



Summary for Barclays





A lot is changing in the Marketing World



06:27 PM EST

07:27 PM EST

Thanks, #Apple ;) pic.twitter.com/x4w3r8Ghcy

7:27 PM - 10 Sep 2013

**IMITATION IS THE BEST
FORM OF FLATTERY**



facebook

twitter

CEOs apologizing



mcdonalds canada



Upload



GUIDE



MORE RESULTS
mcdonalds canada

Total
transparency



Behind the scenes at a McDonald's photo shoot

Transparency

Generation WHY? – AKA as Millennials



At Brand and Corporate level

Behind the Brands

BEHIND THE
BRANDS

Home

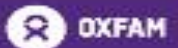
About

Brands

Issues

Company Scorecard

Campaign News



↑ > Brands

International (English)

SELECT A BRAND

Who owns the brands you love and how have they scored?



DAŠANI

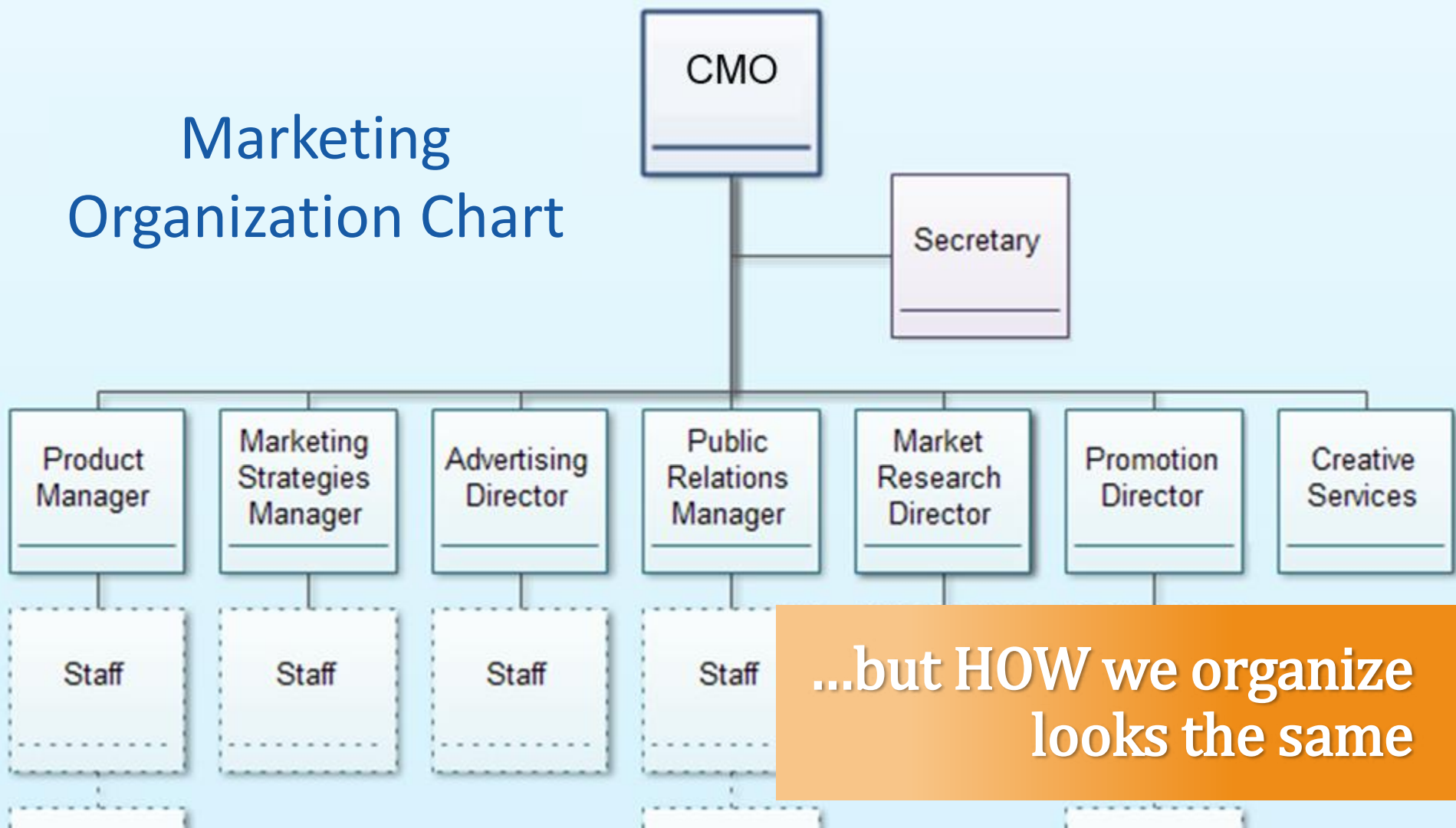
RYVITA



WHAT we do in Marketing is changing beyond recognition



Marketing Organization Chart





SpencerStuart

Forbes



MarketingWeek



campaign

Stratégies



2013 CMO Round Tables



Keith Weed,
CMO at Unilever
(Chair)



Antonio Lucio,
Chief Brand Officer at Visa



Beth Comstock,
CMO at GE



Jon Iwata,
SVP, Marketing and
Communications at IBM



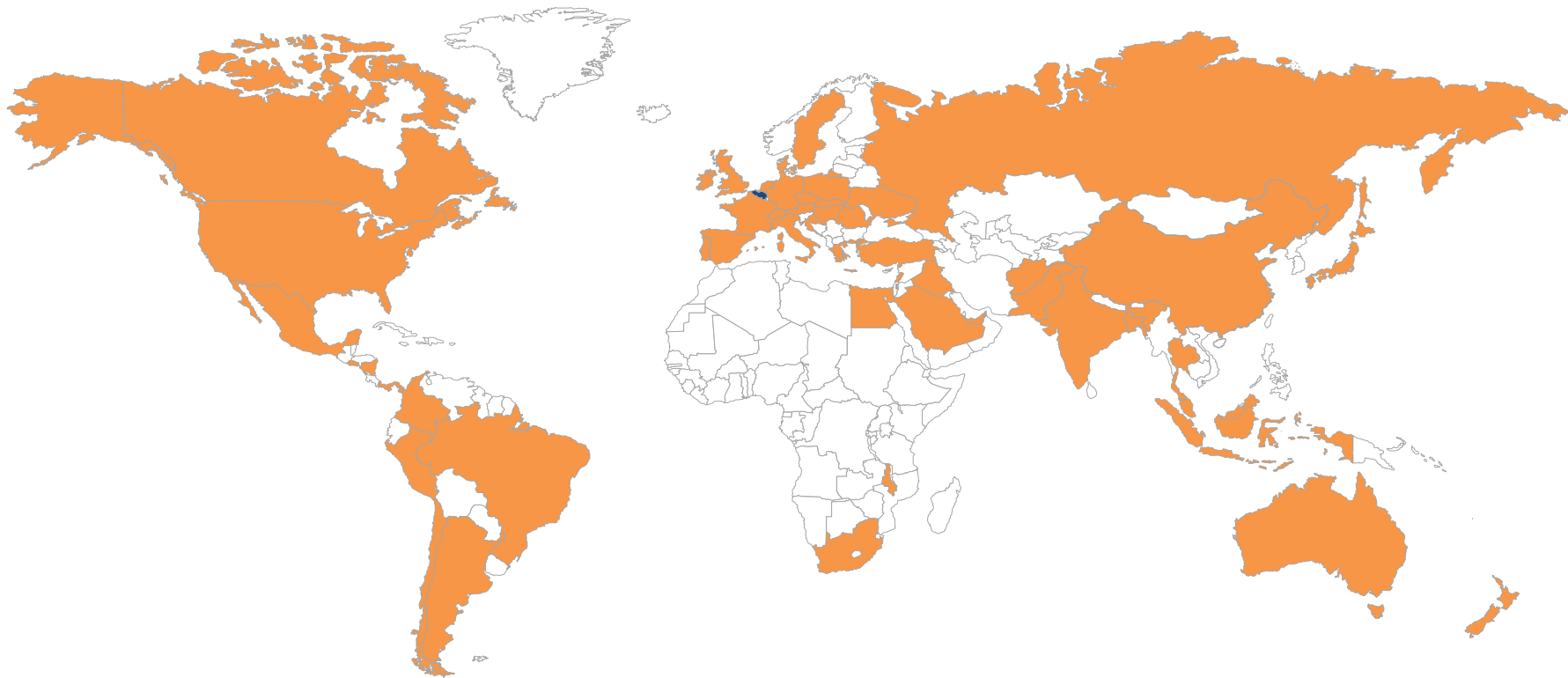
Chris Burggraefe, Executive
in Residence, NYU



Rob Malcolm,
Executive in Residence
Texas U

250 CEO, CMO and Agency Vision Interviews





10,231 marketing participants from **92** countries

The role of Marketing



Marketing structure

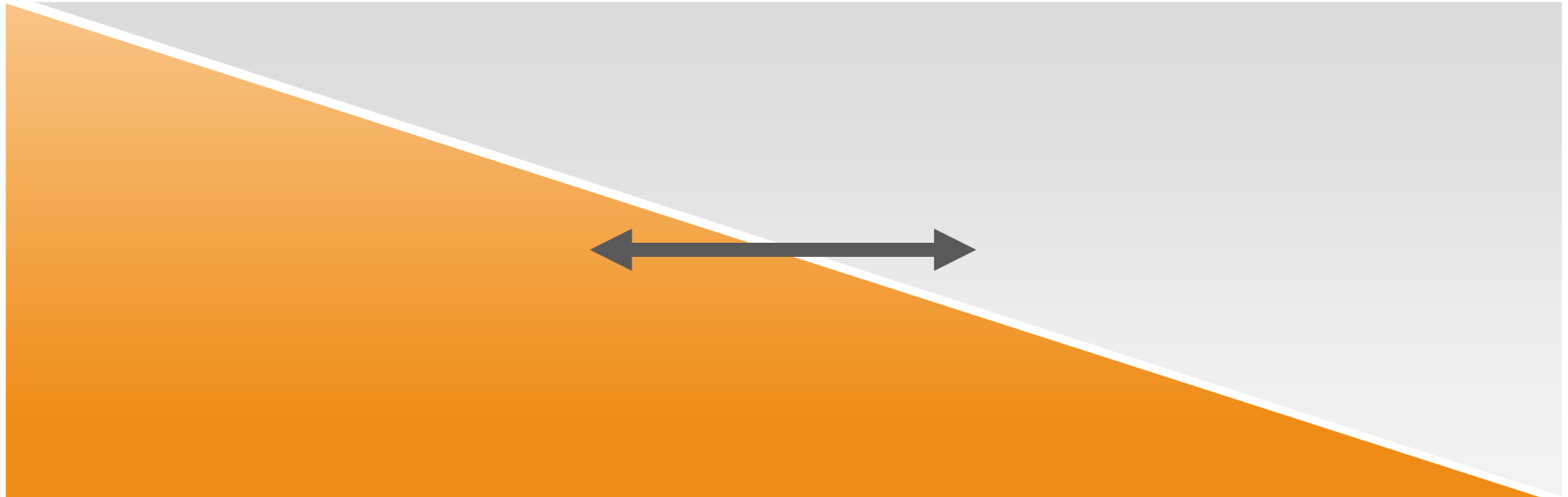
Global

Local

Agencies

Partners

Consumers



Marketing capability



and CMO leadership





GROWTH

...to drive business growth

Top 10:42 Marketing2020 Opportunities & Challenges



Web results
for
awesome





Collaborating with Consumers



Globalization

Social marketing



Purposeful Marketing

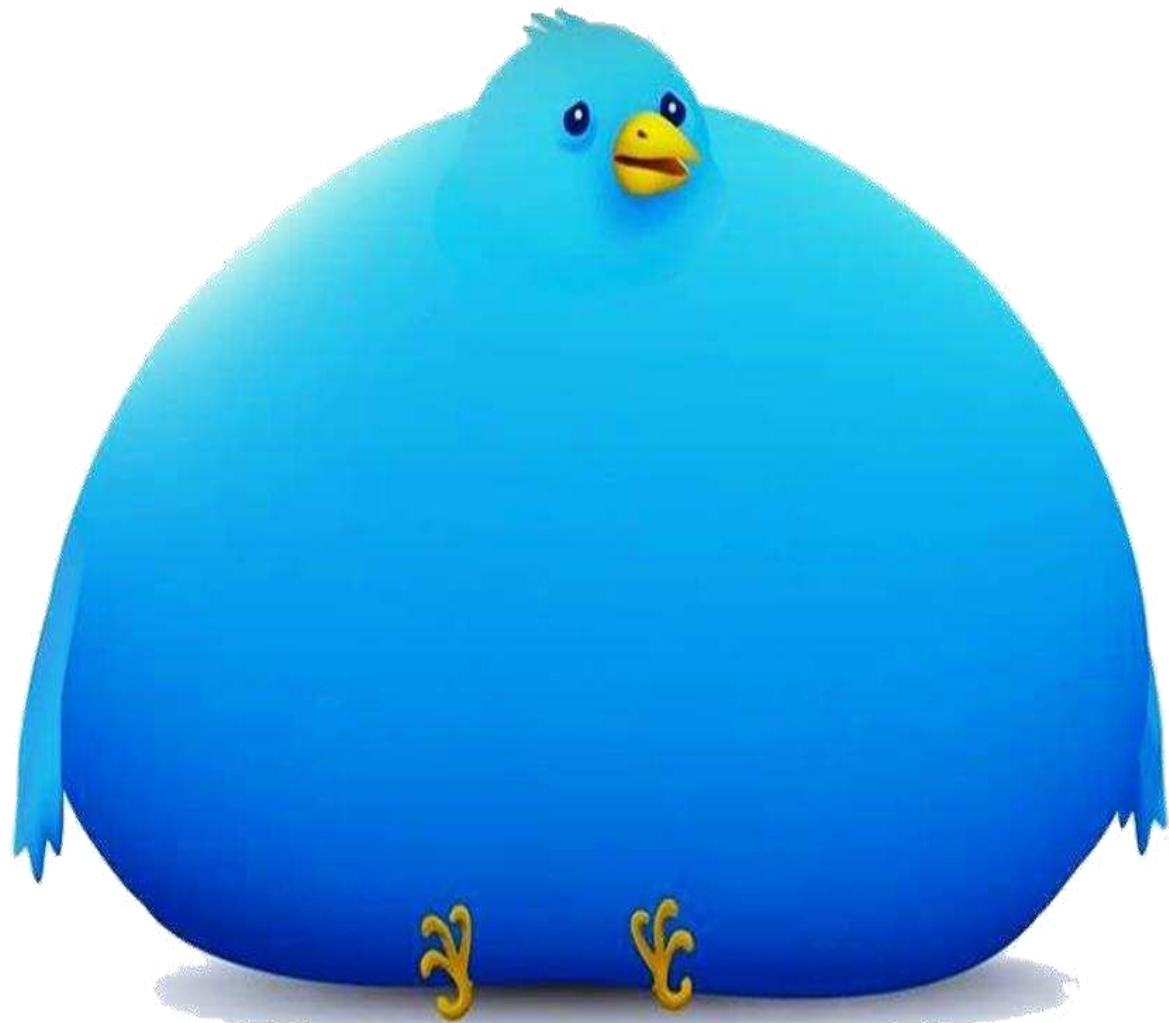


Opportunity to influence business

Top Marketing2020 Challenges



Infobesity





Doing more with less



Touch point consistency



Privacy risks

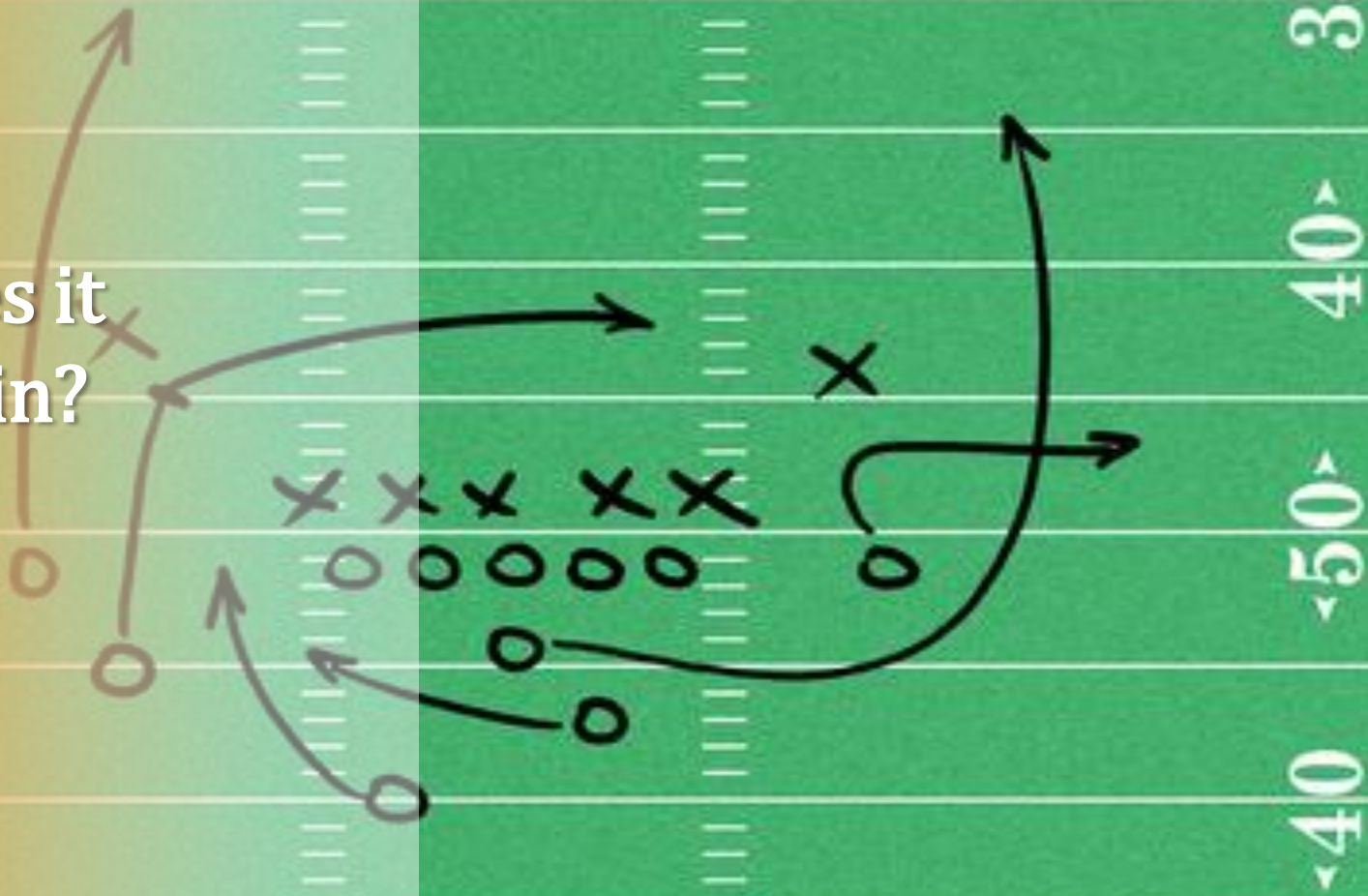


Organizational silos

Ability to stay current



So,
What does it
take to win?





Winning Marketing2020 brand characteristics



Big Insights
Purposeful Positioning
Total Experience

Organizing for growth



NOW:

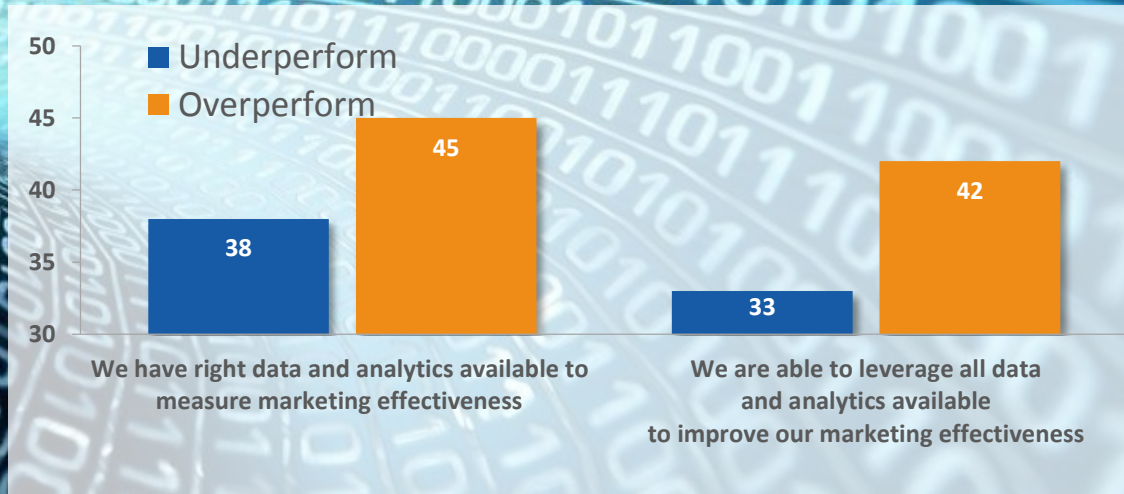
**Winning
Marketing2020
Brand
Characteristics**

**Big Insights
Purposeful Positioning
Total Experience**

Big Insights

Purposeful Positioning

Total Experience





Big Insights

Purposeful Positioning

Total Experience

Purposeful Positioning

Purposeful Positioning



Big Insights

Purposeful Positioning

Total Experience



Purpose based *functional*/benefits



Big Insights

Purposeful Positioning

Total Experience

Purpose based *emotional*
benefits



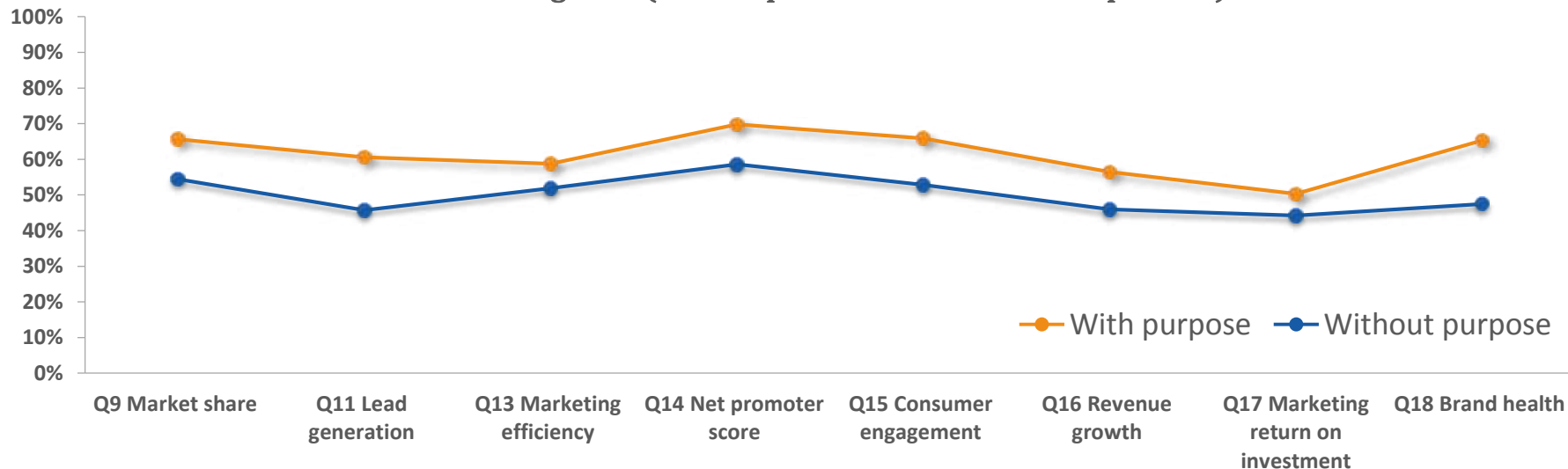
Big Insights
Purposeful Positioning
Total Experience

Purpose based societal benefits

Purpose drives business growth

Advantages to be achieved

Impact of having a societally purposeful brand (Q3602)
on marketing KPIs (current performance versus competition)



Total Experience

Big Insights
Purposeful Positioning
Total Experience



Brand value in a digital world



© 2013 EffectiveBrands

Nike's share of experience



Winning Marketing2020 Brand Characteristics

Big Insights
Purposeful Positioning
Total Experience

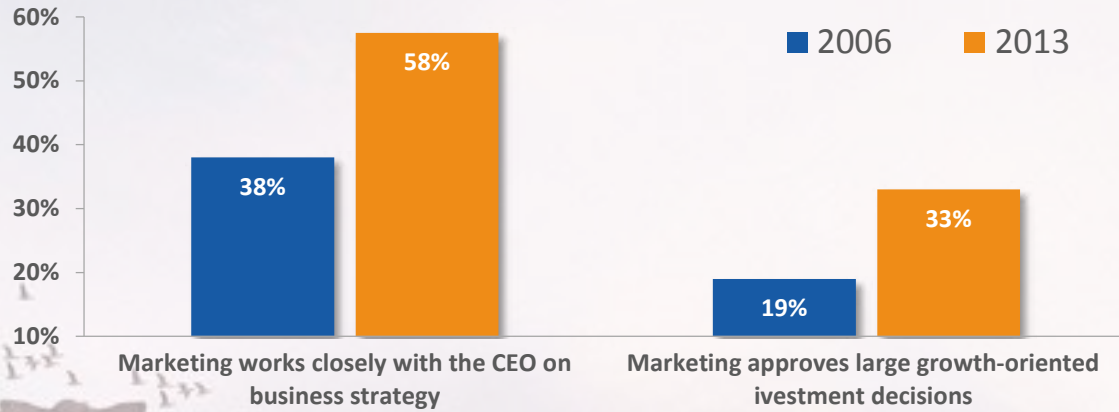
Organizing for Growth



Connect:

Marketing is too
important to be left
just to marketers





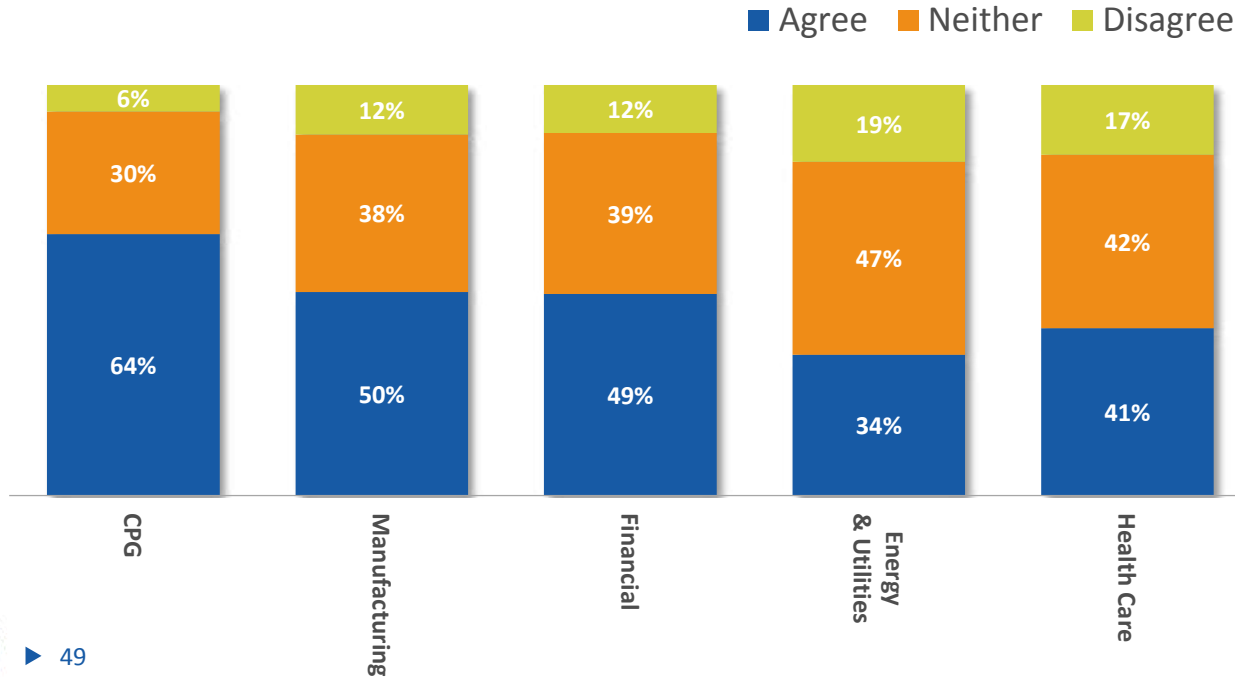
Marketing Influence

Partners for growth



Marketing's Influence

“Marketing works closely with the CEO ...



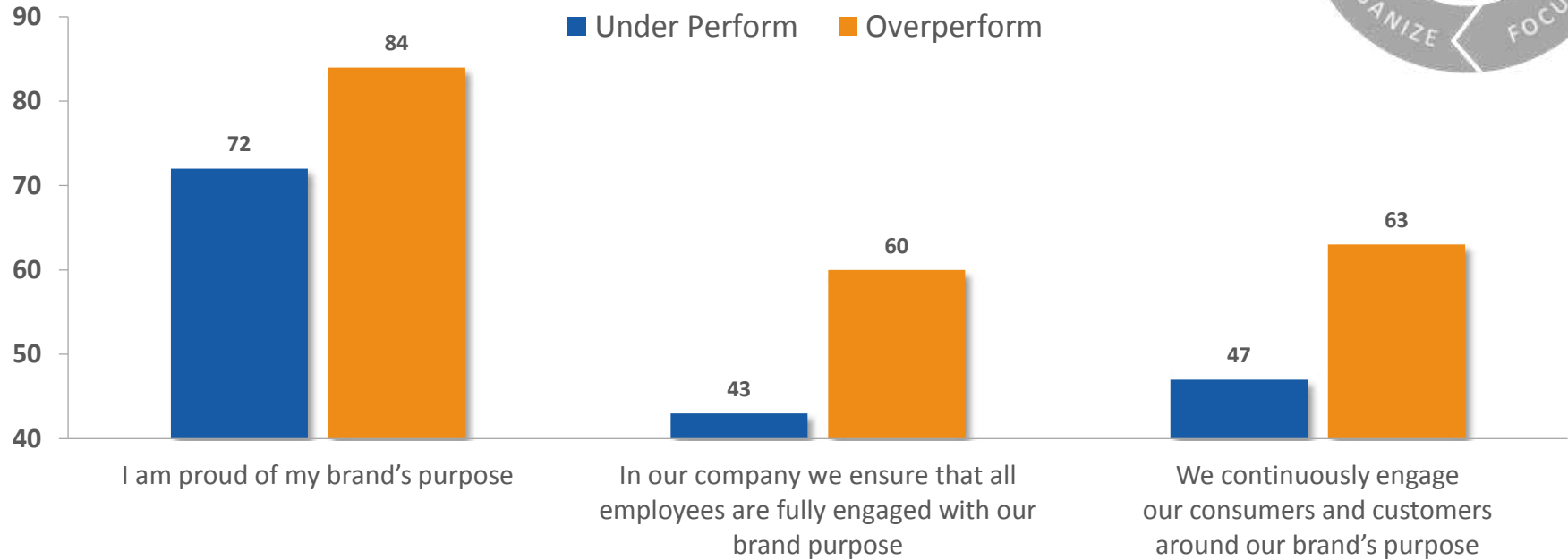


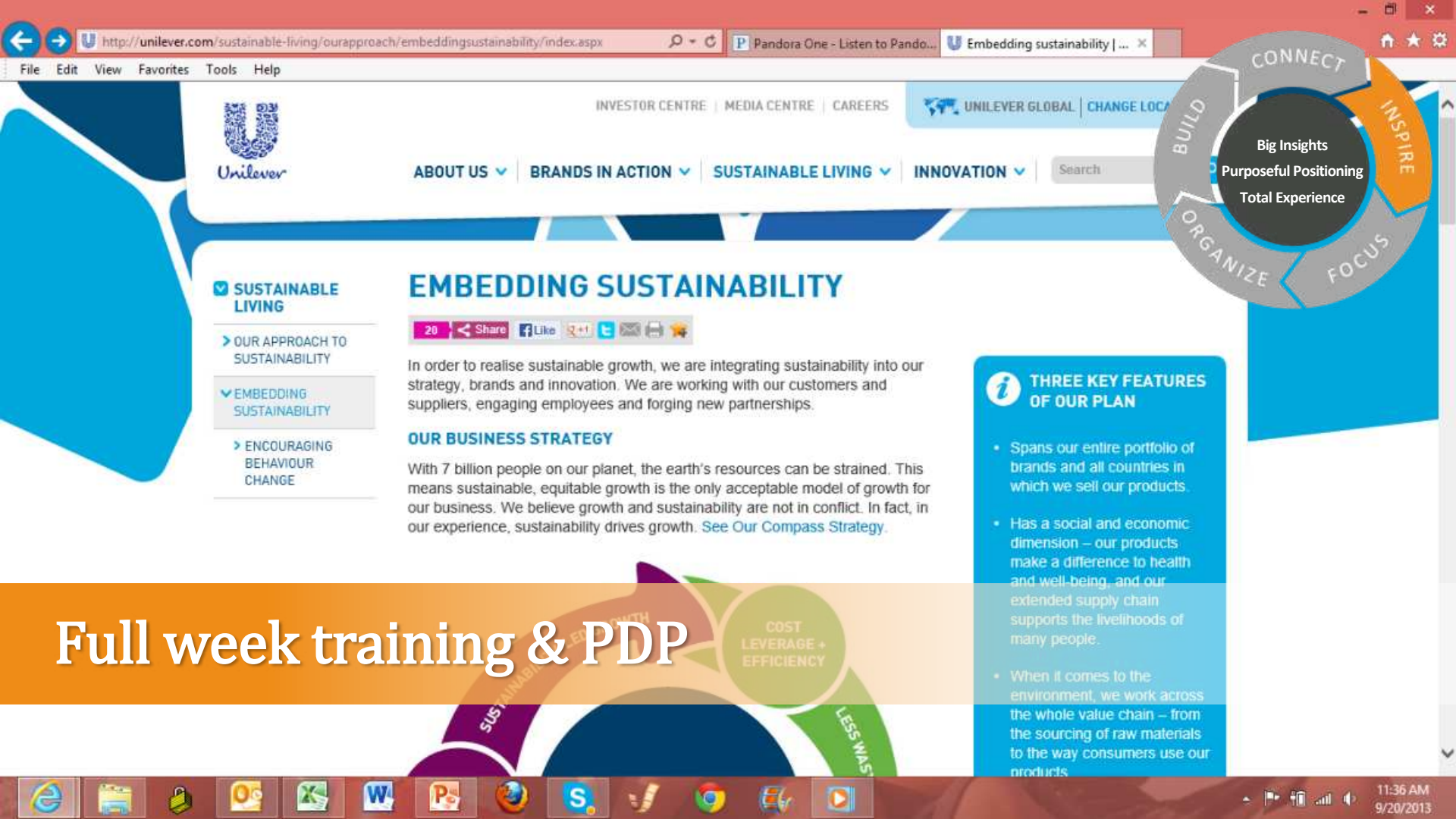
@marketing2020EB

Engineer less —
Engage more



Engage internally





Full week training & PDP

Focus
drives
growth



Communicate, Communicate ...

"I support the global strategy of the brand I am working for - % AGREE"



	EVP	VP/MD	Manager	Other
Global	83%	80%	83%	82%
Regional	72%	74%	75%	73%
Local	66%	64%	63%	56%

Orchestration & Integration

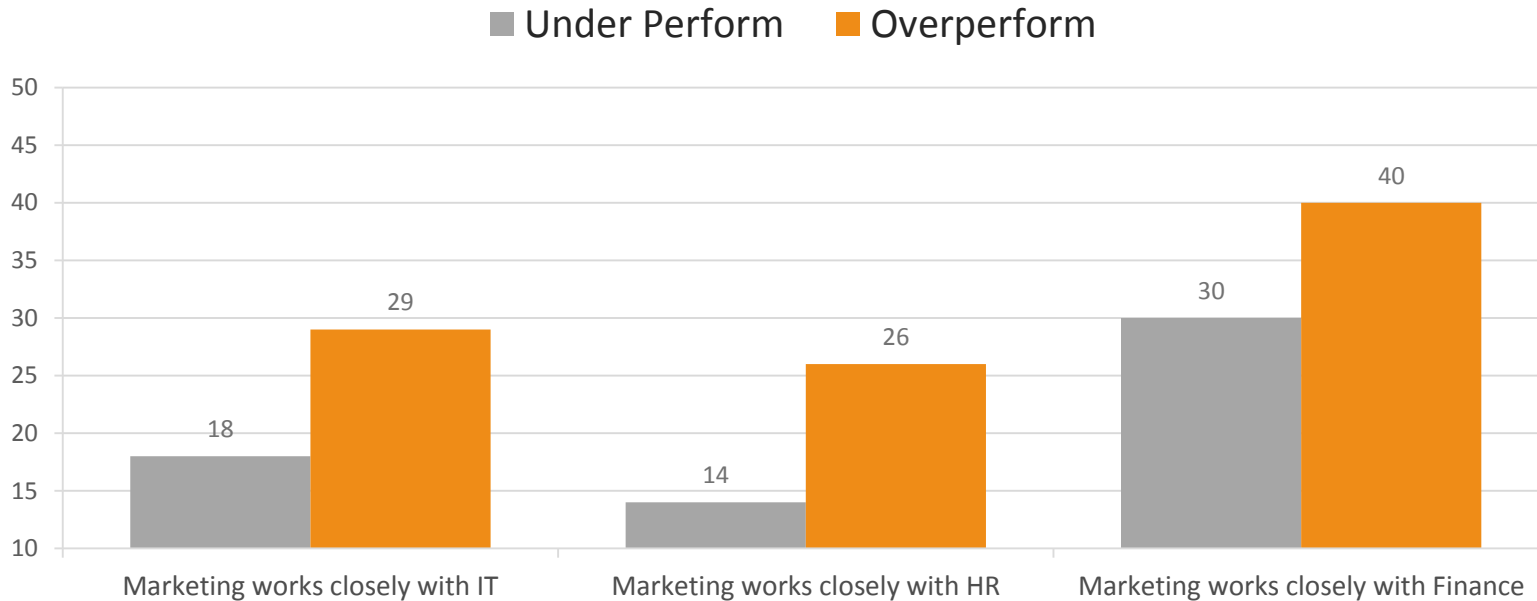




Founder — Chief Experience Officer

Collaborating more closely with IT, Finance and HR

% Always





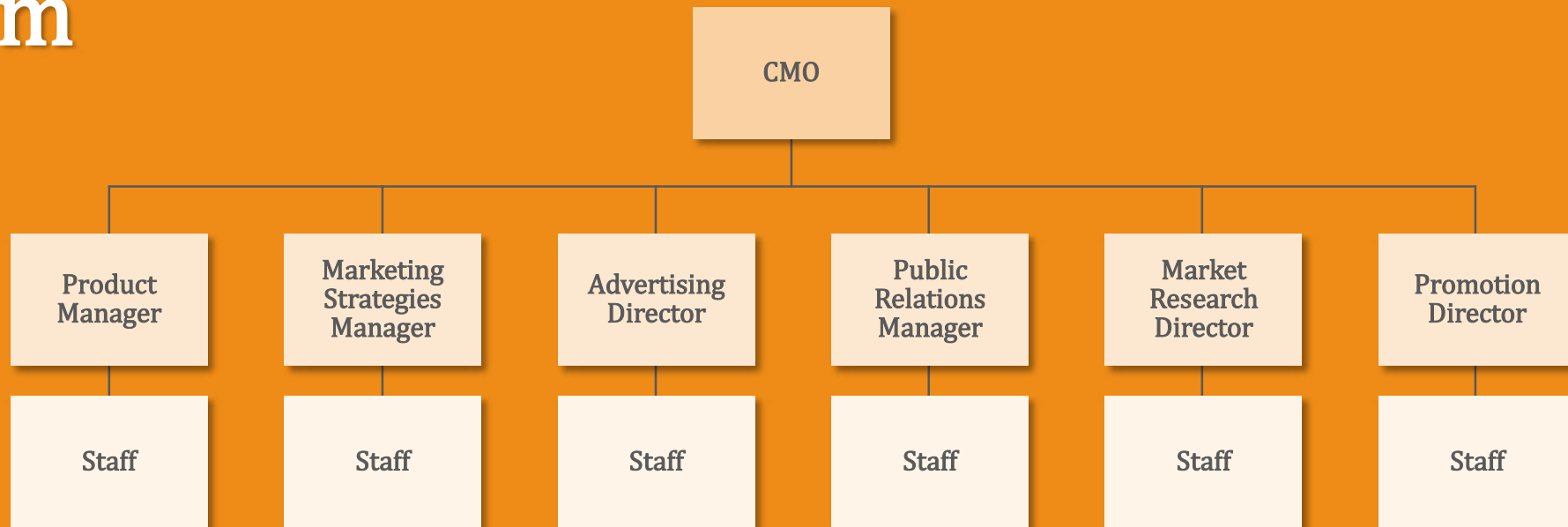
MOTOROLA SOLUTIONS

SVP Marketing and IT



CMO and Head of HR

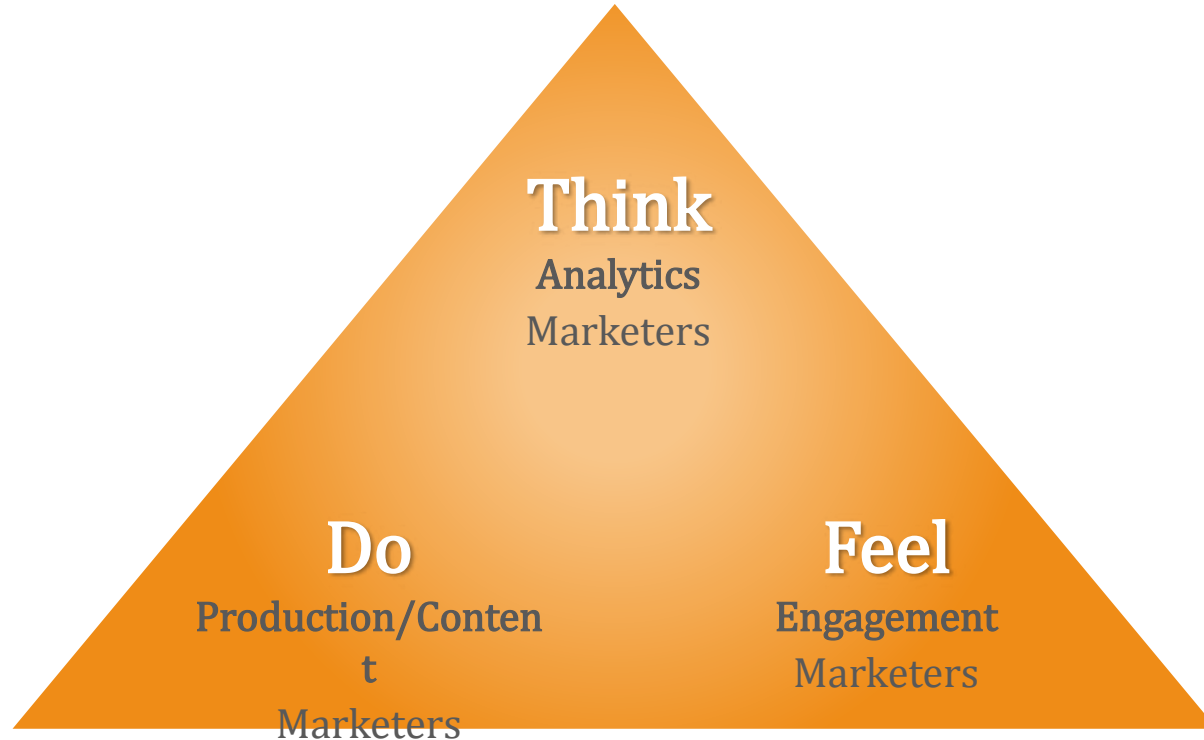
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To



New Marketing Roles

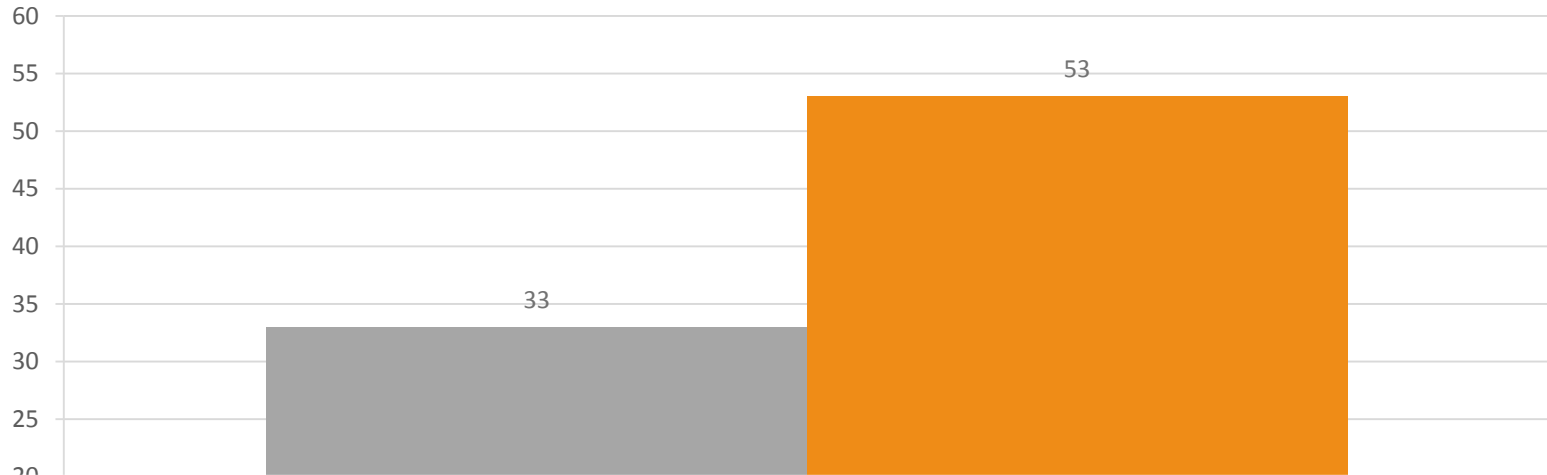


More agencies

% that works with more than 5 agencies



■ Under Perform ■ Overperform

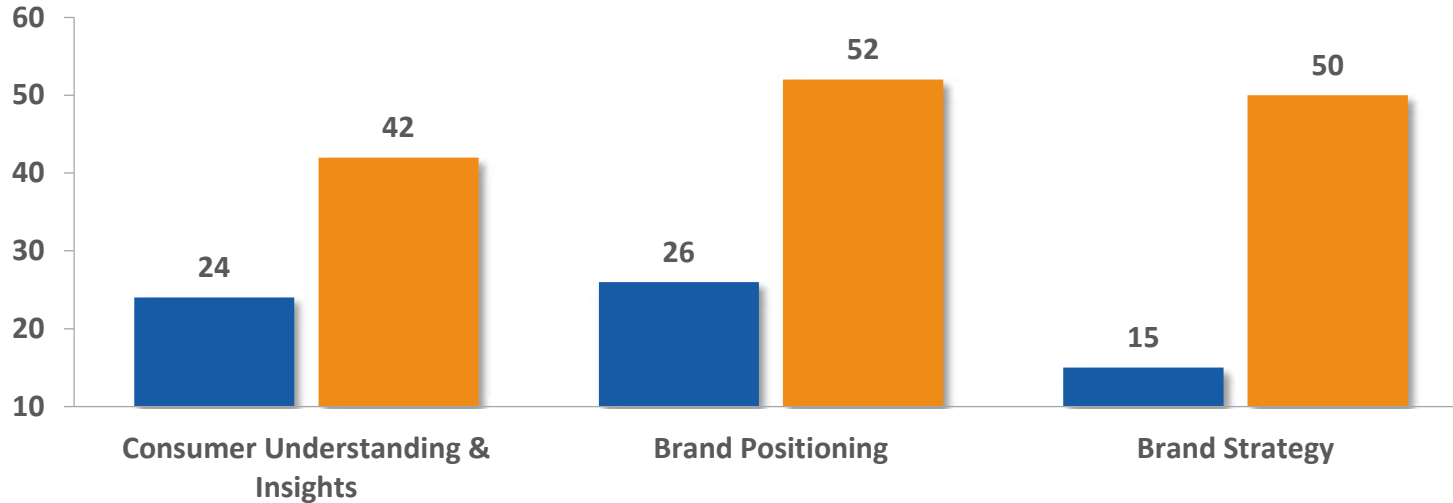




Building Marketing capabilities drives growth

Growing marketing excellence

Capabilities have the strongest correlation to revenue growth, brand health and MROI



From Digital
Marketing
to

Marketing
in a digital
Age





diageo announces multi-million dollar partnership with facebook

[Back to Alcohol digest >](#)

Posted on 19th September, 2011 by [Fast Web Media](#)

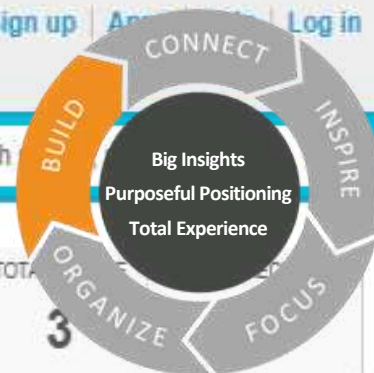


Diageo have announced plans to step-up their multi-million dollar strategic partnership with Facebook, which will drive unprecedented levels of integration and joint business planning and experimentation

facebook

1601 Willow Road

Search



ABInBev Stanford Course

Stanford, CA



Categories: College Classroom

YOUR CHECK-INS

0

TOTAL

3

Mayor

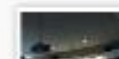
Last 60 Days



Joseph J.
3 checkins



Photos



Lead by example

CMO Round Table:

Organizing for Growth



What's next for YOU?



Top Marketing2020 CMO Priorities

1. Lead by example in a digital world
2. Engage the total organization
3. Inspire and empower vs. control
4. Ensure brand consistency throughout
5. Build marketing capability





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