

Marketing 2020

Hot topics in marketing

15 February 2017

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First, some introductions

- Basis is experience, not academic
- Marketing 2020 Research (EU large companies)
- Learnings from conversations around Europe
- I am still learning
- Some background, then some detail
- Very happy to take questions



A little about me

- Early career in travel - first commercial director at Virgin Trains
- 15+ years in professional services sector
- Today, consultant to a range of businesses
 - Marketing
 - Change
 - Governance



EMC, here's the advert

- Marketing associations across Europe, based Brussels
- Growing
- Sharing good practice between members
- Content provider for associations
- EMCQ – common qualifications framework



What's the context in Europe?

- GDP growth still very weak (1.9% EU, 1.6% €Zone cf 2.6% Taiwan)
- Very variable by country and sector
- Austria, Finland, Italy – all below 1.0%
- 4+% - Czech Rep, Iceland, Ireland, Sweden
- For all marketers, pressure to perform
- Sources: Eurostat and Trading Economics



Marketing orientation, even more vital, yet no different

- Establishing the market need
- Designing a response to that need
- Distribute/communicate a product or service
- Delivering customer experience



What does all this mean?

Some key themes that I see

- Establishing marketing contribution
- Demonstrating saliency
- Being prepared to change
- Learning and adapting
- Ethics and transparency



Establishing marketing contribution

- Traditional measures still valid - but digital makes it easier
- 61% of connected users research products online (81% US)
- Yet 51% of CEO's say Marketing doesn't measure
- CMO's say poor link to business planning
- If we don't solve this, someone else will

Sources: Adweek, Booz-Allen, Interconnected World, Search Engine Watch



Demonstrating saliency

- Simple communication task
- Marketers need to communicate
- 41% of business leaders say Marketing not respected
- Taking a straightforward approach to reporting
- Honesty and visibility – avoid ‘spin’
- 27% of marketers don’t report any numbers....

Sources: Booz-Allen, CIM



Where does Marketing focus?

Key tasks concerning the classical so-called
“Marketing P’s” (only 3 most important, top 5, n=174)



45%

28%

26%

25%

- Developing an integrated launch and ongoing marketing plan
- Understanding what motivates your customers and what could cause them to choose your brand over your competitors' brands
- Translating consumer insights into product requirements and features ●
- Identifying/defining your most important customers
- Carefully selecting a brand position that could provide your organization with marketplace advantages

Being prepared to change

- 80% of marketing leaders say they need to change what they do:
 - Marketing as revenue source not cost
 - Taking the lead in customer experience
 - Engagement is paramount
 - Customer insight needs focus
 - Digital and data dominate investment
- Key is Marketing taking the lead, not waiting
- Source: The Economist



Learning and adapting

- Good start – we are all here
- Increasing individualisation, pace of change
- Continuous Professional Development
 - Was a career extra, to impress employers
 - Now an essential in doing the job
 - What does your company do?
- Most marketing associations can help
- Lifelong learning



Ethics and transparency

- Start in our own organisations – not dark arts
- Ensuring professional conduct
- Being prepared to act as conscience
- Fewer than 30% marketers willing to challenge board
- Social media is littered with people who got it wrong

Source: CIPD



Time for a story

Question or request?



We expect to reply within:
40 min.
Updated every 5 minutes

Royal Dutch Airlines ✓
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Official global account of KLM. We are here 24/7 for service in ten languages! Share personal details only in private messages!
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234,403 TWEETS	26,194 FOLLOWING	634,464 FOLLOWERS	 
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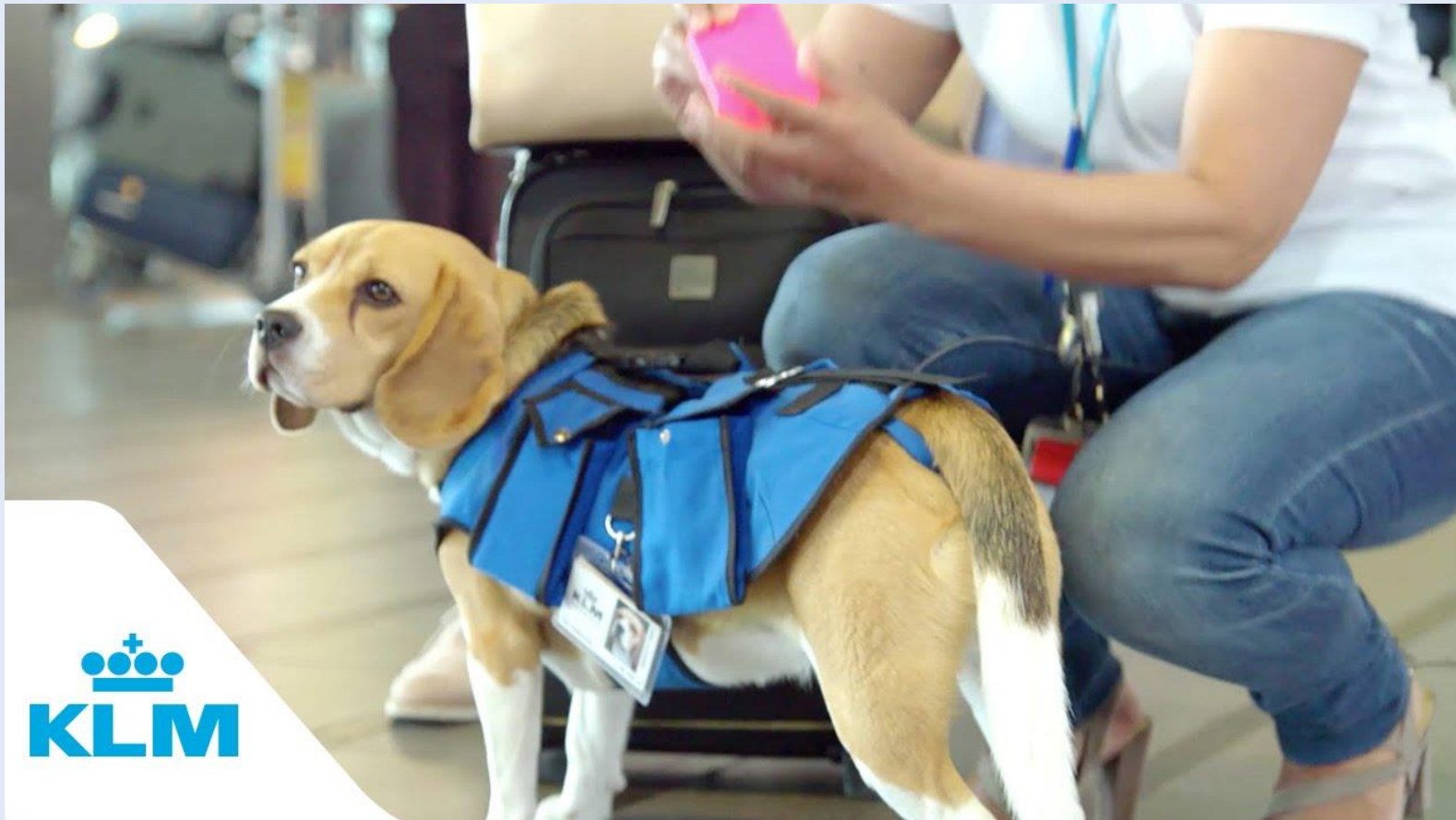
   Followed by New York Guest, Daily Mail Travel, Amadeus IT Group and 87 others.

Using digital to drive brand

- Almost started by mistake (Icelandic volcano)
- Three pillars – service, reputation, commerce
- 24/7, ten languages, within the hour
- 4.7m Facebook followers
- Better engagement than Nike, Virgin, Pampers
- “Not being afraid to engage with customers”
- Sources: KLM, AdWeek



And now, a Facebook video



[Video](#)

The world really has changed – do marketers understand?

- The dog is an actor
- Days of building positive sentiment
- Followed by significant adverse reaction
- Consumers/public will root out anything else
- Being authentic is everything
- www.keepsocialhonest.com



Those key themes again

- Establishing marketing contribution
- Demonstrating saliency
- Being prepared to change
- Learning and adapting
- Ethics and transparency



Thank you

- Thank you for listening
- Your questions, your stories



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