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2023 Global
Marketing Trends
Resilient Seeds for Growth

Saudi Arabia Respondents

Agenda

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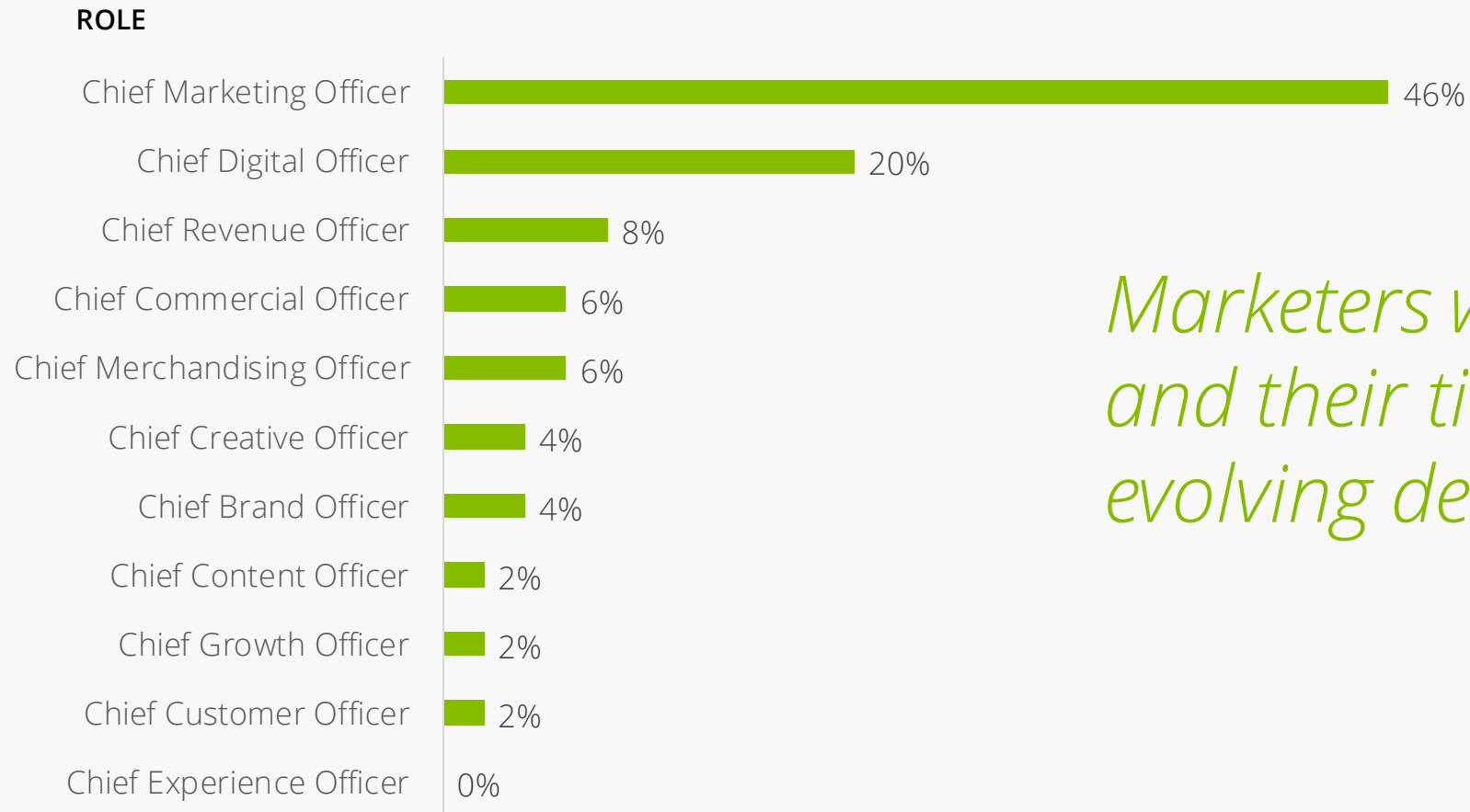
Rising technologies for marketers to watch

We surveyed 1,015 global executives including **50 Saudi executives** to better understand how top brands are meeting the needs of today's customers.

n = 1015

Source: Deloitte Global Marketing Trends Executive survey, June 2022

The 50 Saudi Respondents | Role

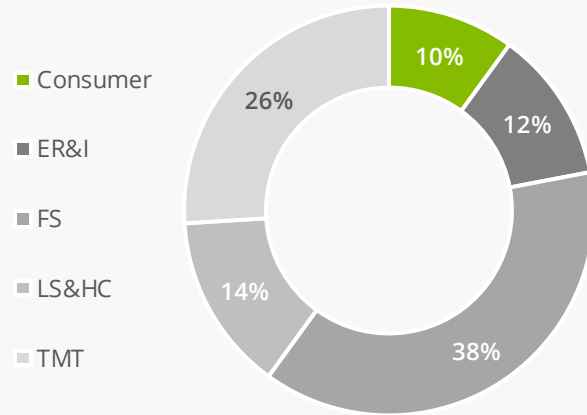


Marketers wear many hats – and their titles reflect the evolving demands of their role.

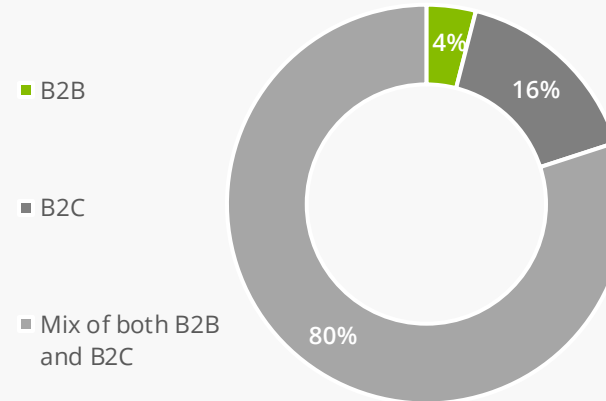
Base: Saudi Arabia (n=50)

The 50 Saudi Respondents | Demographics

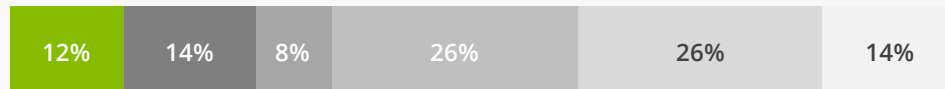
INDUSTRY



BUSINESS TYPE



ANNUAL REVENUE



- \$250 million to less than \$500 million
- \$500 million to less than \$1 billion
- \$1 billion to less than \$5 billion
- \$5 billion to less than \$10 billion
- \$10 billion to less than \$25 billion
- \$25 billion or more

ANNUAL GROWTH RATE



- Increased by more than 25%
- Increased by less than 10%
- Increased by 10%-25%
- Stayed the same
- Decreased by less than 10%

Base: Saudi Arabia (n=50)

TREND 1

Brands answer economic instability with marketing investments

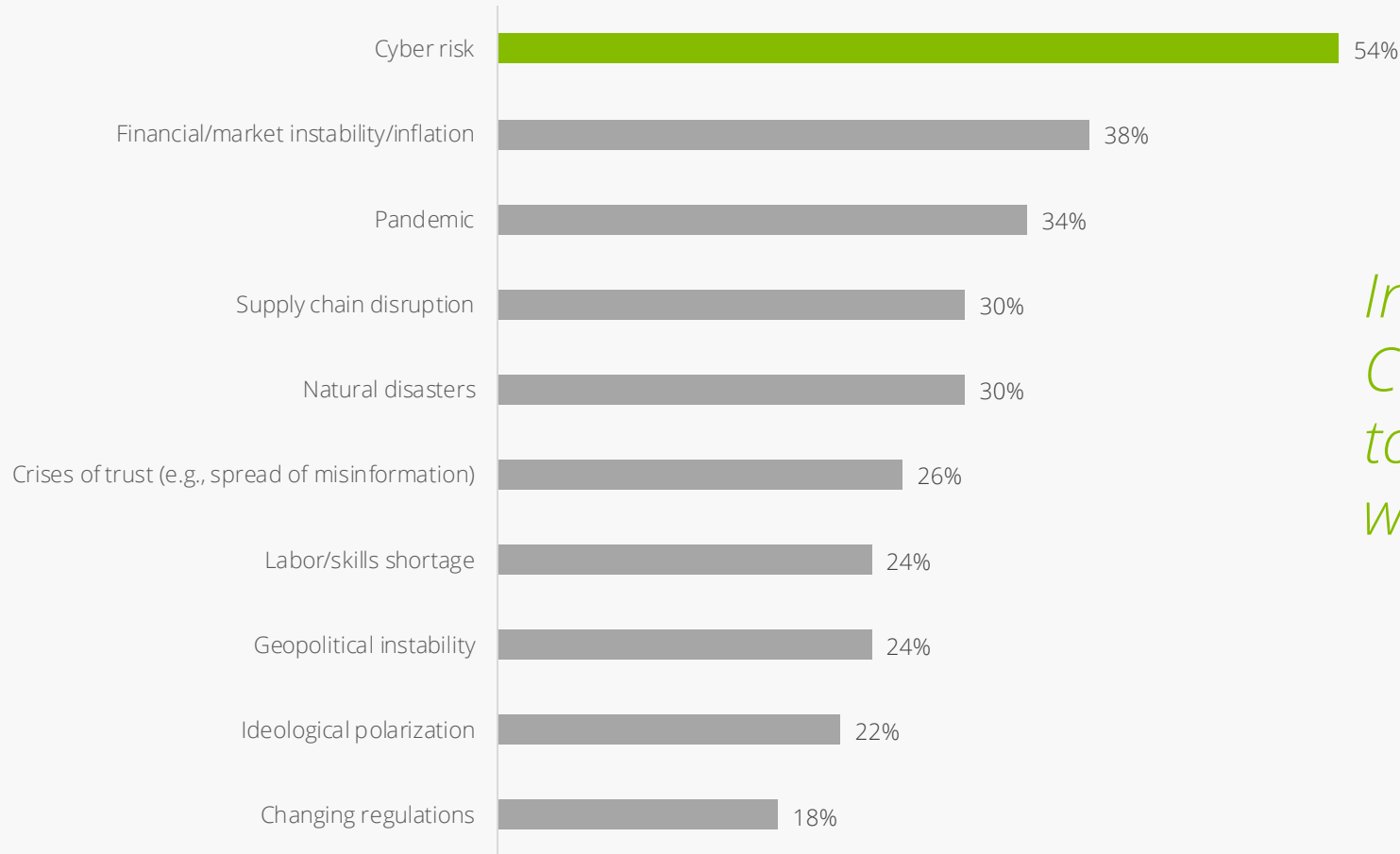
Financial uncertainty such as inflation, supply issues and a looming recession **is the top-of-mind concern for brands globally**. Rather than cost cutting, brands surveyed are planning to weather financial uncertainty with marketing investments.

Globally, the top three strategies include:

- 1 Accelerating to new digital platforms/technologies
- 2 Expanding into new markets, segments, and geographies
- 3 Implementing systems (such as AI) to create greater customer personalization

Top External Challenges | Saudi Arabia

ALL INDUSTRIES



In contrast with global results, Saudi CMOs' top concern lies in cyber risk, topping financial instability by a wide margin.

Base: Saudi Arabia (n=50)

Top Priorities | Saudi Arabia



Saudi CMOs' priorities differ significantly from the global results.

Developing, acquiring, and retaining talent is Saudi CMOs' #1 priority.

Deploying brand as an enterprise strategy comes in at #2.

Creating new products and expanding into new markets tie for the #3 priority among Saudi CMOs.

Base: Saudi Arabia (n=50)

TREND 2

Chief marketing officers drive growth through internal sustainability efforts

Leading by example

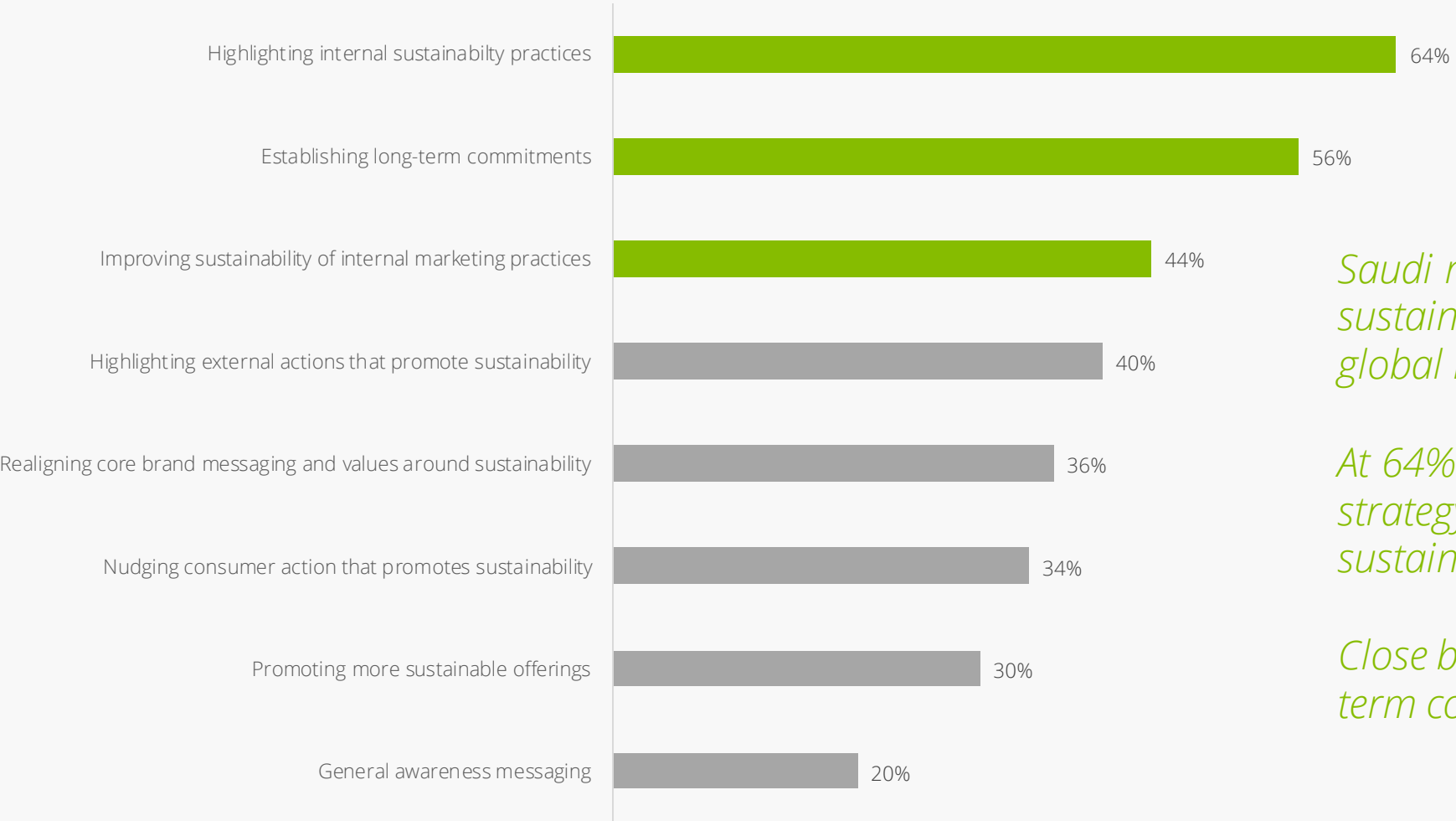
While there are many potential approaches to sustainability, **brands surveyed are concentrating their efforts on shoring up the sustainability of their own internal practices**, rather than trying to influence customer behavior. These efforts not only establish an authenticity to brands' marketing initiatives but leverages heightened awareness of global uncertainties to help build a more secure, sustainable future.

Globally, the top three sustainability strategies include:

- 1 Improving sustainability of internal marketing practices
- 2 Promoting more sustainable product and service offerings
- 3 Establishing long-term sustainability commitments

Top Sustainability Strategies | Saudi Arabia

Q20. Which of the following environmental sustainability initiatives are part of your current marketing strategy?



Saudi marketers' top three sustainability strategies differ from global results.

At 64% of Saudi marketers, the top strategy is highlighting internal sustainability practices.

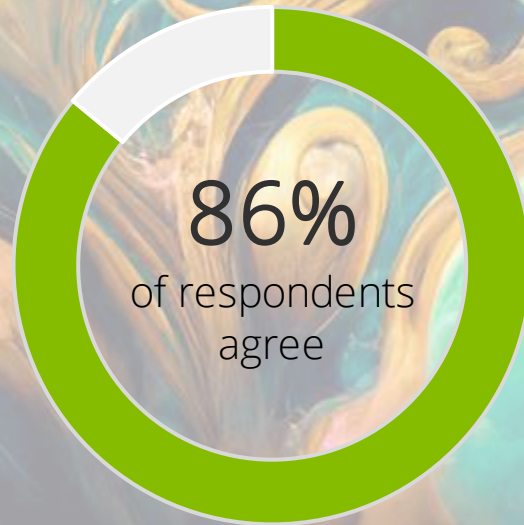
Close behind at 56%, establishing long-term commitments is the #2 strategy.

Base: Saudi Arabia (n=50)

TREND 3

Creativity as a force for growth

High-growth brands surveyed are prioritizing creativity as a force for long-term growth over their low-growth counterparts. High-growth brands also place a higher priority on increased risk taking, cross-functional collaboration, and looking to the marketing function for its most creative ideas.

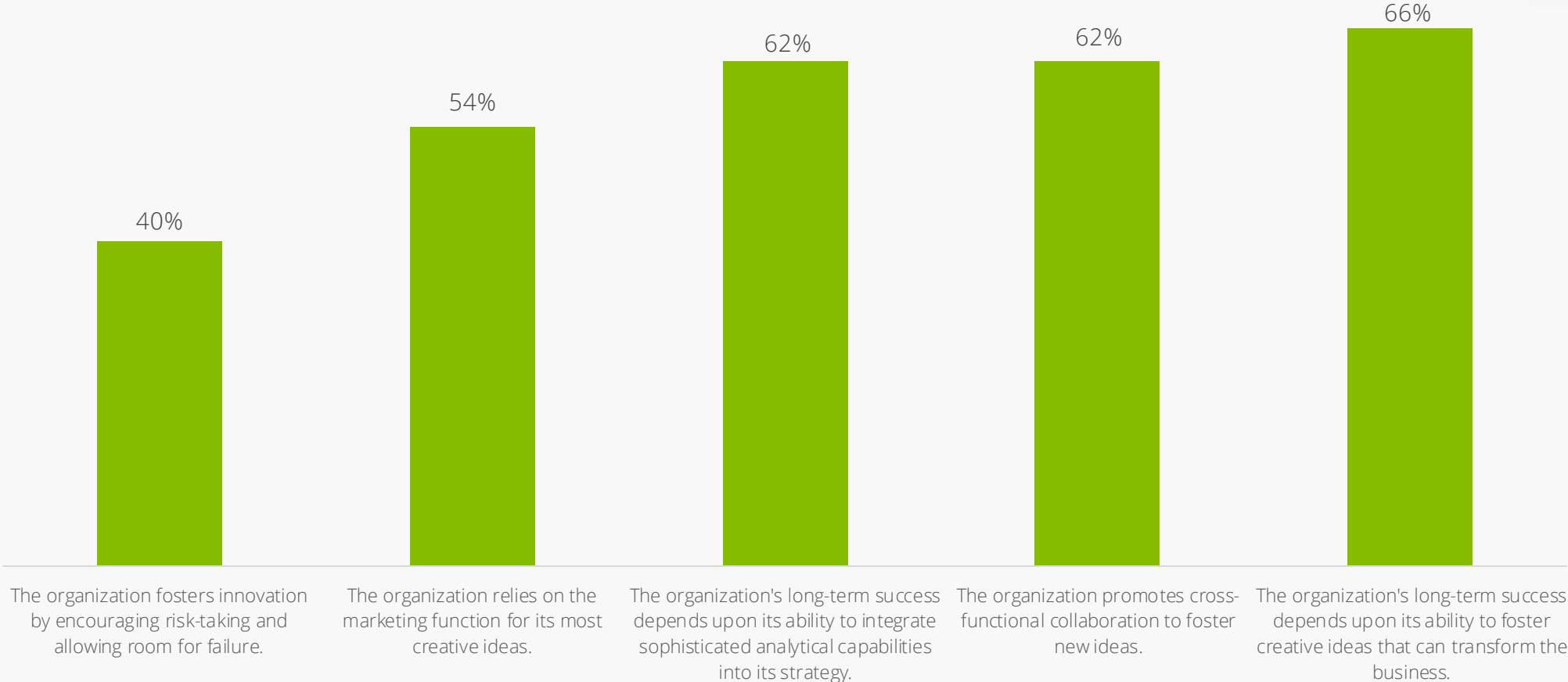


The organization's long-term success depends upon its ability to foster creative ideas that can transform the business.

Creativity | Saudi Arabia

Q21. Please rate your level of agreement with the following statements regarding the role of creativity in your organization: (Strongly Disagree, Disagree, Neither agree nor disagree, Agree, Strongly Agree, Not Applicable)

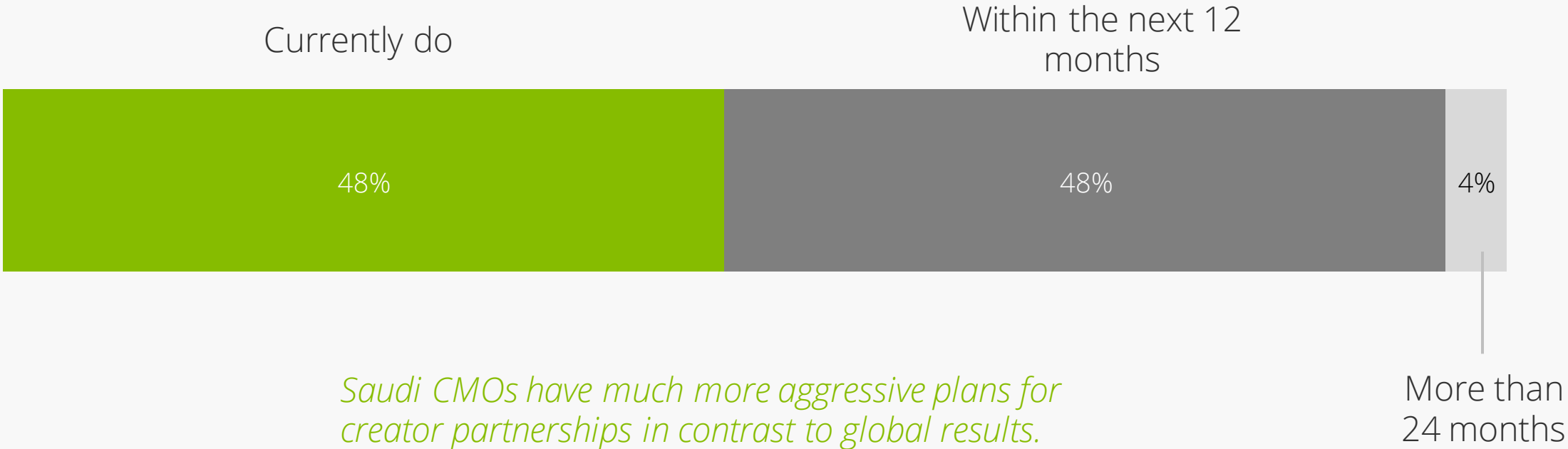
Filtered by Strongly Agree



Base: Saudi Arabia (n=50)

Marketer's Timeline To Partner With Creators | Saudi Arabia

Q12: In what timeframe, if at all, do you plan to partner with creators/influencers as part of your marketing strategy?

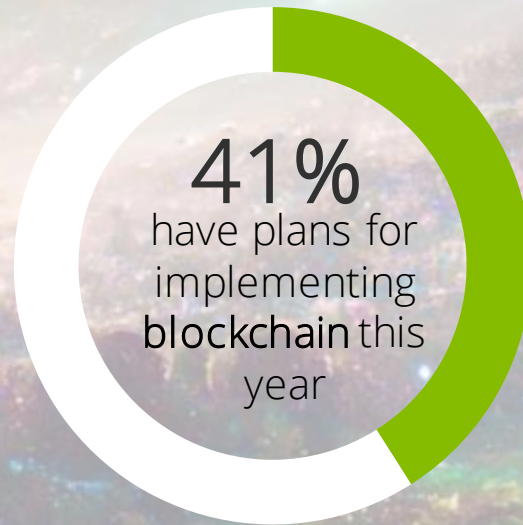
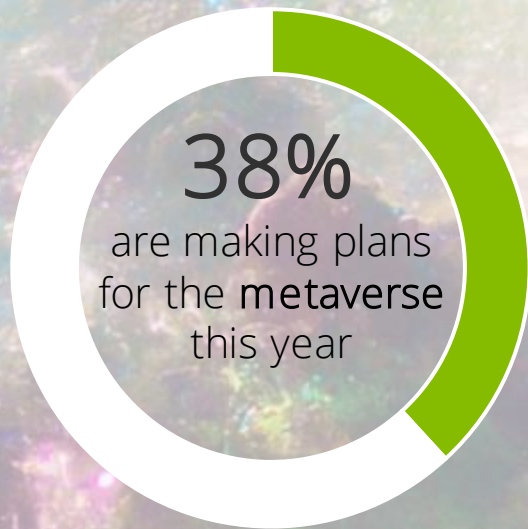


Base: Saudi Arabia (n=50)

TREND 4

Rising technologies for marketers to watch

Which new technologies most interest marketing leaders this year—and which are likely to sustain their interest over the long term? **Marketers have their eye on expanding their investment in blockchain and the metaverse.**

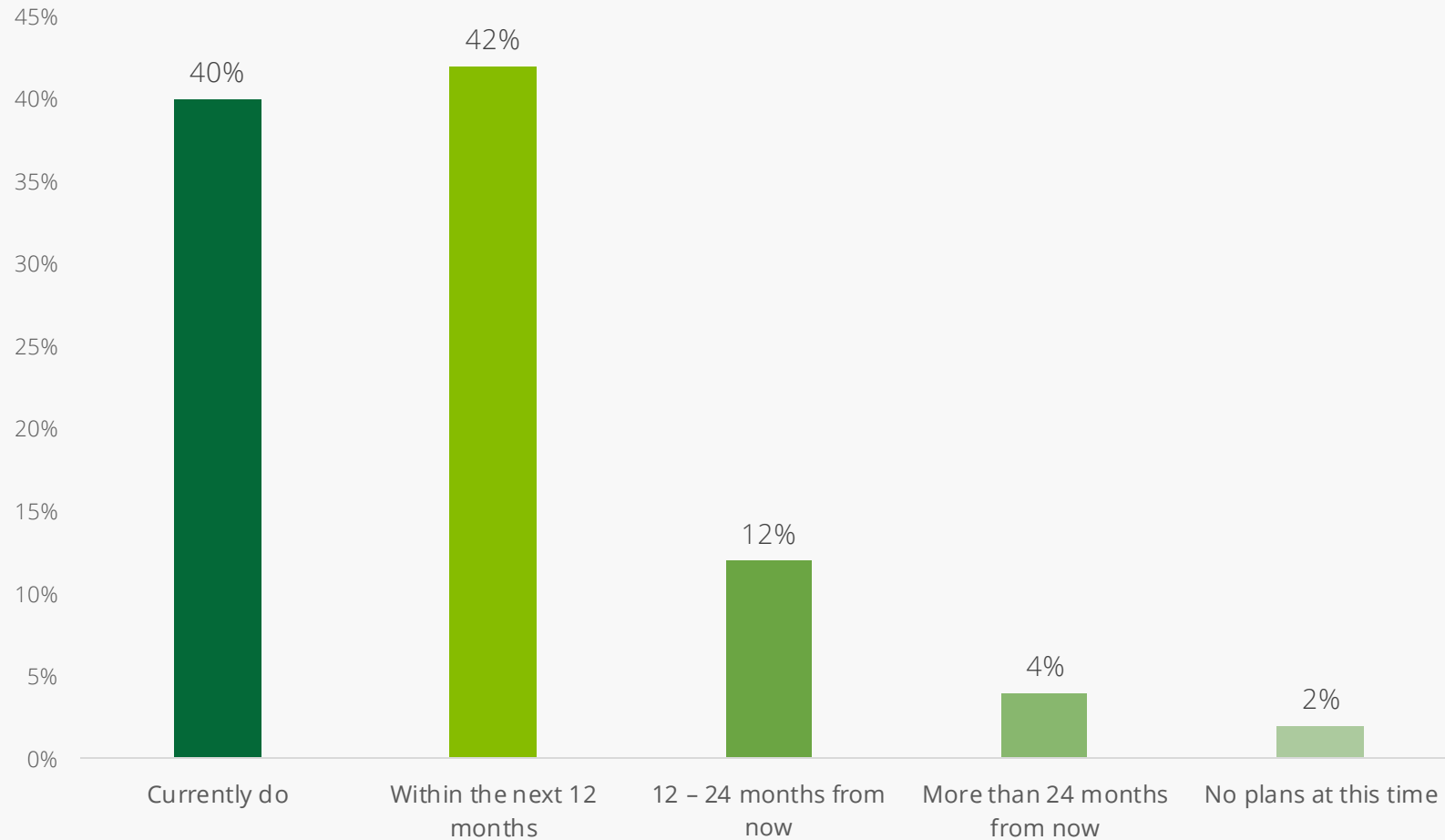


Although nascent, marketers are laying the groundwork for adoption of new technologies this year. To stay relevant, brands should consider laying out strategy that will benefit them in the long term.

(n=1015)

Marketer's Timeline For Engaging The Metaverse | Saudi Arabia

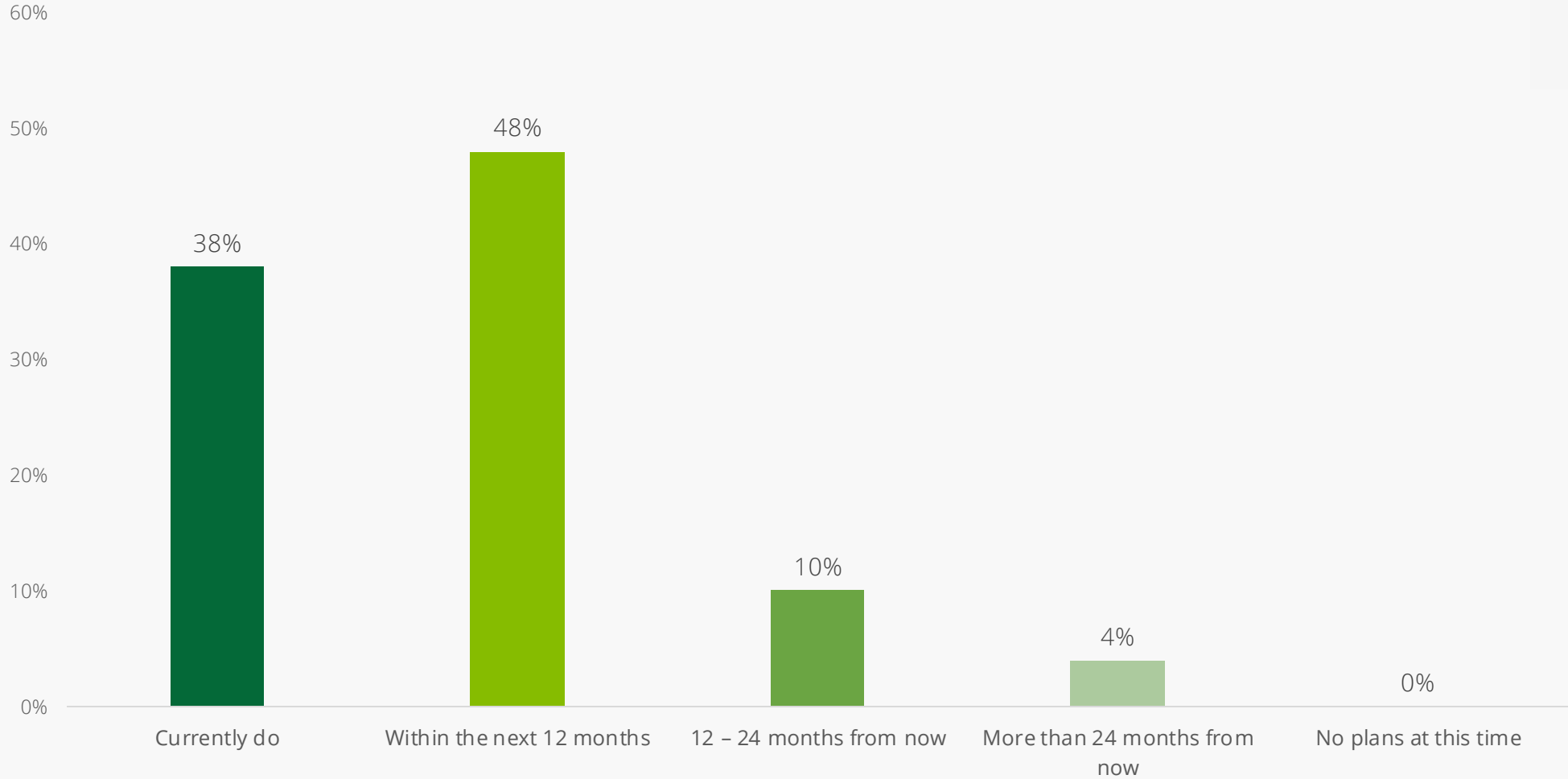
Q11. In what timeframe, if at all, does your brand plan to actively participate within the metaverse?



Base: Saudi Arabia (n=50)

Blockchain Technologies | Saudi Arabia

Q14. In what timeframe, if at all, do you plan to support your advertising strategy with blockchain technologies?



Base: Saudi Arabia (n=50)



**Gain insights to build resilient seeds for growth here:
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