

## Advertising, Marketing & Commerce

# Amplify, grow, and build brand value

As a leader, you've developed a clear and purposeful vision for your brand. You realize the path to connection and personalization has changed and that success depends on creating genuine moments that matter to the end user and consumer. Tools and solutions like artificial intelligence (AI), digital asset management, analytics and other experience data management technologies are a must in order to inspire, excite and drive bottom line results.

Transformation of your marketing, advertising, and commerce operations is not just a short-term game. It's an ongoing process that will require organizations to overcome cultural and operational barriers in order to breakdown silos and reshape internal structures. Cross-functional collaboration across the organization from executive teams to the c-suite paired with strategic thinking, digital transformation, and creativity are critical to success.

## Have you set your ambitions?



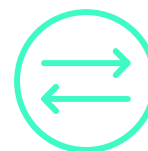
**Build brand awareness and loyalty.** What unmet needs can you define and meet for the customer, and then translate into a creative idea delivered through ongoing 'Run' services?



**Focus on customer expectations.** How will you build the capability to engage and excite customers who increasingly demand personalized experiences, anywhere and anytime? Have you considered approaches to not only enhancing interactions at physical locations but online as well?



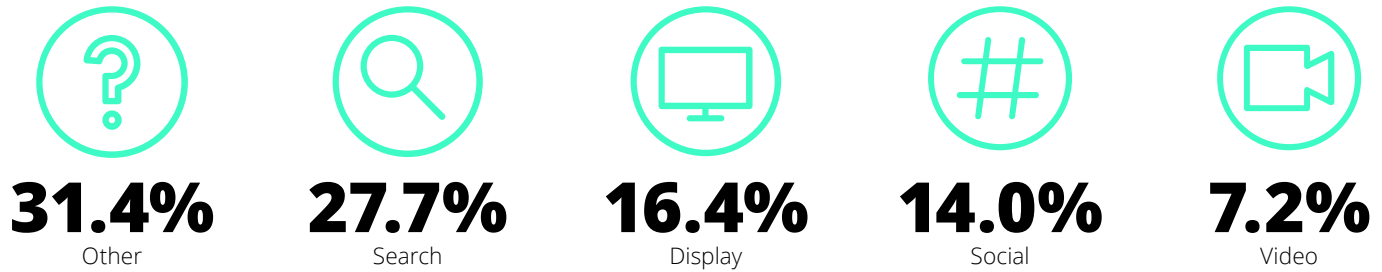
**Become a data-driven operation.** How will you leverage technology platforms and supporting third party data insights to transform your marketing, advertising, and commerce processes and customer interactions?



**Pivot for change.** Are you positioned to remodel your marketing operations with a new vision, the right people, and the assets and solutions to succeed in a customer-centric world—and drive measurable ROI?

# Paid digital media: Where the spend goes

In a recent survey, we asked a range of marketing leaders: How is your paid digital media allocated across the following channels?



Source: The CMO Survey, Feb. 2019

## Building, creating, and connecting

Great experiences build connections, strong connections create loyalty, and loyalty drives results. Think of how you can develop the capacity to discover and build these connections, and what it could bring to your organization:



Transformed advertising and go-to-market capabilities to elevate the brand and drive measurable business growth.



Aligning data-driven insights with powerful creative and human-first experiences to reach the right customers at the right time through the right channels.



Dynamic end-to-end digital marketing operations, leveraging cutting-edge marketing and media models, processes, technology solutions, data analytics, creative, and content to drive new value.



Impactful gains in engagement, sales, retention, and brand loyalty through every stage of commercial interaction with the customer—online and in-store—to translate state-of-the-art customer experiences into sustained sales growth.

## Imagine, Deliver, Run

The Deloitte pathway to successful transformation



### **Imagine: The right focus**

Set your ambition and chart a path to success by developing a roadmap to achieve those ambitions.



### **Deliver: The right concept**

Make it tangible: Put the ambition in motion by moving forward and launching in the market.



### **Run: Getting to scale**

Once the ambition is refined, scale it through flexible and integrated delivery teams.

“Imagine a world in which a brand knows who you are and what you want, and can deliver the product, service, or experience that best suits your needs seamlessly and in real time, across physical or digital channels. This world has arrived.”

—*Beyond Marketing: Experience Reimagined*  
Deloitte Tech Trends 2019

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What is stopping you from achieving your ambitions? Let's talk.

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