

Redefining Markets

Insights from the Global C-suite Study – The CMO Perspective

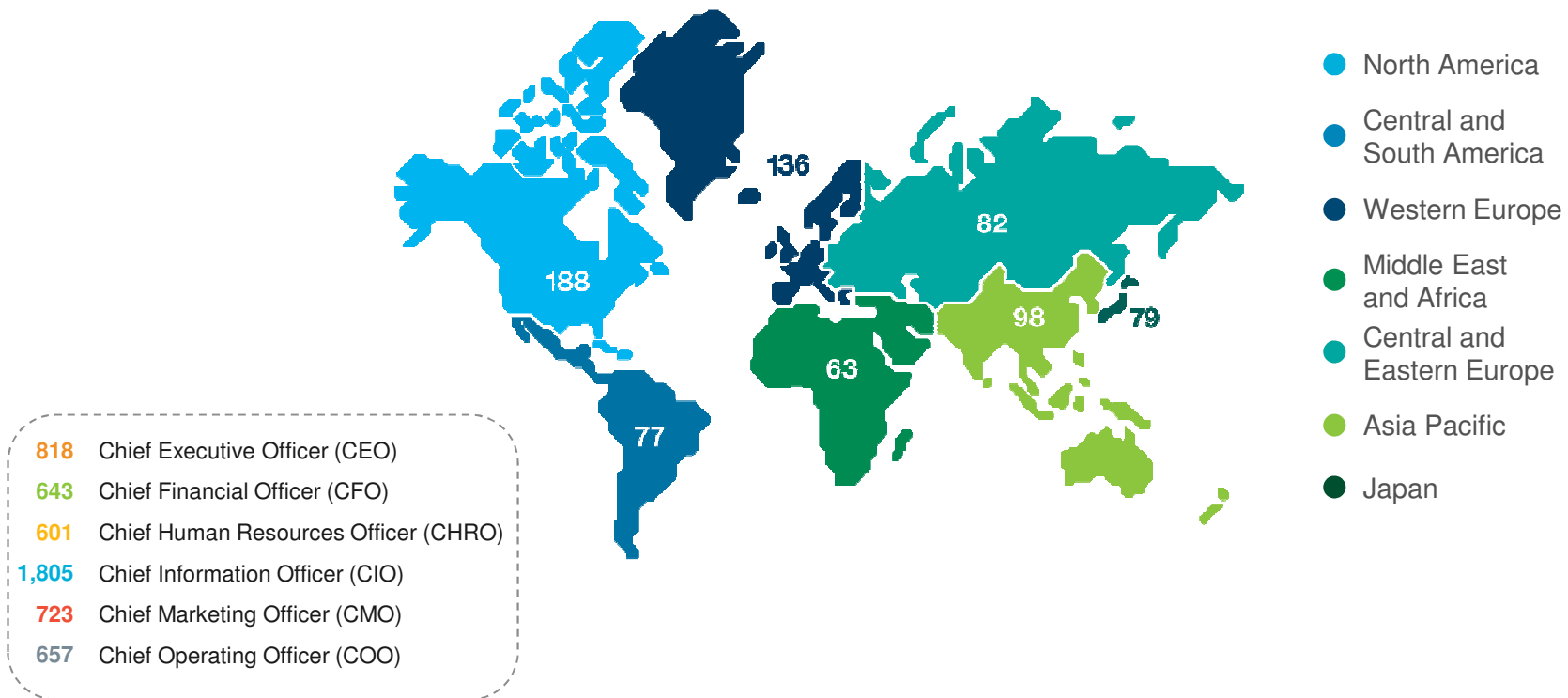
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IBM Institute for Business Value

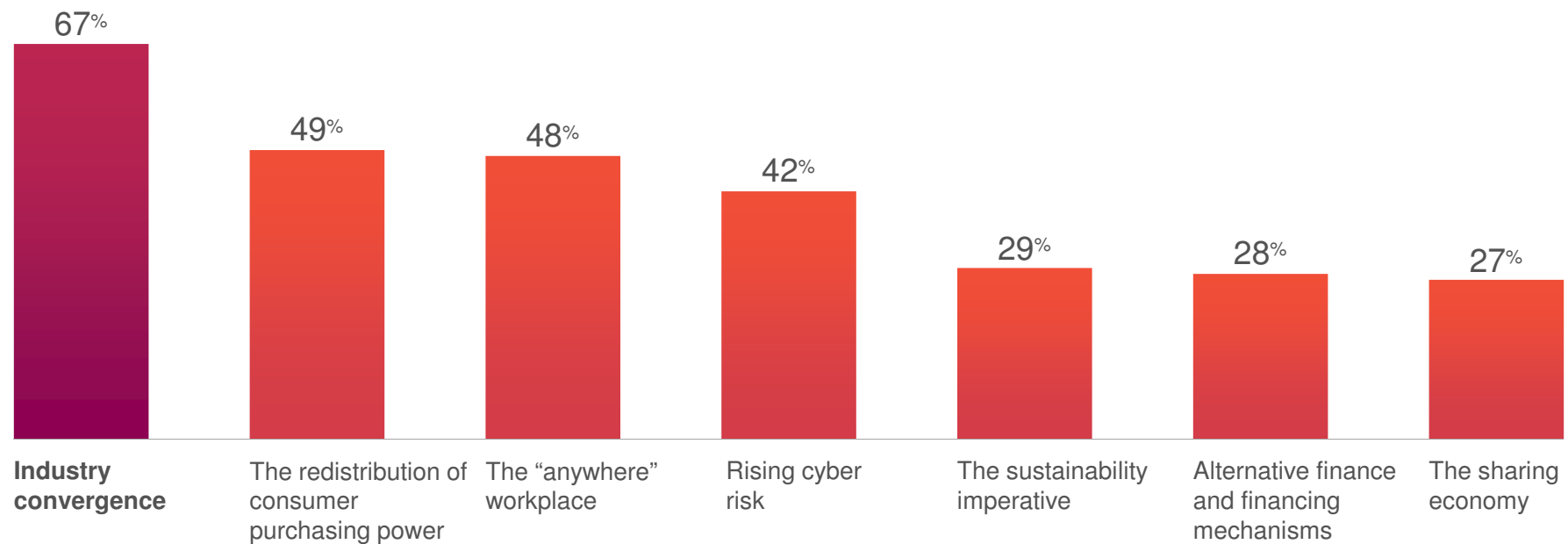


For this study we interviewed 723 CMOs from more than 50 countries ... out of 5247 CxO Globally



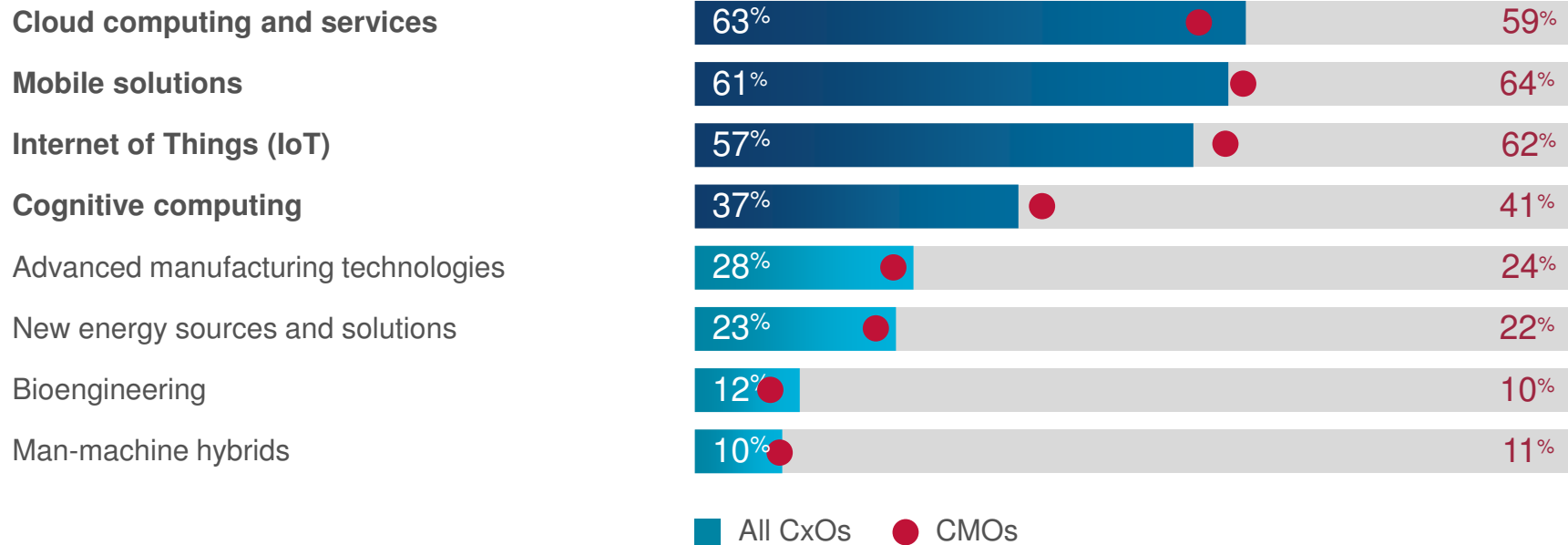
CMOs are acutely aware of how the boundaries between previously distinct industries are blurring ... be ready for the 'Uber syndrome'

Top trends to impact business (in 3 to 5 years)



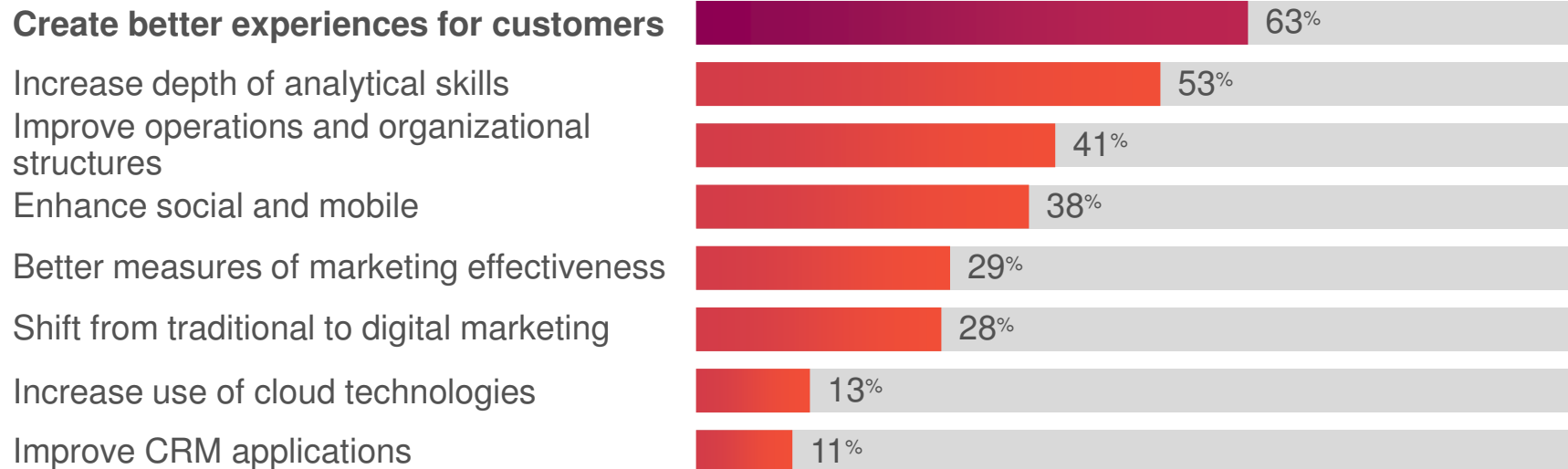
CMOs, like other CxOs, realize many technologies are driving changes in the business landscape

Technologies revolutionizing business (in 3 to 5 years)



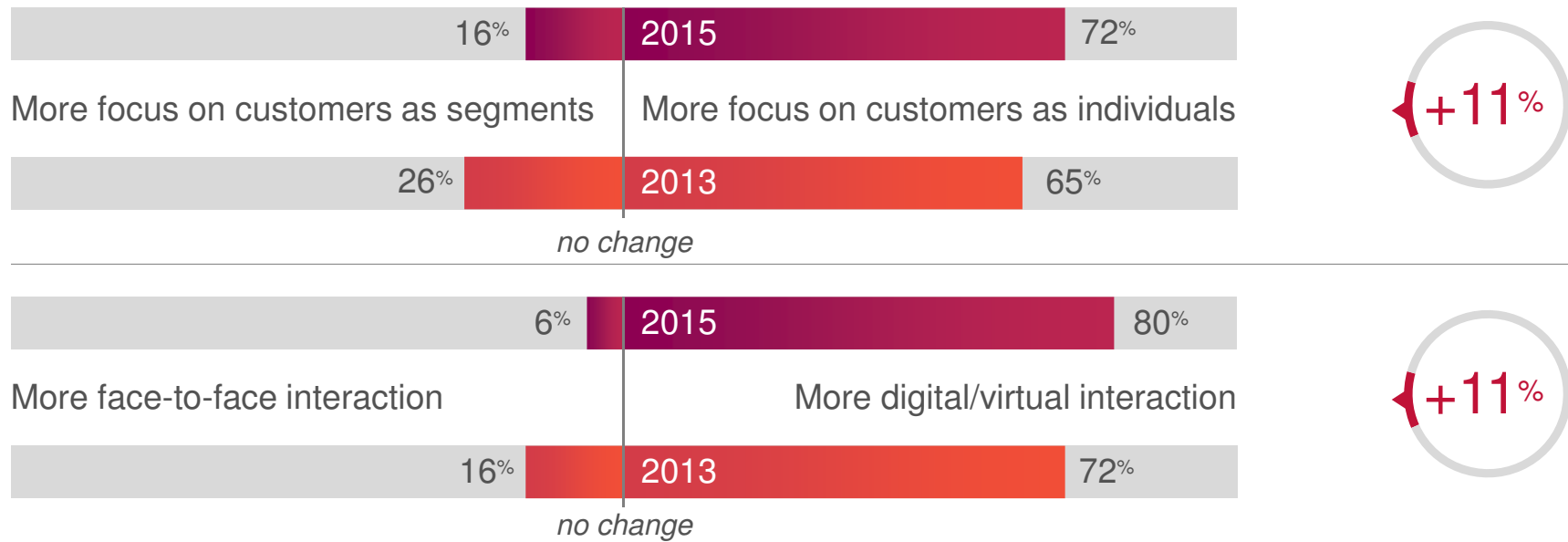
CMOs regard developing better customer experiences as their top marketing priority

CMO priorities for the marketing organization



They expect to continue to engage with customers on an even more individualized, digital basis than in 2013

Business landscape change (in 3 to 5 years)





84% of the most successful CMOs are also far more likely to offer in-person as well as digital engagement opportunities

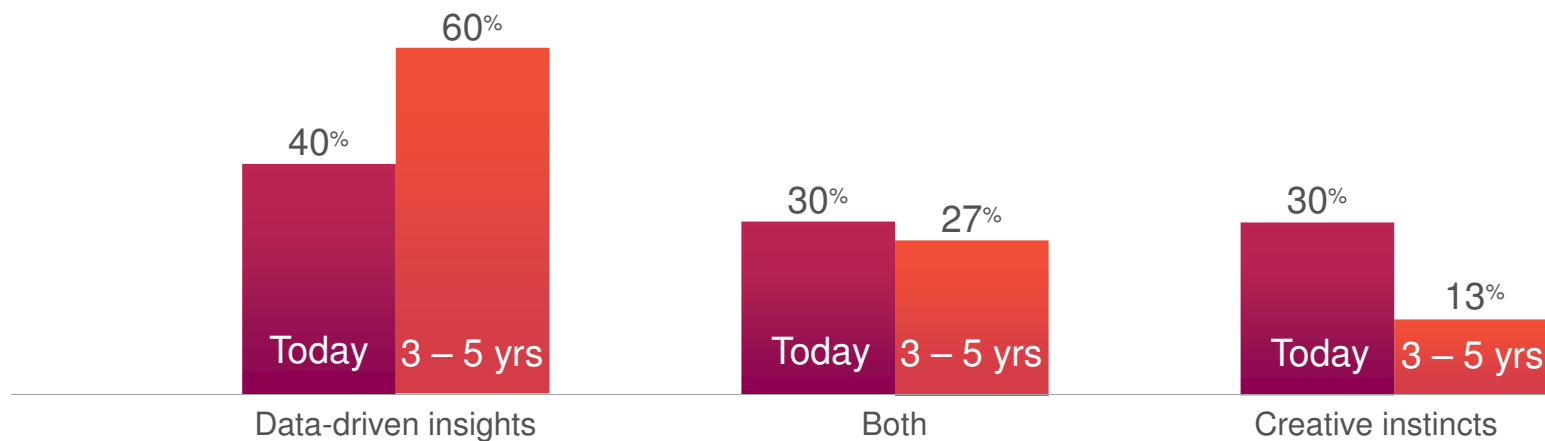


69%

of all CMOs plan to expand their partner networks
to access external innovation more effectively

One of CMOs' key goals is to make the marketing function much more data-driven in the future

Approaches to developing marketing campaigns



Summarizing

A long time ago in a galaxy far, far away...

#1 Embrace creative destruction

**“Difficult to see.
Always in motion is the
future.”**

- Yoda



#2 Rethink everything through the lens of customer experience

“I've built a racer. It's the fastest ever!”

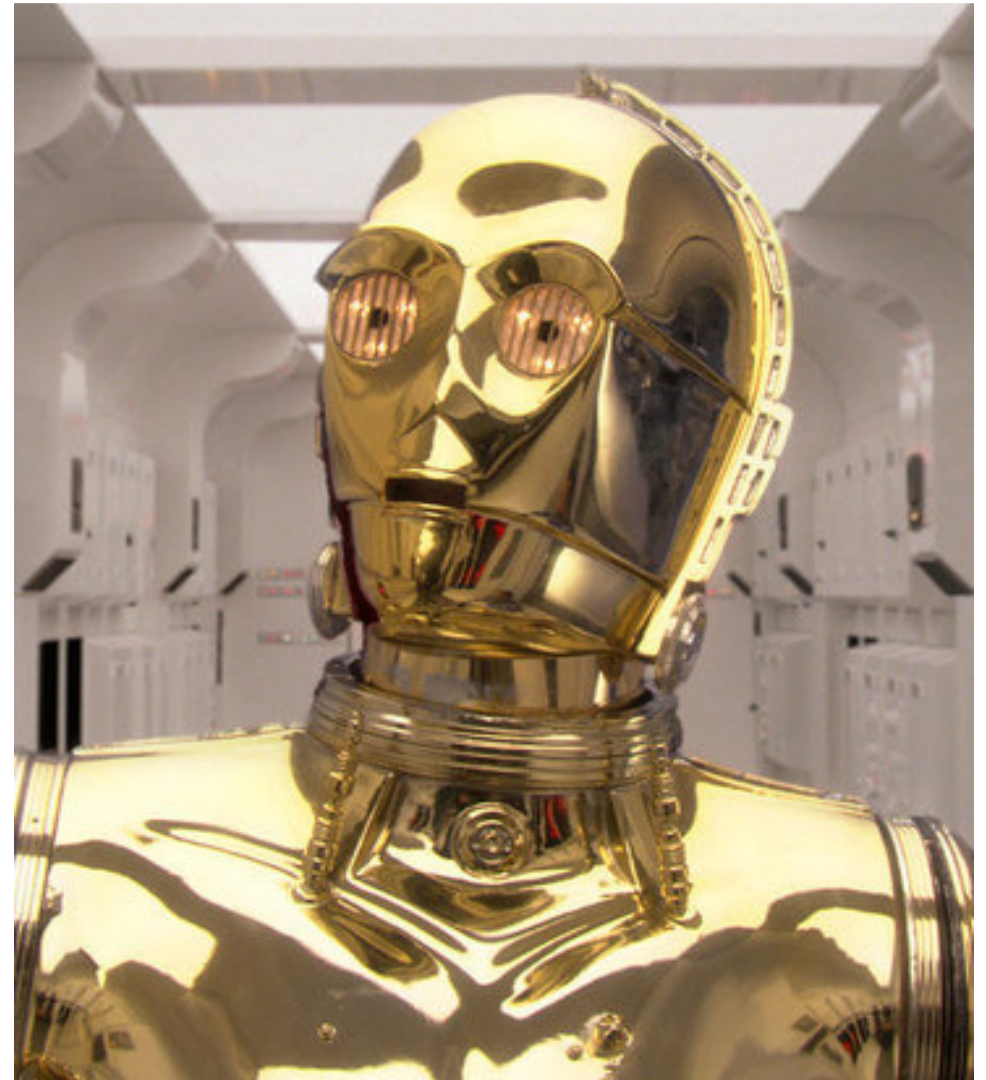
- Anakin Skywalker



#3 Inject data-driven insights into every marketing decision

“I am fluent in over six million forms of communication and can readily”

- C-3PO



#4 Defend your brand identity at any risk

“I’ll know soon which truth is being in all of this.”

- Anakin Skywalker



Thanks for your attention