Strategy salaries.



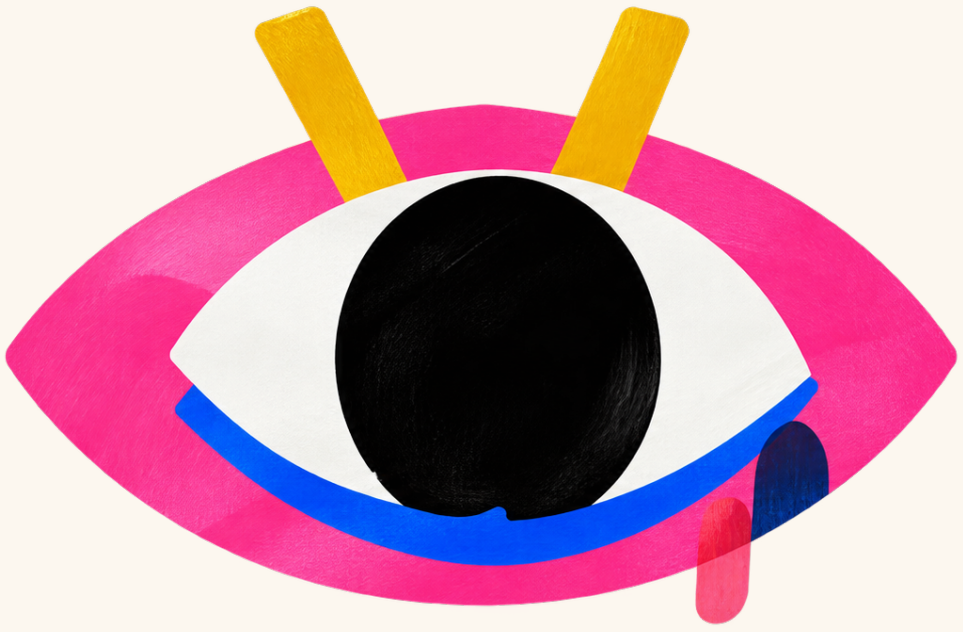
50 accepted salaries.
Two types of strategist.
Some interesting
signals.

studioBamboo

Not all strategists do the same thing.



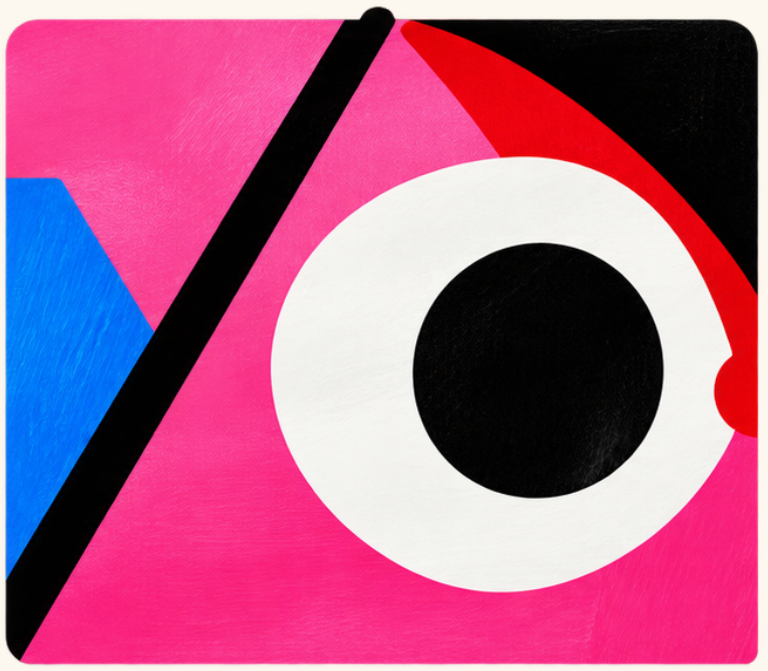
So we borrowed Fahrenheit 212's two-sided equation and split the strategy world into two camps.



Magic

Insight. Brand. Innovation. Creative.

The people figuring out what people want, what something should mean and what could exist next.



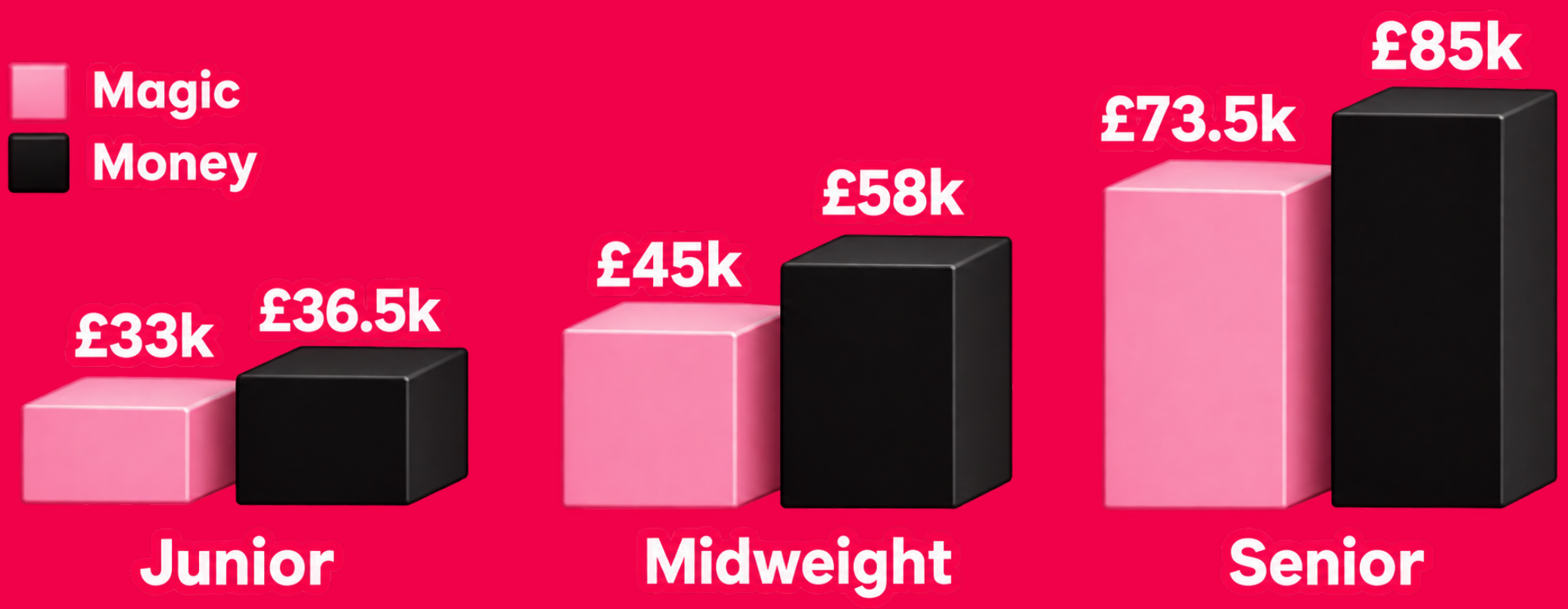
Money

Commercial. Growth. Transformation.

The people figuring out where to play, how to grow and how to create commercial value.

Right now, Money pays more than Magic – from Junior to Senior Strategist.

Director+ excluded: sales commission, equity and profit share make comparisons messy.



studioBamboo

The Midweight Gap

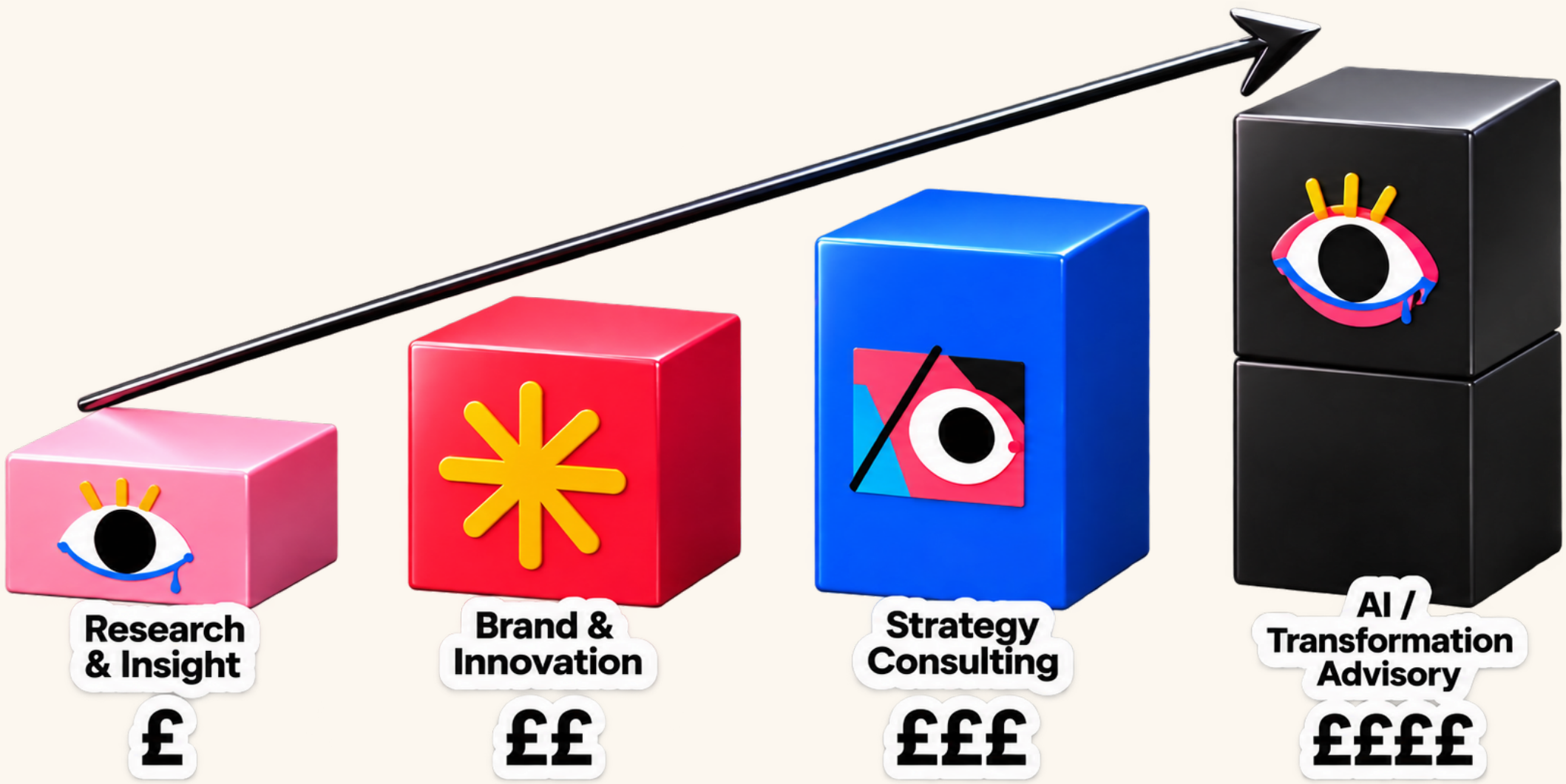
That's the difference between the median salaries of the midweights in our sample ↓

£13K.



studioBamboo

Where you do strategy seems to matter.



studioBamboo

The closer the strategy gets to commercial value, the higher the salary becomes.

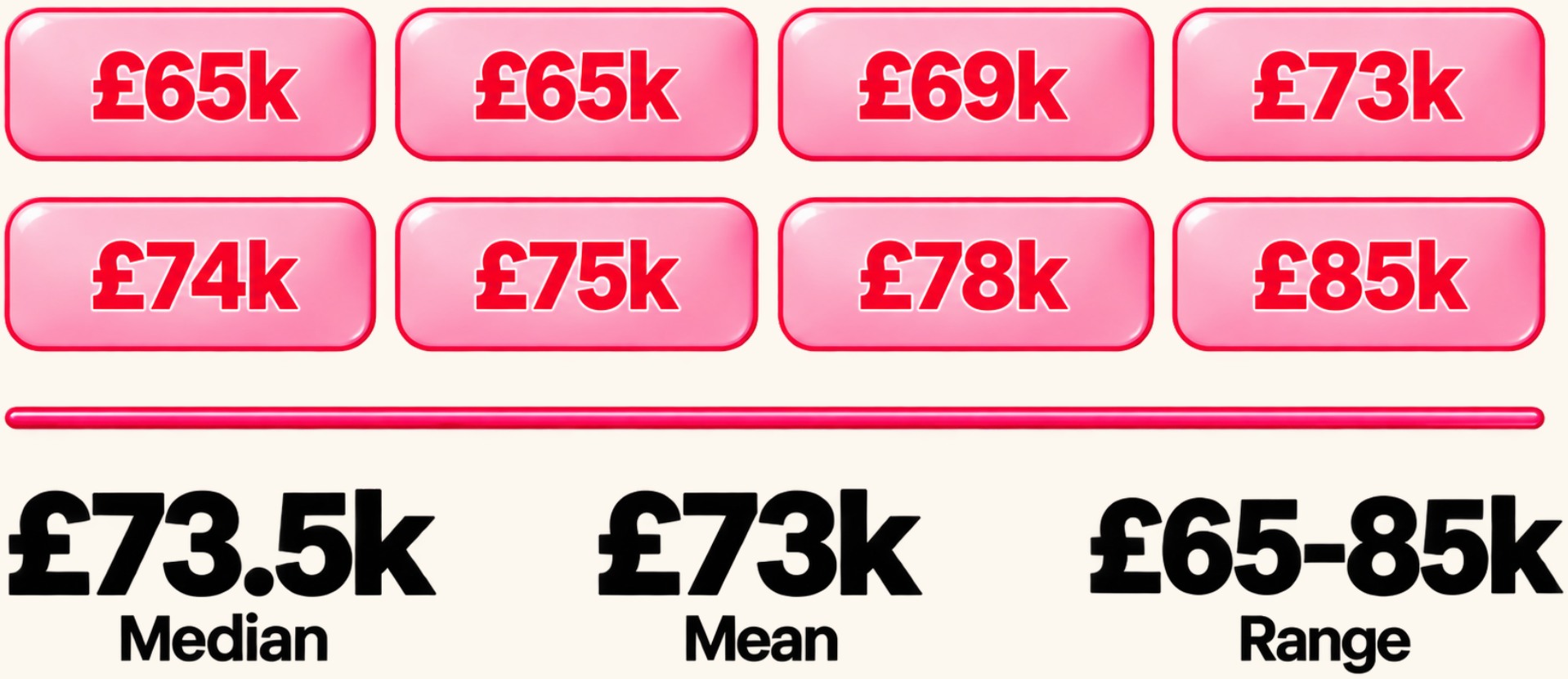


Understanding.
Creating. Growing.
Transforming.

studioBamboo

Senior Magic salaries are becoming clearer.

What 8 Senior Strategists recently accepted:



£73.5k
Median

£73k
Mean

£65-85k
Range

studioBamboo

Junior strategy is relatively compressed.



Magic

£30–34K

Median: **£33K**

Money

£30–42K

Median: **£36.5K**

One agency's Midweight is another agency's Senior.

Our Magic Midweights range from £37K to £65K.



£28K

spread for supposedly the same level.

studioBamboo

Three things appear to determine what a strategist gets paid.

01

Seniority

How much do you own?

02

Specialism

Money or Magic?

03

Business Model

What kind of agency or consultancy employs you?

Salaries have hit a ceiling.

For more than five years, salaries have remained remarkably flat. **£125k is still a ceiling very few break through.**

And progression isn't always upwards. People move sideways — and increasingly backwards — to find the right role.

The reason is simple: client budgets haven't materially increased. If clients aren't spending more, there's no new money flowing through to salaries.



Expectations have moved. Budgets haven't. Managing that gap is now one of the industry's biggest challenges.

studioBamboo

This isn't the market. Yet.



It's 50 accepted salaries.
Some categories have only 5–6 observations.

Help us build it.
What do you earn?

studioBamboo