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2023 Global
Marketing Trends
Resilient Seeds for Growth

January 2023



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We surveyed **1,015 global executives** and conducted **23 executive interviews** to better understand how top brands are meeting the needs of today's customers.

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Source: Deloitte Global Marketing Trends Executive survey, June 2022

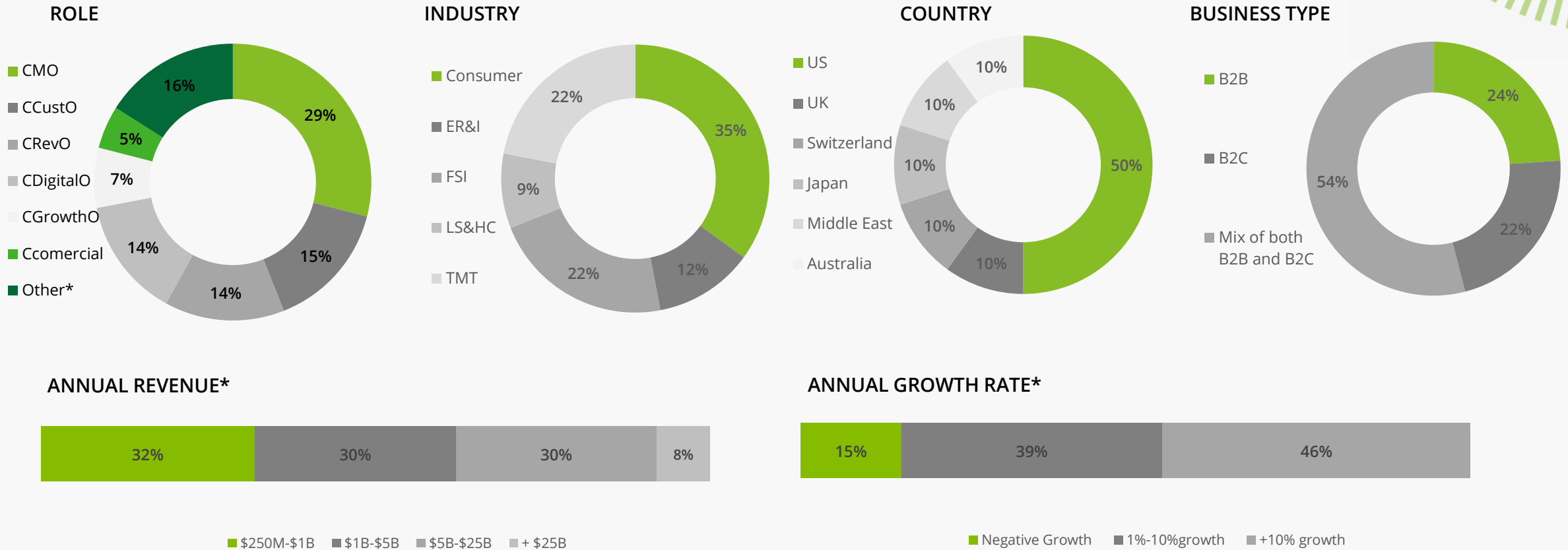


Executive Insights

Demographics

Demographics: Executive insights

The 1,015 executive respondents



*Other consist of Chief Brand, Merchandising, Creative, Content, and Experience Officers

A surreal landscape featuring a vibrant pink tree with dense foliage growing on a dark, rocky cliff. The cliff overlooks a calm body of water with a blue-green hue. The background is a misty, ethereal landscape with soft, glowing light. The overall scene is dreamlike and artistic.

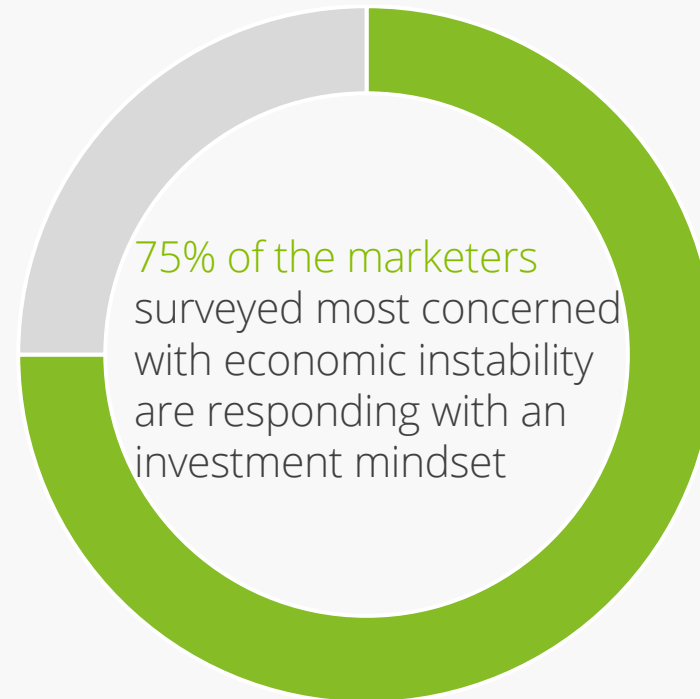
TREND 1

Brands answer economic instability
with marketing investments

Trend 1: Brands answer economic instability with marketing investments

The most pressing external concern brands surveyed cited this year is **navigating growing financial pressure** around the **economy and inflation**.

Rather than pulling back and cutting costs, brands are answering economic instability with a **growth mindset, prioritizing plans and investments** to help recession-proof their business.



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Source: Deloitte Global Marketing Trends Executive survey, June 2022

Priority 1: Accelerating the move to new digital technologies/platforms

- Increasingly digitally-savvy customers both expect and appreciate digital channels that provide an easier customer experience.
- Digital platforms and technologies also streamline backend operations and make it easier to track customer preferences and behaviors.

To accelerate the move to new digital technologies and platforms, CMOs can develop close working relationships with key partners across the organization. By identifying and conferring with stakeholders, brands can optimize these technologies and ensure a seamless backend integration.

Priority 2: Expanding into new markets, segments, or geographies

CMOs surveyed indicated a variety of approaches, including:

- Expanding services to new areas
- Improving product awareness
- Enhancing the customer experience
- Driving customers to digital platforms

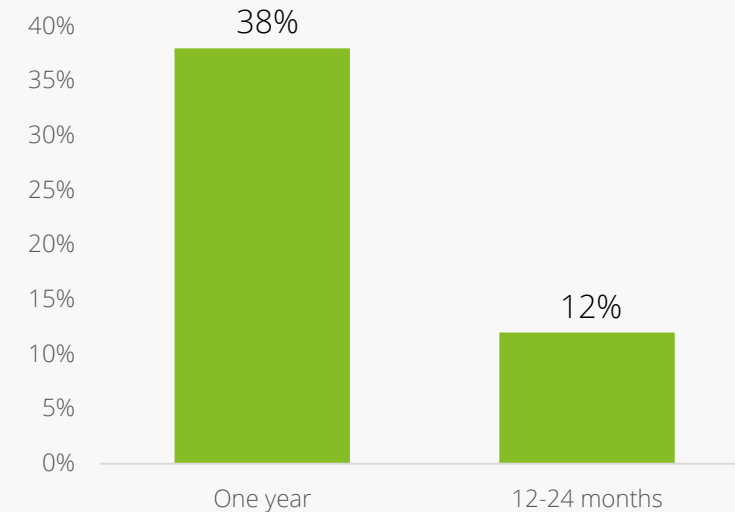
Expanding into new markets can correspond with expanding operations onto digital platforms. However, a difficult customer experience can discourage customers from engaging with your brand. Carefully testing platforms to accommodate customer needs and help facilitate a seamless customer experience can play a key role in retaining and growing customer engagement.

Priority 3: Implementing systems/algorithms to create greater customer personalization

In contrast to less complex methods of customer personalization, systems and algorithms can assist CMOs with uncovering new insights into customer behavior and preferences from larger sources of data.

Brands can work toward blending data with human-centered methodologies to create a more complete picture of the customer and to cultivate deeper connections with the customer.

Timeline for implementing systems or algorithms to enhance customer personalization



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Source: Deloitte Global Marketing Trends Executive survey, June 2022



TREND 2

Chief marketing officers drive growth through internal sustainability efforts

Trend 2: CMOs drive growth through internal sustainability strategy

Internal sustainability as an imperative to growth

More than half of brands surveyed are investing in getting their own house in order first when it comes to sustainability—a good sign they are looking to make an authentic impact over the longer-term.

Brands this year are planning to **improve sustainability of internal marketing practices, promote more sustainable product and service offerings, and establish long-term sustainability commitments**. Still, brands are not prioritizing sustainability as readily as in years past.



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Source: Deloitte Global Marketing Trends Executive survey, June 2022

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Trend 2: CMOs drive growth through internal sustainability strategy

How brands can leverage sustainability initiatives as investments in future growth

- **Don't pull back.** Although cutting down on sustainability investments might feel tempting during a time of economic uncertainty, retaining a sense of long-term perspective about the socioeconomic demands around sustainability on the horizon can be vital.
- **Look inward.** Marketers can infuse sustainability throughout the entire life cycle of the product or service—leading to improved efficiencies, increased brand value through customer alignment, and ongoing impetus for growth.
- **Unify your organization.** Marketing can and should play a leading role on sustainability issues within their organizations. Marketers excel at telling stories and rallying people behind their efforts. These skills can be leveraged to allow them to lead the charge on internal sustainability efforts.



TREND 3

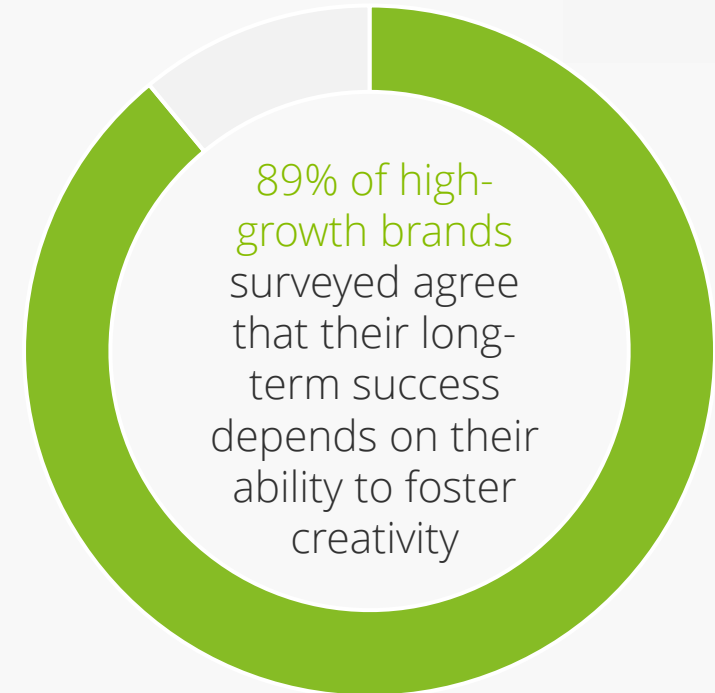
Creativity as a force for growth

Trend 3: Creativity as a force for growth

High-growth brands prioritize creativity as a force for growth

High-growth brands surveyed are **more likely than their negative-growth peers** to have the mindset and processes to allow creativity to flourish.

A simplistic view of growth has sometimes led to declining creative leadership and creative skills across business. **High-growth brands are more likely to create an environment that supports creative thinking** by encouraging risk-taking and cross-functional collaboration. Forward-thinking brands are employing creativity (beyond brand communications and advertising) as a driver of growth.



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Trend 3: Creativity as a force for growth

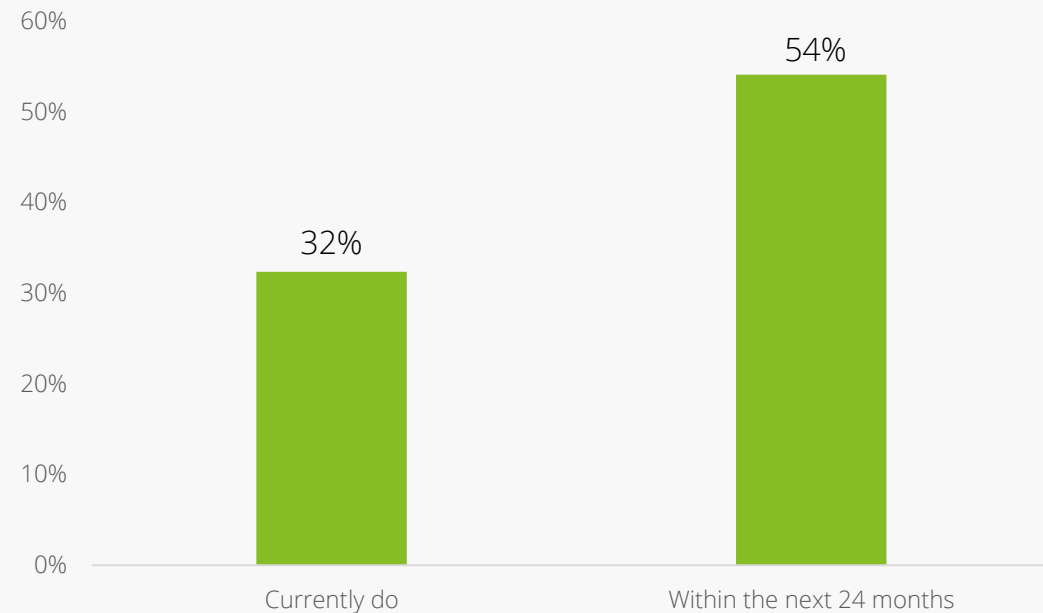
CMO respondents across all sectors are increasingly turning to creators as creative collaborators and growth drivers

Both brands and creators are looking to partner more frequently. Brands surveyed are expected to nearly **double their partnerships** in the next two years.

As the creator space becomes more crowded, brands and creators can find mutual value in partnerships that emphasize:

- Relevance
- Clear expectations
- Creative freedom

Brand plans to partner with creators



Trend 3: CMOs and marketing are well positioned to help drive creative leadership and creative thought across the organization

How brands can foster a culture of creativity that drives growth

- **Redefine what creativity can offer.** Creativity is no longer confined to single advertisements or campaigns. This shifts the priority for CMOs from delivering one-off projects to consistently delivering products, services, and experiences that allow a brand to stand out.
- **Bring the rest of the organization along for the ride.** While CMOs and the marketing function can play a lead role in a brand transformation, all functions should be aligned on business aspirations.
- **Inspire the organization to think differently.** Encouraging risk-taking and providing room for failure can encourage creative thought.



TREND 4

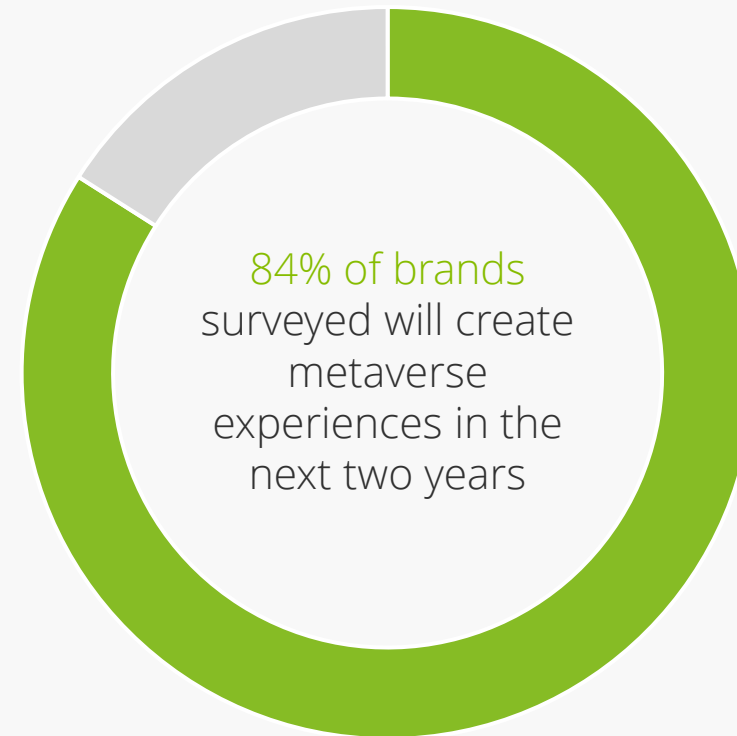
Rising technologies for marketers to watch

Trend 4: Rising technologies for marketers to watch

Growing interest in the metaverse

About half of brands surveyed will create metaverse experiences within the next year, but the majority plan to engage the next two years.

Brands reported that their primary barrier to participating in the metaverse is the **difficulty of technical implementation**. However, 90% see it as relevant to their industry.



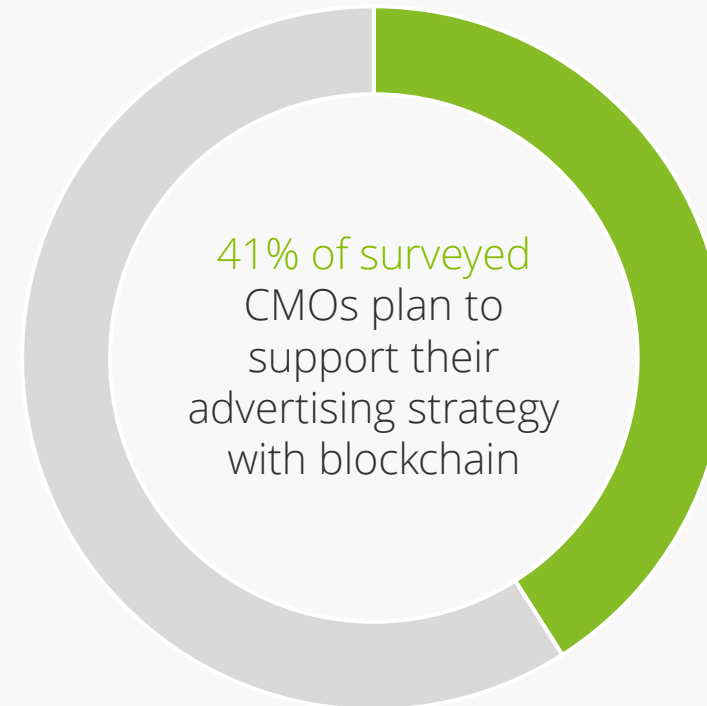
Trend 4: Rising technologies for marketers to watch

Brands focused on regulatory environments lead the way with blockchain technologies

Pressure to address privacy may be fueling early migration to blockchain.

CMOs surveyed who are prioritizing regulatory environments have already implemented blockchain a third more often than their peers, suggesting that **blockchain has high relevance for more highly regulated industries.**

Although these industries will likely lead the way, blockchain adoption appears to be on the rise across industries.



Trend 4: Rising technologies for marketers to watch

How brands can get started adopting new technologies in 2023



Metaverse

- **Look before you leap.** Define your objectives for creating metaverse experiences and keep an eye on early adopters who will pave the way for broader adoption in 2024 and beyond. Consider potential challenges including cybersecurity, trust, brand reputation, and digital rights management.
- **Weigh brand priorities in developing your adoption strategies.** Marketers that fail to set a strategy early may find themselves playing catch-up for years to come.

Blockchain

- **Consider your industry.** Brands working in regulatory environments should develop strategy for blockchain in the coming year for the data privacy reasons.
- **Lay the groundwork.** Other industries will have the opportunity to build consumer trust, as well as to provide a more customized, direct consumer experience using blockchain. Brands can begin now to lay the foundations for these technological implementations this year.



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