2023 Global Marketing Trends
Resilient Seeds for Growth
United Arab Emirates Respondents
Agenda

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   Resilient seeds for growth

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We surveyed 1,015 global executives including 50 Emirati 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 UAE Respondents | Role

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

Base: United Arab Emirates (n=50)
The 50 UAE Respondents | Demographics

**INDUSTRY**
- Consumer: 26%
- ER&I: 18%
- FS: 30%
- LS&HC: 2%
- TMT: 24%

**BUSINESS TYPE**
- B2B: 70%
- B2C: 4%
- Mix of both B2B and B2C: 26%

**ANNUAL REVENUE**
- $250 million to less than $500 million: 20%
- $500 million to less than $1 billion: 22%
- $1 billion to less than $5 billion: 24%
- $5 billion to less than $10 billion: 14%
- $10 billion to less than $25 billion: 14%
- $25 billion or more: 6%

**ANNUAL GROWTH RATE**
- Increased by more than 25%: 8%
- Increased by 10%-25%: 56%
- Increased by less than 10%: 20%
- Decreased by less than 10%: 12%
- Decreased by more than 25%: 4%

Base: United Arab Emirates (n=50)
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
UAE CMOs see the pandemic as the top external challenge, but financial instability and cyber risk follow close behind.
UAE CMOs share 2 of the same global priorities, but their top priority differs.

UAE CMOs’ #1 priority is creating new product or service offerings.

Expanding into new markets comes in as the #2 priority.

Implementing systems to enhance customer personalization is close behind as the #3 priority.
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 | United Arab Emirates

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

- Improving sustainability of internal marketing practices: 60%
- Establishing long-term commitments: 56%
- Promoting more sustainable offerings: 54%
- Highlighting external actions that promote sustainability: 48%
- Highlighting internal sustainability practices: 46%
- Realigning core brand messaging and values around sustainability: 40%
- General awareness messaging: 40%
- Nudging consumer action that promotes sustainability: 30%

UAE marketers’ top sustainability strategies closely align with global results.

The top strategy for UAE marketers is focusing on improving the sustainability of internal marketing practices.

Following close behind, 56% of UAE marketers are establishing long-term commitments, and 54% are promoting more sustainable offerings.
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.
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

- The organization fosters innovation by encouraging risk-taking and allowing room for failure. (34%)
- The organization relies on the marketing function for its most creative ideas. (36%)
- The organization promotes cross-functional collaboration to foster new ideas. (52%)
- The organization’s long-term success depends upon its ability to integrate sophisticated analytical capabilities into its strategy. (62%)
- The organization’s long-term success depends upon its ability to foster creative ideas that can transform the business. (70%)

Base: United Arab Emirates (n=50)
Marketer’s Timeline To Partner With Creators | United Arab Emirates

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

- **Currently do**: 44%
- **Within the next 12 months**: 38%
- **12-24 months**: 12%
- **More than 24 months**: 2%
- **No plans/unsure**: 4%

Base: United Arab Emirates (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.**

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: 14%
- Within the next 12 months: 42%
- 12–24 months from now: 28%
- More than 24 months from now: 4%
- No plans at this time: 12%

Base: United Arab Emirates (n=50)
Q14. In what timeframe, if at all, do you plan to support your advertising strategy with blockchain technologies?

- Currently do: 28%
- Within the next 12 months: 38%
- 12 – 24 months from now: 22%
- More than 24 months from now: 4%
- No plans/ unsure: 8%

Base: United Arab Emirates (n=50)