure you have the clients to support yourself. Nothing is as important as real personal connections. If you don't have those, don't jump. It isn't enough to be liked by your clients and have friends at other agencies. There is a long process to market yourself as an individual. First build up your network of possible clients among your current co-workers. By being a pleasure to work with, over-delivering, being a great partner/team member. Start with a client and find a partner who brings a complimentary ethos.

ORGANIZE YOUR FINANCIAL SITUATION

Know what you need to earn to cover your costs and understand exactly how the tax system works. Make sure that you have at least 6 months worth of income saved up for the slow periods. Consider the "overhead" in your hourly rate; going out on your own is great, but it will cost you more than you think. Quote a high rate then negotiate - many clients are willing to pay more for your skills. Then stretch those paychecks because you never know when the next one comes. Sometimes it is months between an interested client and the first check.

MAKE SURE THERE'S A NEED FOR YOUR SERVICES

Start to develop skills/products that you can take with you and sell. Much of the work done at an agency requires the collaboration of many people, but you will only be able to offer yourself. What can you do, as an individual? How will you market those abilities? Try to get clear on what they really expect and what you can really offer. Don't be shy about getting the money that you feel is appropriate for your task - or even more. Don't assume you have to give a "cut rate" because you're learning. Also, when you don't know how to do something emphasize your knowledge of process and getting to a solution rather than the actual knowledge base. Keep copies of briefs, strategy docs, creative outputs, and results on every project you work on. Be prepared to push yourself to learn new things or you'll become obsolete very quickly. Also, having really broad experience across numerous categories is the only way to survive...with special expertise in the "big spending" categories like fast food, automotive, personal care, healthcare, etc.

IT IS NOT FOR THE UNDISCIPLINED

Be flexible and honest about what you can (and cannot) do. I would only advise someone to go out on their own if they can truly "go with the flow" and have the kind of personality where they can embrace different agency cultures and fit in immediately...you have to bring your own thinking to every project but also have to be mindful of "their" way.

Freelancers – Advice before going freelance (Outside USA)

BE AND STAY VISIBLE

Build your network before you make a move and once you've made your move, make sure everybody knows. You should know a lot of people to book you. So best is to start working in some big agency with few planners. Also you should have been in one of the "hot shops", because especially these guys only book planners who have been "there", too. Spend time on your network and never let a contact go cold. Small agencies with no in-house planning are often a better source of business than big ones with lots of planners on staff.

SELL SOMETHING MORE THAN PLANNING

Advertise yourself. Be brilliant. Leave them wanting more. Be interesting. Always phone - never email. Don't be too afraid to over-sell yourself. Be flexible in your offer. Build database of studies, presentations, information and bookmarks. If there's something you believe you are unique in, go market it, and stick to it.

YOU HAVE TO BE ABSOLUTELY COMMITTED, RESPONSIBLE AND ORGANIZED TO MAKE IT WORK

Get used to being really busy or really quiet but not much in between. And check if you like to work alone and all by yourself and if you have enough self-discipline! Don't expect to be treated as one of the team, often the agency board sees you as a cost they have to carry because their business is fluctuating, rather than a flexible asset. When you easily outperform their perm staff, it makes the board very uncomfortable. So do a great job with modesty.

START AFTER YOU HAVE SAVED SOME

Don't do it unless you have no significant financial commitments.

Finding a Job

Thinking of recruiters, which ones, if any, are the best at helping planners find jobs?

USA

Less than half of the respondents had experience with recruiters. The most popular were:

Ada Alpert: "Extremely responsive and well-connected with major agencies."

Tangerine: "They are very well connected and have a line into most good agencies."

Pete Gagliardi: "The man. Period. He cares about your life and your entire career and who you are, not just about placing you in a role."

Barbara Shorenstein: "Very fast, caring and knows how to make a good fit."

Talent Business: "Talented staff. Many were planners so they understand the role."

Lee Weil: "Gets to know you personally and only sends you to interview at places you're a good personality/work fit for."

BRAZIL

Only a few people knew about recruiters that are familiar with planning. The majority of these answers mentioned the Brazilian Planning Group as the most effective way of finding a new job.

Talent Business: "Their reputation is great."

Isabel Arias: "www.sartoria.com.br" (only mentioned once).

Michael Page: "Is starting here in Brazil to do some work in agencies and looking for planners in the market." (only mentioned once)

UK

The number of people who know recruiters is still surprisingly low.

Talent Business: "They seem to care about placing you at the right place, not just to get cash, they understand the long game."

Copper: "Personal relationship, cares and listens."

Major Players: "They make it their job to improve your interview skills and offer you jobs most suited to your skill set."

The Garden Partnership: "They seem to want to find you the right role."

Denise Williams: "She takes the time to get to know you and only puts you forward for jobs that'd be suitable."

LizH: "Considered guidance vs whoring me out to everyone who has a vacancy."

Some popular recruiters in the rest of the world:

AUSTRALIA - The Ladder: "Very knowledgeable and give really solid advise."

CANADA - Grapevine: "More helpful than other recruiters I met with and assisted me with finding this particular role. Time is taken to find a suitable fit."

GERMANY - Dwight Cribb Personalberatung GmbH: "Because of their digital competence."

INDIA - Neela Joglekar: based in Mumbai. "What I really like about her is the drive and persistence with which she approaches openings and candidates."

SPAIN - BPM: "They are a reference in Spain."

Overall

Compared to networking and knowing the right people, working with a recruiter is an option only for a minority of planners.

There is strong skepticism against recruiters, people tend to not trust them.

When it comes to planning directors hiring a recruitment agency to fill vacancies, only the infinitesimal minority considers it as an option. Mistrust and lack of competency came up as issues.

I found my current job:

Through someone I know contacting me **39%**

Through a recruiter **19%**

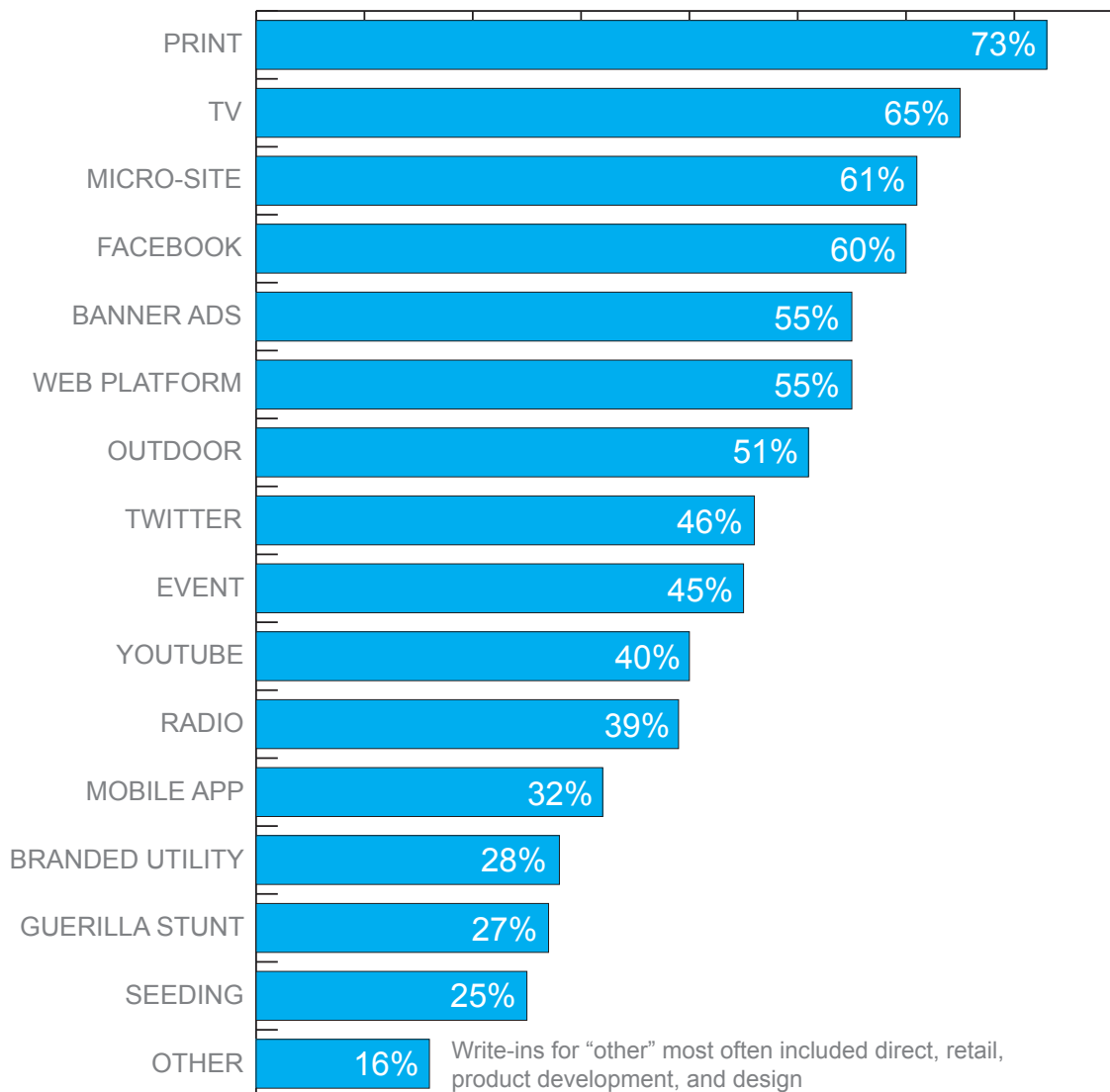
Through my own effort contacting the company **21%**

From a job posting **6%**

Other (Internship, started own business, HR contacted me) **15%**

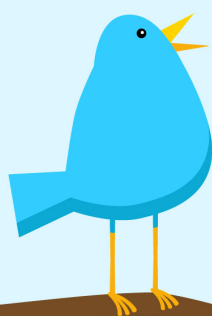
Planning what?

Thinking about your projects over the past year, which of the following were a part of your work?



How many Twitter followers should I have?

If you're looking for the average, here are the numbers (among those who have at least one follower).



	USA / INTL
Assistant Planner	169 / 210
Planner	192 / 335
Senior Planner	213 / 246
Group Planning Director	141 / 234
Head of Planning	353 / 479
CEO	1299 / 710

Blogs and Twitter

Not that I have any more head space to read another planner blog, but I was surprised to see such a large chunk of people breaking this planning commandment. I also think it's interesting to see the US lagging behind a bit on blogs and significantly with Twitter.

	USA / INTL
No blog	43% / 37%
Have one I never update	13% / 12%
Have one I rarely update	16% / 17%
I blog monthly	11% / 13%
I blog weekly	12% / 17%
I blog daily	5% / 4%
No Twitter ID	15% / 9%
Have an ID, but I never tweet	20% / 14%
Rarely tweet	16% / 11%
Occasionally tweet	18% / 21%
Frequently tweet	27% / 39%
I just tweeted about this question	4% / 7%

What, if anything, do you dislike about your job?

CLIENTS,
LACK OF VISION,
PLANNING MARGINALIZED,
NOT ENOUGH TIME TO
THINK, BAD MANAGEMENT,
SPREAD TOO THIN, LACK OF OR-
GANIZATION, WORK/LIFE BALANCE,
UNDERSTAFFED, LACK OF INTEGRATION
WITH OTHER DEPARTMENTS,
CREATIVES, POLITICS, MONEY,
NO GROWTH OPPORTUNITIES,
DIGITAL SHORTCOMINGS,
ACCOUNT PEOPLE



Reasons for leaving your job

Below is an example of a resignation letter based on your survey answers, in order of importance.

Dear Mr. Boss,

This letter is to confirm my resignation. I've been pretty bored at work for the most part and have finally decided that I must find a new challenge. Luckily, a better opportunity has presented itself. I'm thankful that I've landed this spot rather than getting tossed on my ass given this economy. I considered a career shift all together since my erotic sculpture is starting to gain traction in the art world.

But for now, I'm happy just to say goodbye to these office politics and our philosophical differences. This new opportunity is also on the island of Bali. Needless to say I won't miss these Wisconsin winters. There are a few other personal reasons I'm leaving, but these don't matter as much as my new salary which makes my old one look like a teenager's allowance.

And given that my new position is a promotion, offers more creative potential and I will be working for bigger clients at an agency with a good reputation, how could I say no?

Sincerely,

Your former planner

Some choice verbatims

"My former boss was a schizophrenic (sic) and wanted me to be part of some obscure cult with him as the idol"

"Planning was a trophy in a cabinet, wheeled out for pitches but never valued or used internally"

"Fight off laziness"

"Was stagnant"

"Shitcanned"

"My salary was almost symbolic"

How do we feel about our jobs?

We like our jobs quite a bit. But we don't stay in them very long: we're on the move after a year or three.
Do agencies even give a shit about retention?

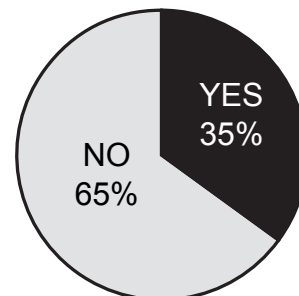
How much do you like your current job?

Hate it - 2%
Don't like it - 9%
Like it - 33%
Really like it - 37%
Love it - 19%

How likely are you to change jobs this year?

Not at all likely - 30%
Somewhat unlikely - 16%
Neither likely or unlikely - 15%
Somewhat likely - 21%
Very likely - 18%

Have you changed jobs in the past 12 months?

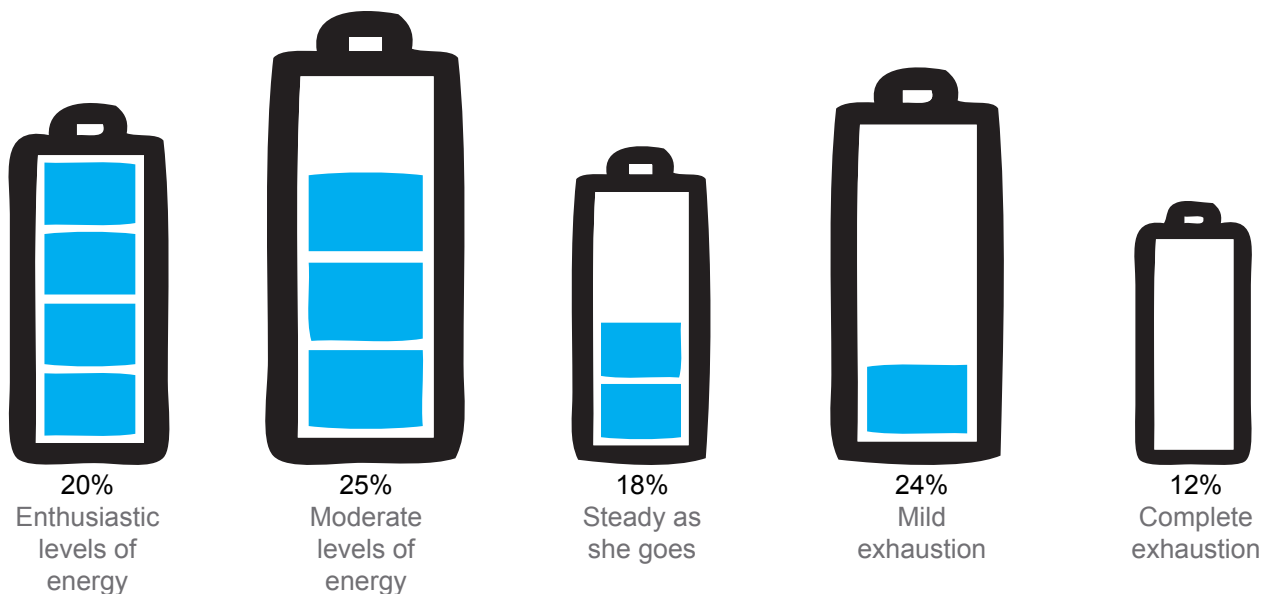


YES=32% last year

How long have you worked at your current company?
(Round to the closest number)

6 months or less - 22%
1 year - 19%
2 years - 19%
3 years - 14%
4 years - 8%
5 years or more - 18%

How do we feel about planning for the rest of our lives?



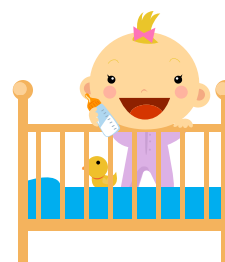
Not planning babies

When I start working on Pampers, I'm certainly not going to be getting my diaper insights from you. And ladies, do our agencies slip birth control into the coffee?

I have children living at home:

Men
27% True
73% False

Women
20% True
80% False



Strong planners

In your opinion, which one agency has the strongest planning group?

Making this a closed-end question and offering "don't know" as a choice made it shoot up to the number one response this year. Not much has changed since last year, except Fallon and Anomaly have swapped places with JWT, and Ogilvy makes an appearance based on write-in votes. I hope this year I can show you why StrawberryFrog should be on your list.

Don't
Know

20%



B B H

15%

Wieden
Kennedy⁺

15%

Crispin Porter + Bogusky

12%

Goodby,Silverstein&Partners

11%

J W T

7%

Fallon | Worldwide

4%

anomaly

3%

Ogilvy

2%



Awesome Planners

Last year I asked who we all think are the most respected planners – the ones we'd most want to work for. This year I asked who we think are the unsung heros. The planners that are too busy being awesome to be famous. This was not meant to be a popularity contest. In fact, if you misunderstood and put down one of last year's most famous planners, I've not included them here. This list is a little pat on the back from the planners who work next to you and notice that you've got the goods.

@litmanlive	Bogdana Butnar	Definitely my boss, but she'd kill me if she ended up in the survey results :)	Ilana Bryant at StrawberryFrog
@deborahmarino	Bradley Kay		Irene Knoth
@stellawongo	Brandalise	Denise Fedewa - Leo Burnett	Irina Lapin, Grey
Aaron Dignan	Brandon Murphy - 22squared	Desmond Marzette (W+K Portland)	Isabelle DeFrancesco
Achim Rietze	Brent Nelsen, Leo Burnett, Canada	Devika Bulchandani at McCann	Issac Jacob
Adam Broitman	Brian McCarter (Freelancer)	Dick De Langué	Ivan Askwith
Adam Chorney at Fallon	Brian Wakabayashi	Dick Steel	Ivomarcos Vieira
Adam Crandall	Britton Taylor	Diego Kerner	Jack Dyan
Adam Ferrier	Brooke Skinner	Dino Demopoulos	Jack Perone
Adele Meyers (Porter Novelli)	Bryan Smith (BBH)	Djanoe Aryanto	Jacob Braude
Aditya Kanthy	Bud Caddell	Dom Boyd, DDB London	Jaime Kalfus
Adla Fayad	Busty LaRue	Domenico Vitale	Jaime Stein - Arnold
Adrian Barrow	C. K. Prahala	Don Longfellow (Innocean, formerly of Saatchi and Y&R)	Jaime Troiano
Adrian Fogel LeoBurnett Chicago	Caio Del Manto	Dorothee Rein	James Hurman (Colenso BBDO, Auckland NZ)
Adrian Ho	Caio Delmanto	Dustin Johnson	James Lou
Adriana Bombonato	Cameron Maddux	Dylan Williams	Jamie Shuttleworth
Aisea Language	Camila Holpert	Earl Cox	Jamie Webb
Alain Sylvain (Sylvain Labs)	Camilo La Cruz	Ed Beard at LBi	Jan Chip Chase
Alan Snitow	Carla Sá	Ed Cotton	Jan Westcott - Energy BBDO Chicago
Alasdair Lloyd Jones	Carlos Abbud	Eduardo Lorenzi	Jared Folkman
Aldo Pini	Carlos Henrique Villela	Eike Koenig from Hort. He doesn't describe himself as a Planner but he defently is one.	Jarett Hausske
Alejandro Cainzos	Carolina Roxo	Emily Bain, Toronto	Jaron Lanier
Alex Grossman	Caroline Krideit, TAXI	Emma Cookson	Jasmin Cheng Twist Image
Alex Marquez	Caroline Simpson	Eric Descombes	Jason De Turris (JWT New York)
Alex Mimoun	Carolyn Hall	Eric Fernandez	Jason Gonsalves
Alex Palleté	Casey Ingle	Erik Jansen	Jason Oke
Alex Pasini	Catherine Heath	Erika Chance	Jason Parker
Alexander Chung	Catherine Kolodij, Allen & Gerritsen	Erin Tait	Javier Suso
Alima Wheeler	Celine Dallas	Erwin Airlangga	Jay Pattisall- BSSP
Alison Bonner	Chantelle Begley	Etty Abadi	Jeff Kenyon
Alison Segar	Charles Frith	Everyone at TRG - there are amazing planners here that don't often get the spotlight	Jeff Paiva
Alison Stewart	Charles Vallance, VCCP	Fab Redhill	Jeffrey Blish, Deutsch
Alistair Beattie	Charles Wigley	Fabiano Coura	Jen Patterson
Allan Alves	Charlie Robertson, Red Spider	Fabio Buresti	Jen Small at Cole&Weber
Alnoor Ladha - Purpose Campaigns	Charlie Snow, DLKW London	Fabio Buss	Jennifer Dellapina
Aluisio Pinto	Cheryl Bailey	Felipe Bertrand	Jennifer Ganshirt
Amanda Latifi	Chris Baker	Felipe Senise	Jennifer Zimmerman
Ambi Parameshwaran	Chris Barredo	Fernand Alphen	Jeremy Holden
Amelia Torode - VCCP	Chris Gallery	Fernanda Flandoli	Jeroen de Bakker
Ana Martin	Chris Snook	Fernando Cardoso - br4 marketing	Jerry Steele, DIGITAS
Ana Paula Cortat	Chris Spencer	Fernando Diniz @ YR	Jesse Bayer
Anastasia Toomey	Chrissie Graboski	Fola Williams	Jill White
Andrea Ring	Christian Cocker, Deutsch	Francis Anderson	Jim Carroll, BBH
Andrew Aquino	Christina Raia	Frank Bethel	Jim Franzen
Andrew Dawson at R/GA	Christopher Dimmock	Fred Samblad at BBH	Jim Lucas
Andrew Edwards	Christopher Owen - The Richards Group	Fritz Kuhn	Jim Sheehy
Andrew Gardner	Chrstitina Raia	Gabriel Borges	Jimena Toledo
Andrew Howells	Cintia Gonçalves, AlmapBBDO	Gabriela Arriaga (México)	Jing Villacorta
Andrew McCowan, Planning Director, JWT	Claudia Salzmann	Gabrielle Muse	João Gabriel Fernandes
Sydney	Clay Langdon	Gard & Paul at VML	Jody Thomas at RPA
Andrew Moss	Clay Parker Jones	Gareth Ellis, Saatchi & Saatchi London	Joe Gray, Leo Burnett
Andrew Teagle	Cliff Courtney	Gary Stein at Isobar	Joe Nio
Andy Grayson	Clive De Freitas	Gavin Heaton	Johan Östlund, DDB Hong Kong
Andy Jones (formerly Ogilvy)	Colin Mitchell	Gem Romero	Johannes Schneider
Andy Lear	Colleen Decourcy	Geoff Director	John Gerzema
Andy Lindblade	Conn Fishburn	George Bryant	John Grant
Andy Walsh @ MediaCom London	Cory Pelletier	George Scribner	John Griffiths
Andy Whitlock	Craig Elston @ Integer	Gerard Smith	John Heath @ Gotham
Angela Jones	Craig Mawdsley	Gil Aranowitz	John Kottman
Anibal Casso	Crystal Merritt	Gilberto Della Giustina	John Shaw, Ogilvy Global Planning Director
Anomaly's planners	Crystal Roubadeaux	Giles Hedger	John Thorpe
Antonio Quijano	Dagny Scott	Gisela Toledo	John V Willshire (PHD)
Ardi Telli	Dan Carlton, the Paragaph Project	Gisele Jordão (3d3 - Brasil)	John Woodward
Ari Nave	Dan Cherry (Anomaly)	Graceann Bennett	Johnny Bauer @ Droga5
Arvind Mohan - Chief Strategy Officer Y&R India	Dan Goldstein, TBWA Chiat Day	Graeme Douglas	Jon Howard Quiet storm London
Arvind Srivastava, head of planning Ogilvy	Dan Hill	Griffin Farley	Jon Storey (not exactly unsung, but not so visable as many)
KL, Malaysia	Dan Landin	Guillermo Navarro	Jon Tipple
Ashley Alsip	Dan Ng	Gustavo Donda	Jon Wade - Head of Digital Planning at Wunderman London
Ashley Connors	Dan Sutton	Gustavo Foldvari	Jonah Disend
Ashley Yetman	Danah Boyd	Gustavo Lotufo	Jonathan Brown at Publicis Notorious (London)
Asi Sharabi	Daniel de Tomazo	Gustavo Otto	Jonathan Daly, Saatchi Asia-Pacific
Asi Sharabi	Daniel Joseph	Guy Mijola	Jonathan Fletcher
Atan Burrowa	Daniel Ribeiro - Almap BBDO	Guy Murphy	Jonathan Isaac
Austin McGhie	Daniel Rios	Hamish Chandra	Jonathan Lum
Avin Narasimhan	Daniel Teng	Harlan Kennedy	Jonathan Sadlowe
Ayesha Wallawalkar	Daniel Walloch	Hashem Bajwa	Jonny Lang in Singapore seems pretty damn good
Baysie Wightman	Darcie Shively	Hattie Booth	Jorge Perez-Holder (Leo Burnett Mexico)
Belle Frank at Y&R NY	Darren Savage, RGA	Heidi Hackemer, BBH	Jory Edmunds
Ben DiSanti	Dave Mccaughan	Helen Lawrence at Dare	Josep Hernandez, Wunderman
Ben Fielding	Dave Snell	Helge Tenno	Josh Chambers
Ben Kay, RKCRY&R	Dave Weaver	Henni Sanft, Doner	Joyce Simmons
Ben Kunz	David Amers	Henry Kozak, BD Network	Juan Isaza DDB Mexico
Ben Richards	David Eastman, JWT	Henry Mintzberg	Judy Flanagan
Ben Shaw	David Grzelak - Engauge	Hernán Ponce	Julian Smith
Benevenuto at RGA	David Hackworthy	Howard Roberts - Saatchi & Saatchi	Julie Burke head of insights at fallon
Benjamin Le Clercq	David Hudson	Huw Gildon	Julie Liss
Bernardo Geoghegan (Argentina)	David Laloum, Y&R Brasil	Iain Tait ex poke now W&K	Julie Smith
Bertrand Cesvet	David Lavietes	Iain White, JWT Bangkok	
Beth Fetzer	David Measer	Ian Foulds	
Beth Knight	David Page		
Bob Mazerov	David Sandström		
	David Terry		

Julika Prenzel	Marilia Brugnolo - ID/TBWA	Pat Palmer	Shelley Brown, zig ideas
Julio Ribeiro	Mark Hancock	Patrick Palmer	Shireen Jiwan
Jura Craveiro	Mark Lewis	Paul Barnett	Sidney Bosley
Jurandir Craveiro	Mark Miller at Team One in Los Angeles	Paul Colman	Sigrid Jakob
Jurene Fremstad	Mark Pollard	Paul Gage	Simon Law
Justin Graham (BBDO)	Mark Renshaw	Paul Gilberto	Sonya Shmatova
Justin McMurray	Mark Rukman	Paul Graham	Sreenesh Bhat Ogilvy India
Karan Gera	Mark Sherrington	Paul Isakson	Stacey Grier at DDB SF
Karen Heumann	Mark Silverman	Paul Matheson	Stacey Lesser
Karen Sharp - Arnold	Mark Simmons	Paul Parton	Steffen Stäuber
Karin Knutson	Mark Turner - SSLA	Paula Ausick	Sten Braathen, Kitchen / Leo Burnett
Karl Long	Martin Bishop	Paula Lagrotta from NBS Brazil	Stephanie Ouyoumjan
Karl Turnbull	Martin Karaffa	Paulo Macari	Stephen Farquhar
Kasha Lewis	Martin Ramos	Pedro Costa (AFRICA – Brazil)	Stephen Griffith Hahns (Mullen)
Kasia Molenda	Martin Weigel, Wieden + Kennedy, Amsterdam	Pedro Porto, from brazilian agency AFRICA	Steve Bullock - a real 360 planner
Kate Rutter	Mary Mills	Pele Cortizo-Burgess	Steve Walls
Kate Waters	Matasel from Romania's Leo Burnett agency	Pérola Freeman	Steve Zaroff
Katherine Wintsch - The Martin Agency	Matt Butcher	Pete Heskett	Steven Hopkins
Katherine Zeng	Matt Herrmann (formerly GSP, now McCann)	Peter Clements (CHI)	Stewart Young
Kathy Kline	Matt Herrmann (McCann)	Phil Graham - Mother	Straith Schreder
Katie Chatfield - Australia	Matt Jarvis at 72andSunny	Phil Jackson	Stuart Smith (W+K NYC)
Katie Conway at Tattoo	Matt Mattox	Philip Sheldon	Sub Nijjar
Katie Dreke	Matt Milan	Pierre Coulier	Sunaina Gupta
Katie Harrison, BBH	Matt Saunders	Pratik Thakar	Suresh Nair, Grey
Kay Bradley	Matt van Hoven	Rachel Hatton	Susan DeSimone - Freelance planner/Mpls
Keid Sammour (from CUBOCC)	Matt Williams	Rachid Kanaan	Susan Kaufman, Minneapolis
Keith Newton	Matthew Milan (former planner, now owner of Normative)	Rafael Barreto	Susan Small-Weil, The Seiden Group
Kelle England	Matthias Breitschaft	Rafael Jardim (Talent - Brazil)	Suzanne Powers @ TBWA NY
Kelli Robertson AKQA	Matty Tong	Raj Gupta	Sveta Doucet, Profero NY
Kelly Eidson	Max Heilbron	Ralph Bennewitz	Sveta Srinivasan
Kelly Evans Pheifer	Maxine Thomas - Taxi	Ramon Olle, Spain	Taylor Standlee - consultant
Kelly Schoeffel	McCann Erickson Planners	Ramon Valadez	Ted Florea @ GSP - brilliant, if a bit unpredictable
Kelly Thompson Carmichael Lynch	me	Raphael Barreto (DPZ/Brazil)	Teresa Harris - Saatchi New Zealand
Ken Hollander, DDB New York	me	Ray Kurzweil	The head of planning at Mother
Ken Muench	me	Rebecca Matovic	The Integer Group
Kenji Summers	me	Rebecca Munds, CHI and Partners, London	The Martin Agency Planning Department
Kerry Stranman	me!	Rebecca Stambanis	The Preston Kelly Team, and Colle+McVoy
Kevin Brockenbrough	me, of course.	Reema Vyas	Thorsten Kremser
Kevin Dundas	Me.	Rei Quinto (Wunderman Brazil)	Tiago Stachon
Kevin Nelson at McCann NY	Me. hahahaha	Reid Evans	Tiffany Graeff at Saatchi NY
Kevin Rothermel	Meg Way	Remi Marcelli DDB Paris	Tiffany Kenyon
Kevin Sugrue	Mel Barden	Renata Bokel	Tim Hollins
Kiran Vaswani	Merry Baskin	Rene Baquero	Tim Malbon, Made By Many
Kirsten Recknagel	Meryl Freeman	Renee Quan	Tim Maleeney @ Ogilvy NY
Kirsty Higgins	Michael Angelovich	Rhea Curry	Toby Horry
Kirsty Saddler	Michael Chapman	Richard Dunn	Tom Callard
Koishiro Tanaka	Michael Deszo (JWT)	Richard Kelly (Lowe)	Tom Donovan
Kristen Cavallo	Michael Fanuele, Euro RSCG NYC	Richard Pentin	Tom Han
Kunal Jeswani	Michael Hastings-Black	Richard S Bell	Tom Morton TBWA
Kunal Muzumdar	Michael Llewellyn-Williams	Richard Santiago (Arnold)	Tom Naughton
Lachlan Badenoch	Michael Ramah (Porter Novelli)	Richard Storey	Tony Evans
Lance Hill	Michael Udell	Rick Leibling	Tracey Follows, VCCP London
Lara Lew/TBWA Brazil	Michael Zorn	Rita Almeida	Trevor Harvey - TBWA London
Lars Friberg	Michel Lent	Rob Campbell	Uli Kurtenbach
Laura Chiavone	Mick McCabe	Rob Collins	Undercurrent
Laura Tan	Miguel Velhinho	Rob Klingensmith	Valerie Henaff
Lauren Puglia	Mike Arauz	Rob Perkins	Verra Budimilija at G2 London
Lauren Tucker	Mike Cox	Rob White	Vicky Aloneftis
Laurence Horner (at Mother London)	Mike Daniels	Roberta Carusi	Victor Marx
Leandro Ogalha	Mike Doody at Publicis	Roberto Justus	Victoria Kaulbeck
Lee Daley	Mike Gaertner, Loomis Group	Robin Hafitz	Vincent Garel (TBWA Paris)
Lee Maicon	Mike Reeder	Rocio Fernandez (Dieste)	Vincent Thome
Lee McEwan	Mike Ronkoske	Rodrigo Maroni	Vishal Sharma
Leeann Leahy at Lowe	Milo Chao (DDB Hong Kong)	Roger Gagnon at Critical Mass	Vivan Vianna
Leila Fernandes	Mimi Wheeler	Rogério Colantuono	Vladimir Jones
Leka Pinheiro	Min Hee Lee	Rohit Srivastava - Head of Planning Contract	Walt Barron
Leon Phang - The Planning Lab - Jung von	Mindy Price - not known, but excellent	Advertising Mumbai	Walter Longo (Newcomm Group - WPP)
Matt	Mollie Partesotti	Rose Cameron - Euro RSCG Chicago	Wanda Pogue - Saatchi & Saatchi NYC
Leona Frett	most of them	Ross McLean- DraftFCB	Whoever helped plan Dos Equis
Lesley Bielby	MT Carney	Rowena Alston	Will Humphries
Lesley Walsh	My colleagues in BBDO and Saatchi&Saatchi	Ruby Sheng	Wojtek Szumowski at CP+B (US)
Leslie Stone	Croatia	Ryan O'Connel - Clems Sydney	xavier charpentier
Liana Chang, W+K	Naomi Mersky	Ryan Wilson	Yee Thong Wong
Libby Anderson	Natalie Anderson	Said Schneider (working mainly for the Pall Mall brand, currently at G2, Germany)	Young Lee
Lindsay Ellerby	Natalie Horne	Sam Alonso	Zach Lev
Lindsey Allison	Natasha Jakubowski	Sam Ismail	
Liron Reznik at Skinny	Nathan Gray	Sandy Burns at Red Spider	
Lisa Killbourn	Neal Arthur	Sandy Thompson	
Lisa Rios	Neil Hourston, Grey London	Santosh Desai	
Lorenzo Bresciani at Lowe London	Neil Perkin	Sara Bamber	
Louise Nolder	Newton Nagumo - JWT Brazil	Sara Brito at CP+B.	
Luca Roselli	Nicholas Gill	Sara Gallego	
Luis Miranda	Nick Barham at W+K shanghai	Sarah Booth - McCann Manchester	
Luiz Mastropietro	Nick Bartle, BBDO	Sarah Carter	
Lukas Dudek	Nick Chapman	Sarah Clark, CHI&Partners	
Mack Reynolds	Nick Emmel, Dare, UK	Sarah Hall, Dave Snell	
Madhukar Sabnavis	Nick Gill	Sarah Patterson at Leo Burnett	
Madlen Grenzmann	Nick Hirst	Sarah Saline	
Mal Bonnington	Nick Southgate	Sarah Watson, DDB UK	
Malcolm White from Krow	Nicolas Moerman	Satish Krishnamurthy	
Malia Supe	Nigel Carr	Scott Cromer	
Marc Leurs (TBWA, Amsterdam)	Nikki Crumpton	Scott Hughes at Critical Mass	
Marc-Antoine Jarry	Nikky Cronk	Scott Jensen	
Marcello Magalhães	Nina Lalic	Scott Karambis	
Marcelo Serpa	Nisan Guanaes	Scott Kraft	
Marci Ikeler	Noah Brier	Scott Lukas	
Marcia Roosevelt	Northern Planner	Scott MacMaster	
Marcio Beauclair	Oke Müller	Scott Redick @ Heat	
Marco Aurélio Centenaro (Cheil Brasil)	Olivia Provan	Sean Boyle	
Marcus Fischer, Space 150	Oriol Bombi	Sean Howard	
Margot Grover	Otón	Sebastian Gunnewig, 180 LA	
Mari Zampol	Ozioma	Serena Saitas	
Maria Tender, ddb	Pablo Lezama	Sergio Katz	
Mariana Bricchetto	Pamela Narins	Seth Gaffney	
Mariane Maciel	Paramita Mohamad	Shannon Williams	
Marie Jamieson - Global Planning Director TBWA	Partha Sinha	Shel Kimen	

Closing thoughts

I'd love everyone to take a moment and register on the plannersphere wiki (<http://plannersphere.pbworks.com>). This is an excellent resource for us all including job postings, book suggestions, and a collection of planner blogs and twitter IDs. Put that cognitive surplus to some use and make some additions. It's only as good as all of us.

If you have questions about the survey, let us know. The four of us can answer follow-up questions and would love to know any thoughts that pop into your mind to make it better next year. Follow our Twitter and Blog feeds for up-to-date survey news, gig alerts, and other interestingness we stumble upon.



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[@boribora](https://twitter.com/boribora)

<http://flavors.me/boritoth>

Special Thanks

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