Agenda

1 2023 Global Marketing Trends Introduction
   Resilient seeds for growth

2 Trend One
   Brands answer economic instability with marketing investments

3 Trend Two
   Chief marketing officers drive growth through internal sustainability efforts

4 Trend Three
   Creativity as a force for growth

5 Trend Four
   Rising technologies for marketers to watch
We surveyed 1,015 global executives including 100 Swiss 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
Marketers wear many hats – and their titles reflect the evolving demands of their role.
The 100 Swiss Respondents | Demographics

**INDUSTRY**
- Consumer: 24%
- ER&I: 30%
- FSI: 11%
- LS&HC: 5%
- TMT: 30%

**BUSINESS TYPE**
- B2B: 30%
- B2C: 38%
- Mix of both B2B and B2C: 32%

**ANNUAL REVENUE**
- $250 million to less than $500 million: 14%
- $500 million to less than $1 billion: 24%
- $1 billion to less than $5 billion: 43%
- $5 billion to less than $10 billion: 5%
- Stayed the same: 10%
- Increased by less than 10%: 4%

**ANNUAL GROWTH RATE**
- Increased by more than 25%: 7%
- Increased by 10%-25%: 39%
- Increased by less than 10%: 42%
- Decreased by less than 10%: 6%
- Decreased by 10%-25%: 5%
- Decreased by more than 25%: 1%

Base: Switzerland (n=100)
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

n=1,015
Top External Challenges | Switzerland

Swiss companies join the rest of the world in citing financial uncertainty as their top concern.

Base: Switzerland (n=100)
Top Priorities | Switzerland

As with global results, accelerating the move to new digital technologies is the #1 priority.

Swiss marketers prioritize collaborating with other business functions at #2.

Expanding into new markets, segments, or geographies and building more inclusive capabilities round out the top priorities.
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

n=1015
Top Sustainability Strategies | Switzerland

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

<table>
<thead>
<tr>
<th>Initiative</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Improving sustainability of internal marketing practices</td>
<td>50%</td>
</tr>
<tr>
<td>Establishing long-term commitments</td>
<td>48%</td>
</tr>
<tr>
<td>Promoting more sustainable offerings</td>
<td>44%</td>
</tr>
<tr>
<td>Highlighting internal sustainability practices</td>
<td>35%</td>
</tr>
<tr>
<td>Nudging consumer action that promotes sustainability</td>
<td>30%</td>
</tr>
<tr>
<td>General awareness messaging</td>
<td>29%</td>
</tr>
<tr>
<td>Highlighting external actions that promote sustainability</td>
<td>26%</td>
</tr>
<tr>
<td>Realigning core brand messaging and values around sustainability</td>
<td>14%</td>
</tr>
<tr>
<td>None of the above</td>
<td>0%</td>
</tr>
</tbody>
</table>

Swiss marketers’ top three priorities mirror our global results.

50% of Swiss marketers are improving internal marketing practices.
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.

86% of respondents agree

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

<table>
<thead>
<tr>
<th>Statement</th>
<th>Strongly Agree</th>
</tr>
</thead>
<tbody>
<tr>
<td>The organization relies on the marketing function for its most creative ideas.</td>
<td>25%</td>
</tr>
<tr>
<td>The organization’s long-term success depends upon its ability to foster creative ideas that can transform the business.</td>
<td>35%</td>
</tr>
<tr>
<td>The organization’s long-term success depends upon its ability to integrate sophisticated analytical capabilities into its strategy.</td>
<td>40%</td>
</tr>
<tr>
<td>The organization fosters innovation by encouraging risk-taking and allowing room for failure.</td>
<td>28%</td>
</tr>
<tr>
<td>The organization promotes cross-functional collaboration to foster new ideas.</td>
<td>44%</td>
</tr>
</tbody>
</table>

Base: Switzerland (n=100)
Q12: In what timeframe, if at all, do you plan to partner with creators/influencers as part of your marketing strategy?

- Currently do: 23%
- Within the next 12 months: 32%
- 12-24 months: 16%
- More than 24 months: 12%
- No plans at this time: 14%
- Uncertain/Don't know: 3%

Base: Switzerland (n=100)
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.**

- 38% are making plans for the *metaverse* this year
- 41% have plans for implementing *blockchain* this year

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

- Currently do: 7%
- Within the next 12 months: 32%
- 12 – 24 months from now: 42%
- More than 24 months from now: 7%
- No plans at this time: 12%

Base: Switzerland (n=100)
Q14. In what timeframe, if at all, do you plan to support your advertising strategy with blockchain technologies?

Base: Switzerland (n=100)
Gain insights to build resilient seeds for growth here:
deloitte.com/globalmarketingtrends