WPP Media

World behind the bubble in Central Europe

Why it's not wise to rely on the "proven" method "judging others by your own standards" in media campaigns planning.
(how marketing people differ from general population in CZ, HU, PL & SK)

December 2025

Project background

Why did we start this project

Although we have every sophisticated program and AI tools that process not only media data about consumers, let's face it, quite often we slip into doing something or making a decision based on our "experience, feelings, intuition". After all, we live in the same world, we consume the same media, and we are consumers too. But it would certainly not be wise to rely on our experience for media planning and marketing, because the media (and certainly consumer) habits of the media and advertising people, our clients and marketers in general, are often fundamentally different from the general population.

We state it as a fact. Because we already found out that this is the case in the past 2 waves of the project that started 5 years ago in the Czech Republic. |In 2025, we used the same procedure for evaluating the media habits of media people, advertisers, their clients and the general online population across 4 countries: besides Czechia, also Poland, Hungary and Slovakia. This year we looked at two special topics: AI and how people in these countries see the future.

Definition of group descriptions used in the charts

General population = a sample of online population in each country (representative according to gender, age, education, region and size of the place of residence). It means those with access to the Internet and at the same time older than 15 years. That's at least 92% of people over the age of 15 in Central Europe.

Media people = employees of WPP Media media agency.

Ad people = employees of Ogilvy and VML ad agencies.

Clients, advertisers = representatives among the clients of the above agencies.

Data sources

Unless otherwise stated, the data comes from the 3rd wave of Media Bubbles project for the Czech republic, in Poland, Slovakia and Hungary it's 1st wave of the project.

Who participated on the project

				
MEDIA & AD PEOPLE WPP AGENCIES' EMPLOYEES	N=223	N=48	N=238	N=143
CLIENTS OUR CLIENTS, ADVERTISERS	N=186	N=43	N=153	N=78
ONLINE POPULATION 15-70 Y.O.	N=1049	N=1048	N=1021	N=1000
DATA COLLECTION DATE	October/November 2025			
DATA COLLECTION METHOD	Online questionnaire			

CETRAL EUROPEAN VERSION OF THE MEDIA BUBLES PROJECT PROVED THE FACT THAT

A job in a bubble of media & ad agencies and their clients (= people from marketing) makes you younger and in love with the AI.

What is our marketing bubble like

- When we expanded the Media Bubble project from the Czech Republic to another three Central European countries (namely Hungary, Poland and Slovakia), we were curious if the results prove the findings and learnings, we had from the waves we did in the Czech Republic (where the project started in 2021).
- As you will see, the **results show that yes, people working in the marketing are simply different from the "ordinary" population and we need to be careful not to judge others by our own habits, routines and world views**.
- In some cases, **we** (marketing people) **are very similar across all 4 countries** (similarly different from the population of these countries) – **typically in case of media habits**. In other cases, there are differences between countries that reflect particular conditions in every country – typically how we see the future.
- As we did find in the Media Bubbles project that we started in the Czech Republic years ago, **women form a majority in our industry across all 4 countries**. This is true both for media & ad agencies' people and our clients. The share of women is 70% on average - only Slovakia differ with 60% share.
- Also, **most of us are not older than 44 y.o**. (unlike the general public where almost half of people are 45+). Again, across all four markets.
- And as we already knew from the past Czech Media Bubbles, **education level represents one of the biggest differences of our bubble compared to general population**.
- Overwhelming **majority of us have a college degree** (70-90%) – unlike within the general public where it is less than quarter in case of CZ & SK and around 30% in HU & PL.
- And this **factor plays crucial role in many areas of life and attitudes to many current issues**.

Media activities where marketing people differ most from the general population

Examples of other activities where our bubble differ the most.

- **Marketing people are very intense followers of news and current affaires**. Despite the usual pattern of being more similar to youngest audience with our media habits, this is the exact opposite. We are more like people 45+ (and usually ahead of them).
- Working in open spaces takes it toll. As a result, **marketing people are addicted to music streaming**, even the youngest generation can barely keep the pace with us.
  - Within the general population across all 4 markets, this is much less the case – music streaming usage drops significantly with the rising age.
- In case of **podcasts**, there is **no unified picture**. In the **Czechia** and **Hungary**, **marketing people easily beat others in their podcasts' usage**. On the other hand, in **Poland and in Slovakia, marketing people are not that different from the general population**.
- Listening to podcasts is also no longer just a young people activity – only those 45+ lag behind.
- For some reason, **active gaming escapes us a bit**. We are more like the mature parts of population in this case – or even "worse". So esp. in case of gaming, it should be a huge mistake to have some expectations and assumptions about the impact of this media activity based just on our experience.
- **Marketing people are also no big fans of spending time with mobile games**. Usually, we spend with this activity less time than even those 45+. And there are many of us who don't play mobile games at all.
- As in case of previous gaming related activities, also in case of **e-sport and gaming streaming marketing people lag behind** a bit. We are more like the more mature parts of population in this case again.

Artificial Intelligence summary

In general, **marketing people in all 4 countries are more optimistic about AI impact on the future** (except for Poland, where the population is super optimistic).

However, both within the population and among marketing people, it's the **balanced approach that prevails** (expecting both positive as well as negative effects of AI). Women are usually more cautious than men and younger people are a bit more optimistic about AI than older ones.

Regardless of the outlook, the **development of AI should be definitely regulated**. And marketing people are even more ardent supporters of this approach. This is unanimous verdict across all 4 markets.

Unsurprisingly, **marketing people in all 4 countries are well ahead of the population in their awareness of various AI services**. ChatGPT is the clear leader, followed by Gemini, Copilot, Siri and Alexa.

Given all the hype about **ChatGPT**, it's probably no wonder that it's the **best-known AI service** also **within the general population in all 4 countries involved**. Gemini comes 2nd and Siri 3rd.

And similarly, **usage experiences of marketing people are much more intensive** compared to general population (which is of course influenced also by the nature of our work).

ChatGPT's usage is almost universal followed by Gemini (usually stronger among media & ad people) and Copilot (that is much stronger among our clients).

Other tools are used much less. Siri is used by app. 30% of marketing people across all countries. Claude is used by media & ad people esp. in Poland and Slovakia.

General public uses primarily ChatGPT and some use also Gemini.

So, if the future will be really all about AI, marketing bubble will be one those best prepared.

And what will the future be like?
better not ask ...

- Moods and perception matter sometimes more than the reality itself. Therefore, we were interested in how people evaluate the **direction their respective countries are heading**. **Poland is the only country where optimism and pessimism levels are balanced**. App 40% think the country is going in the right direction (both among marketing people and general population) – and 40% think the opposite is true. This makes it an optimism beacon in Central Europe.
- **Only the Czech Republic can match these number BUT only among marketing people**. Ordinary Czechs are far less sure (with only 25% of them thinking that country is going in the right direction).
- **In Hungary and especially Slovakia negative outlook prevails by a great margin**. In Slovakia 75% of the population and 90% of marketing people think the country goes south. In Hungary, it's over 60% universally.
- It is noteworthy that except for Czechia, **in PL, HU and SK marketing people are in line with the population**.
- **Economic situation** does not look much rosy in Central Europe either.
- **Poland is again relatively optimistic country** – with clients being the most cheerful. **Almost half of Poles think the economic situation in 2026 will be he same or even better than in 2025**.
- In the **Czech republic, marketing bubble is slightly more optimistic than the general public** (i.e. that the situation will mostly be the same as this year). Over half of marketing people and 45% of the general population expect the economic situation to be the same or even better than in 2025.
- **It's Slovakia again that leads the pessimism** (there is virtually no one who would expect that the economy could be better than in 2025), 70% of population and 80% of marketing people expect it to be worse. **Hungarians follow** with a bit "better" numbers ("just" half of people think the situation will be worse)..

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prague@wppmedia.com