



Australian brands feeling pressure as global politics heightens uncertainty

By [Ashley Regan](#) | 31 March 2025

0 Comments

The current uncertainty around global politics is causing Australian brands to be more cautious.

As local businesses grapple with shifting trade policies and economic swings, some marketing activity has slowed, according to industry sources.

One source told *AdNews* two pitches their agency was involved with were put on pause because those companies, which are expanding into the US, are waiting to see how the country's new tariff laws will affect their Australian business.

Another source said an international client is considering moving its factories from China and Mexico to the US in response to the tariff laws, as a result the company remains hesitant on marketing activity.

Other clients have extended current agency contracts as they learn what the ripple effects of international policies mean for their local business.

Market analysts have started [revising downwards advertising spend forecasts](#) for the US as the Trump administration goes ahead with raising tariffs.

IPG's Magna cited a "decline in confidence" and a lack of economic visibility which may impact marketing and advertising budgets in the short term.

Magna analysis now puts advertising revenue growth at 4.3% in 2025, down from the previous forecast of 4.9%.

WARC has downgraded its 2025 forecast for global advertising spend by nearly \$US20 billion, to 6.7% due to growing market volatility.

Changes in trade policies can see short-term investment decline by about 4% in the US and China and about 2% in the Eurozone and U.K, according to [Oxford Economics](#).

If business uncertainty persists, cumulative investment reductions could reach between 10% and 20% over several years, hampering global economic growth.

There is a lot of business disruption going on, TrinityP3 founder and CEO Darren Woolley said.

"But none of that has impacted us from the point of view of having to stop or pause the pitch," Woolley told *AdNews*.

"Certainly there's a lot of conversations with clients who have extended their contracts for 12 months or six months, but no one has actually started to pitch to then stop or pause the process.

"There is a lot of uncertainty in the market, economic uncertainty driven by tariffs, which is driving businesses to rethink their business models, so things like pictures come secondary to those bigger business decisions."

Enth Degree CEO Graham Webster said none of his clients have been impacted by developments in the US.

"We have not seen a slowdown in pitching. Quite the opposite really. We are finding the market quite buoyant," Webster told *AdNews*.

Have something to say on this? Share your views in the comments section below. Or if you have a news story or tip-off, drop us a line at adnews@yaffa.com.au

Sign up to the [AdNews newsletter](#), like us on [Facebook](#) or follow us on [Twitter](#) for breaking stories and campaigns throughout the day.



Paul Harris via Unsplash

AdNews Newsletter

The AdNews enewsletter, brings you the latest advertising and media news direct to your inbox! [Become a member](#) and get the weekly newsletter free!



AdNews Magazine

[Subscribe](#)

Editor's Picks

- AdNews Agency Of The Year Awards 2024: Winners revealed
- Mark Green inducted into the Advertising Hall of Fame
- Early signs of improved TV advertising spend

AdNews Social



Latest Comments

- 10:26 AM** Congratulations Sarah and the team, a great win!
Dave Walker on [Involved Media wins CareSuper from Initiative](#)
- 8:24 PM** I've only just heard this news. It's very, very sad. Condolences to her family, partner, f...
David West on [Obituary - Designer Jullana \(Julz\) Bacmaga](#)
- 4:48 PM** Fantastic article! So refreshing to see such an honest and accurate depiction of some key systemic l...
Emily on [IWD - From Redundancy to Revolution: How losing my job while pregnant set me free](#)
- 4:28 PM** Thank you for your comment. AdNews covers the salaries of CEOs of all media companies listed on the ...
Chris Pash on [oOh! CEO Cathy O'Connell's pay shrinks](#)
- 9:27 AM** Congratulations Alastair, Mum and I are so very proud of what you have achieved. It's great to see s...
Dennis Coysh on [Initiative expands national strategy team](#)

0 Comments

[1](#) Login

Start the discussion...

LOG IN WITH



OR SIGN UP WITH DISQUS



Name

[Share](#)Best [Newest](#) Oldest

Be the first to comment.

 [Subscribe](#)  [Privacy](#)  [Do Not Sell My Data](#)

DISQUS

[About AdNews](#) [Advertise](#) [Contact Us](#) [Privacy Policy](#) [Site Map](#) [Newsletter](#) [Subscribe](#) [Terms & Conditions](#) [Yaffa Media](#) [Web Advertising Specs](#)
[Print Advertising Specs](#) [Mobile Site](#)

We acknowledge the Traditional Custodians of country throughout Australia and their connections to land, sea and community. We pay our respect to Elders past and present and extend that respect to all Aboriginal and Torres Strait Islander peoples.

