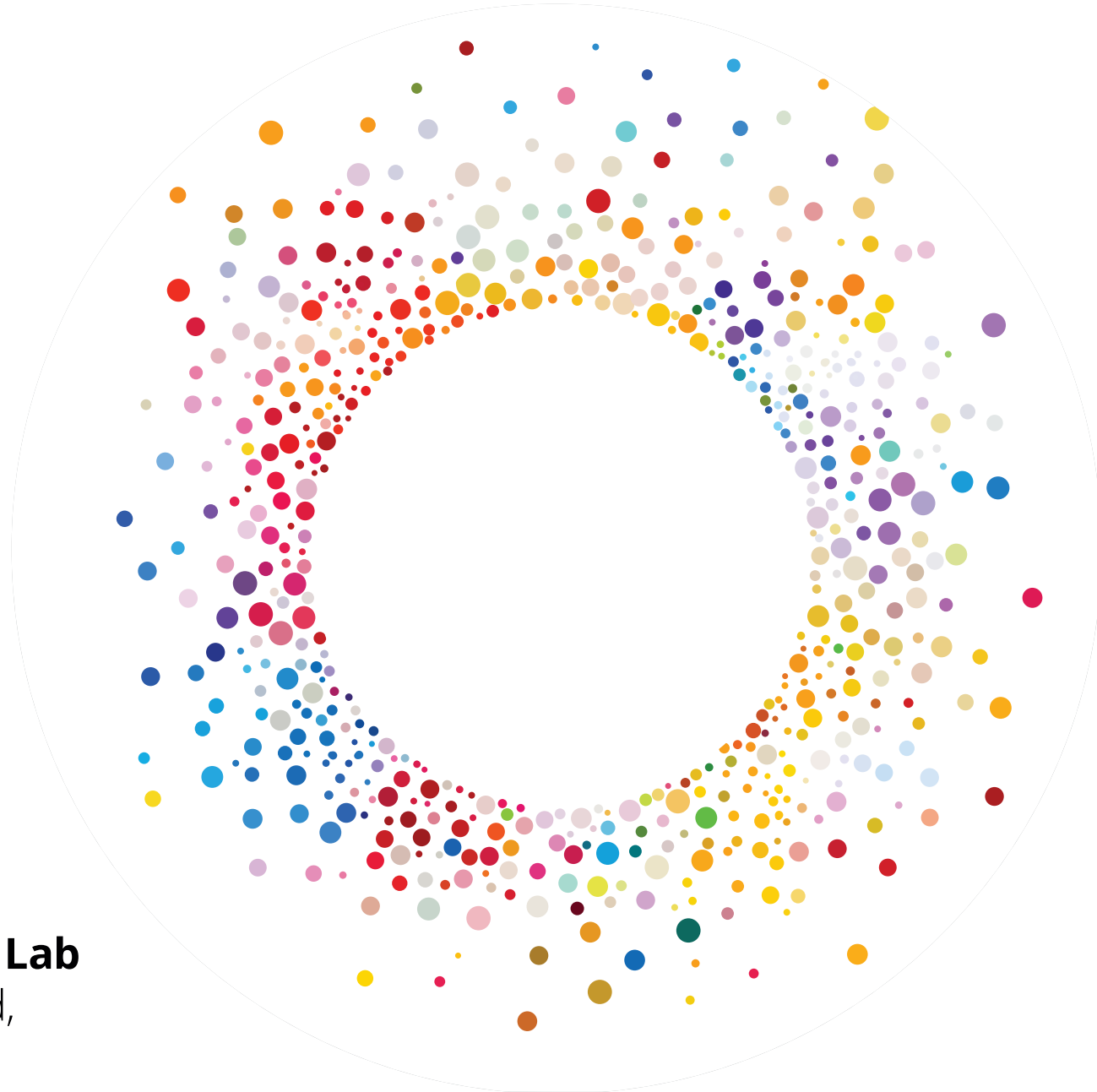


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Marketing Capability Lab

Get aligned, get focused,
get moving

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Introduction

Why conduct a Marketing Capability Lab?

Digital is rapidly changing consumer behaviors and expectations, creating urgency to embrace new ways of marketing to win in today's digital era.

Winning consumer products companies are embracing digital to create competitive advantage through differentiated marketing strategies in product, engagement, promotion, and distribution. Today's digital age requires new capabilities to deliver your strategy and distinctive value proposition to your customers and consumers.

The marketing capabilities lab will help you execute your strategies by getting you and your leadership team aligned on a shared ambition of what your shared vision for your marketing organization could be in this new digital paradigm. We will partner with you, identify prioritized areas of opportunity, and outline an overall marketing transformation roadmap.

We look forward to hearing from you.

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Business issue

Simply moving the money isn't enough

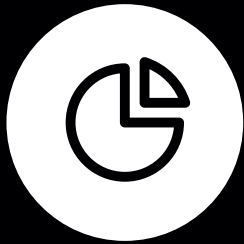
Consumer products companies are increasing investment in digital/social but still miss the mark.

Investment



\$192
billion¹

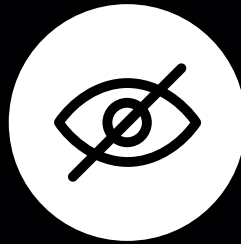
\$192 billion spent on consumer products media ads in the first quarter of 2016 compared to total media ad spend of \$184 billion in 2015.¹



32%

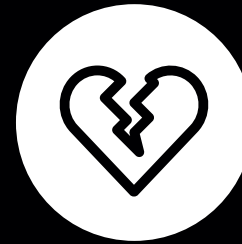
32 percent of marketing budget will be spent on social media by 2021.¹

Results



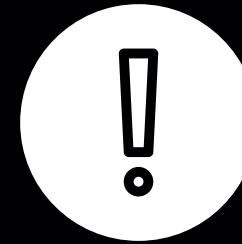
27%

27 percent of consumers blocked digital media in 2015.²



36%

36 percent of millennials in 2015 believed advertising on the internet has no credibility.³



46%

46 percent of consumers agree that ads appear at inconvenient moments on the internet.³

¹. *The CMO Survey*

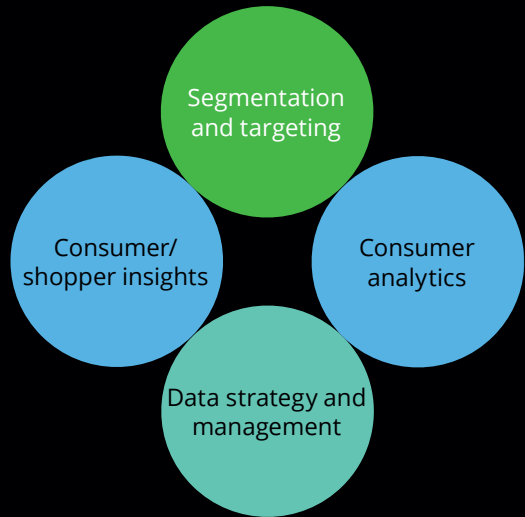
². *Digital Democracy Survey—A multi-generational view of consumer technology, media and telecom trends*

³. *2015 Doublebase GfK MRI*

Example capabilities used to successfully engage and drive loyalty in today's digital/social era

Winning with today's consumer requires new ways of marketing

Harness **big data and analytics** to target consumers and **advocates**



Personalize engagement and offerings to win in the moments that matter



Use always on **content publishing** to encourage advocacy and build loyalty



Provide a **seamless O2O** (online/offline) **experience** at moments that matter



Do you have the right capabilities to make this happen?



Example:

Millennials who live with their parents are an underserved market with higher disposable income and strong advocacy...



...target moments that matter in the consumer journey to deliver personalized, relevant engagement...



...with tailored content and integration of UGC to amplify media, generate social buzz, and drive trial...



...through programs enabled by data and technology, for example, geo-targeting through mobile coupons or contests that enable easy trial online or offline

Representative agenda

What the day looks like

Topic	Outcome
Kickoff and approach	Alignment on the objectives for the Lab
Strategic role of marketing	Alignment on strategic priorities for marketing transformation
Marketing capabilities and gaps	Alignment on strategic capabilities and capabilities with the largest gaps
Profile capabilities	Understanding of opportunities to build / close gaps for priority marketing capabilities
Keys to success	Understanding of keys to success and the high-level action plan to move forward
Feedback and next steps	Next steps and owners, where applicable



“

We got so much out of it. Your efforts, focus, and intelligence all came into play to make it an exceptional experience.

— CEO



“

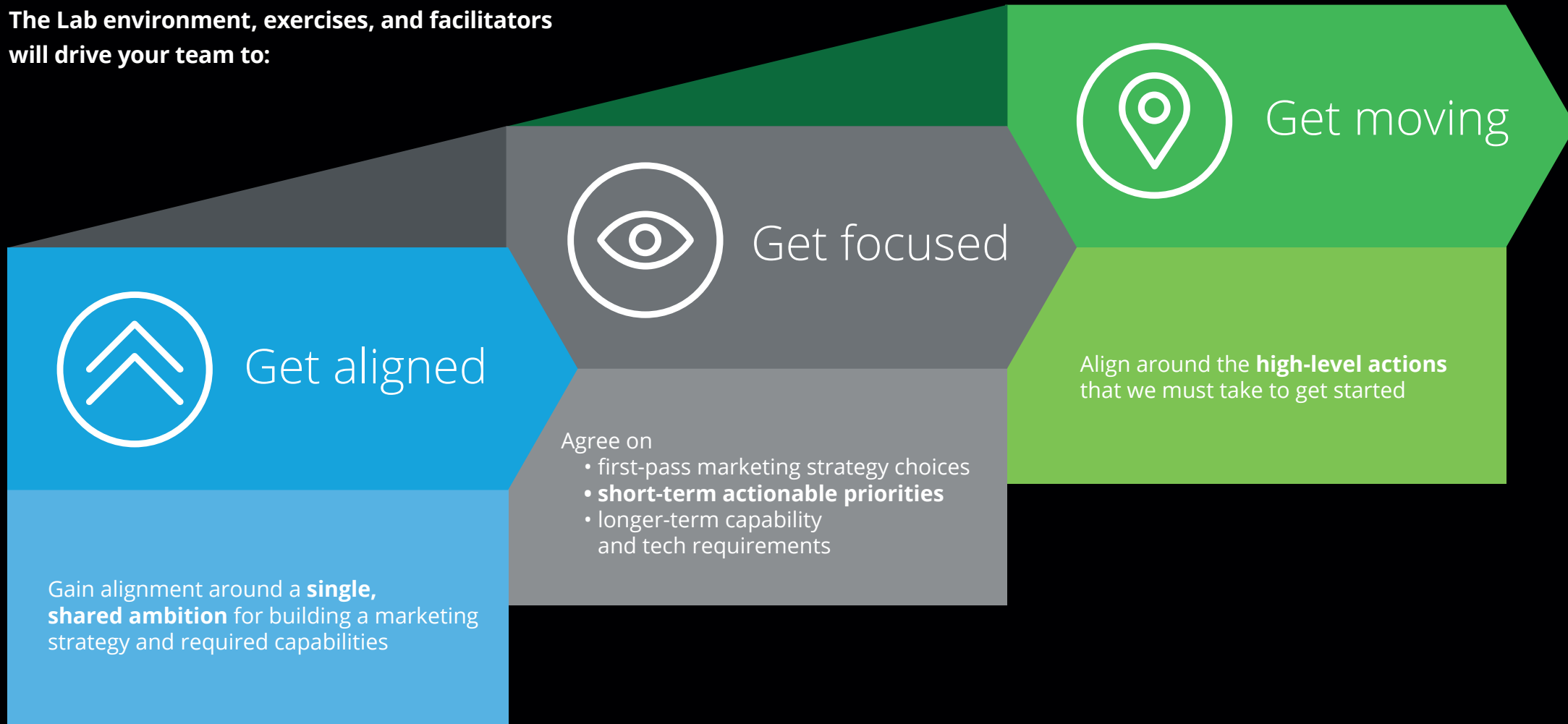
Their approach is to provide leaders and teams the right tools to help you think through what will work best for your Company rather than coming with a set of predetermined solutions.

— Chief Marketing Officer

Expected outcome

At the end of the day...

The Lab environment, exercises, and facilitators will drive your team to:



Let's talk

Contact us to find out how we can help you.

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