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The background of the slide features a large, dark rock formation, possibly a natural monument, illuminated at dusk. Three vertical columns of light project onto the rock's surface, displaying vibrant, multi-colored patterns in shades of green, blue, and pink. The sky is a mix of soft pinks, oranges, and blues, suggesting a sunset or sunrise. In the distance, some city buildings and a street with a few cars are visible.

2023 Global
Marketing Trends
Resilient Seeds for Growth

United States Respondents

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

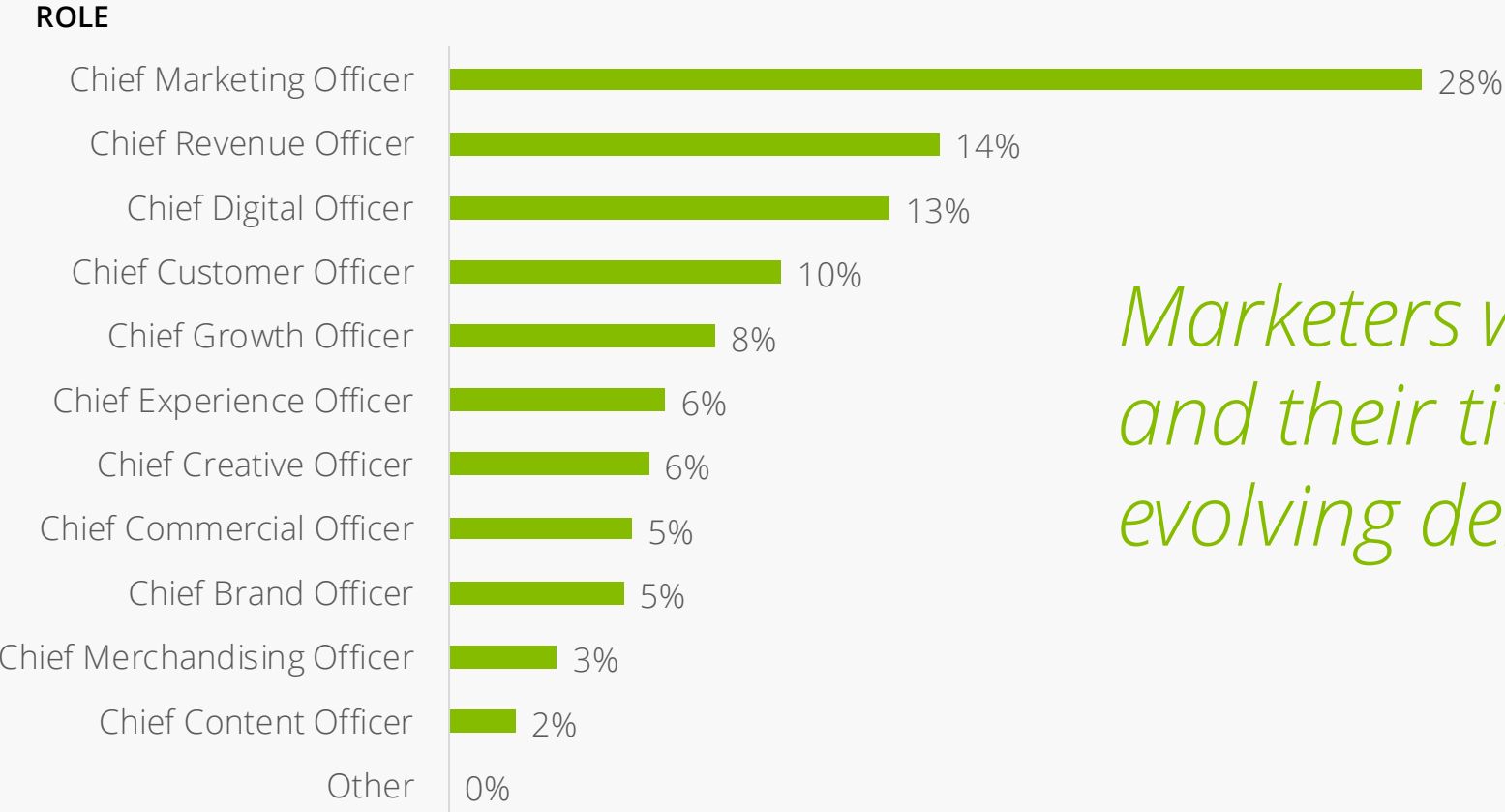
Rising technologies for marketers to watch

We surveyed **1,015 global executives** including **500 US 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 500 US Respondents | Role

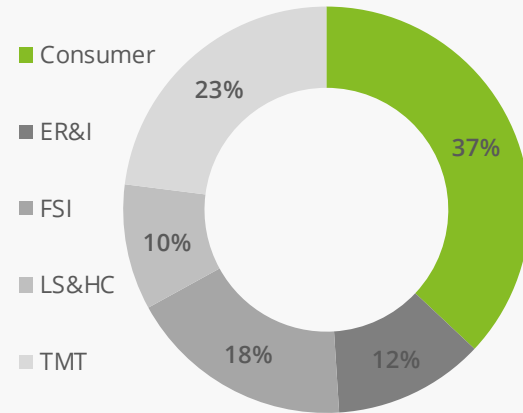


Marketers wear many hats – and their titles reflect the evolving demands of their role.

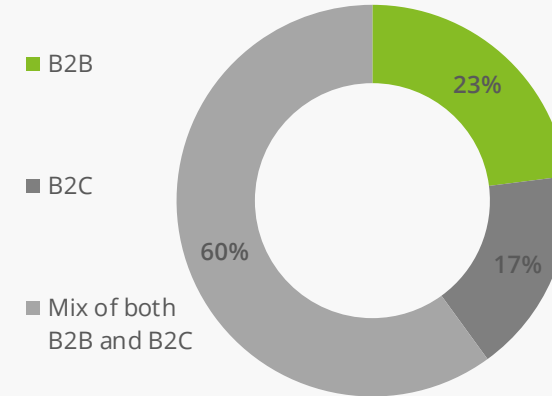
Base: United States (n=500)

The 500 US Respondents | Demographics

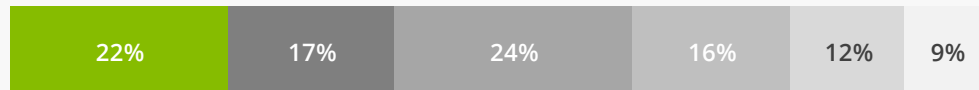
INDUSTRY



BUSINESS TYPE



ANNUAL REVENUE



- \$250 million to less than \$500 million
- \$500 million to less than \$1 billion
- \$1 billion to less than \$5 billion
- \$5 billion to less than \$10 billion
- \$10 billion to less than \$25 billion
- \$25 billion or more

ANNUAL GROWTH RATE



- Increased by more than 25%
- Increased by 10%-25%
- Increased by less than 10%
- Stayed the same
- Decreased by less than 10%
- Decreased by 10%-25%
- Decreased by more than 25%

Base: United States (n=500)

TREND 1

Brands answer economic instability with marketing investments

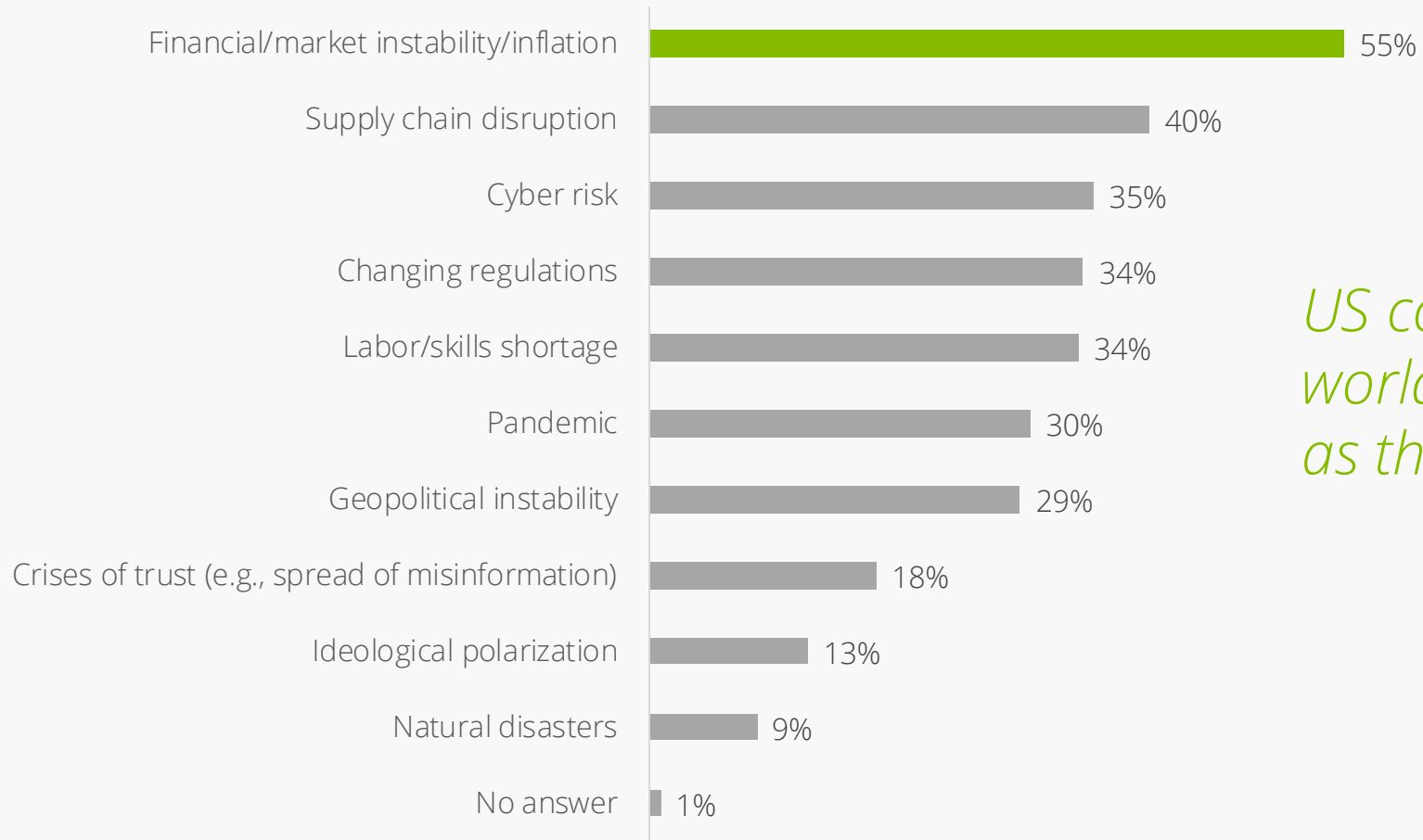
Financial uncertainty such as inflation, supply issues and a looming recession **is the top-of-mind concern for brands globally**. Rather than cost cutting, brands surveyed are planning to weather financial uncertainty with marketing investments.

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

Top External Challenges | United States

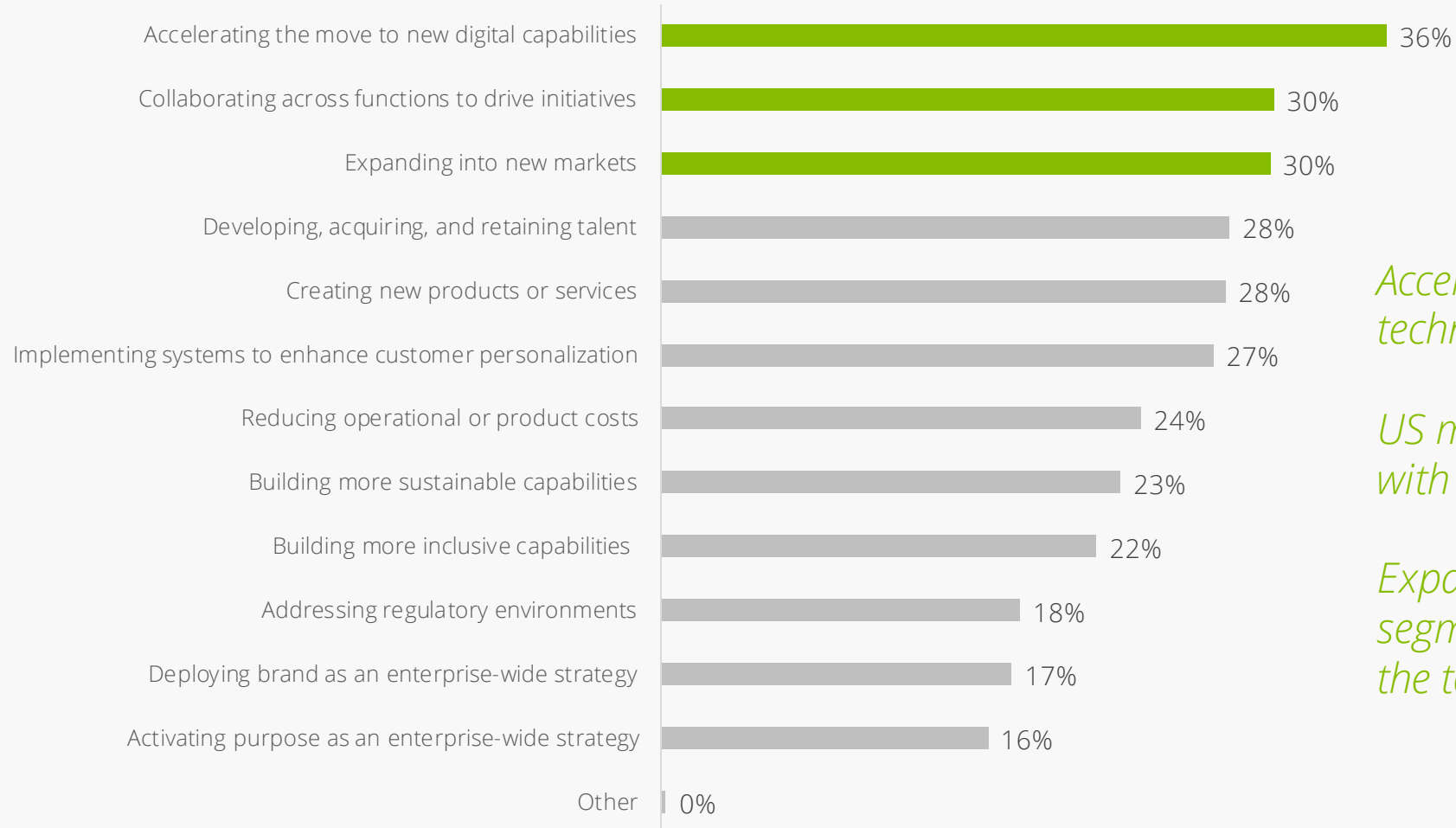
ALL INDUSTRIES



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

Base: United States (n=500)

Top Priorities | United States



Accelerating the move to new digital technologies/platforms remains #1.

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

Expanding into new markets, segments, or geographies remains in the top 3.

Base: United States (n=500)

TREND 2

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

Top Sustainability Strategies | United States

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



US marketers' top three priorities mirror our global results.

Base: United States (n=500)

TREND 3

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.

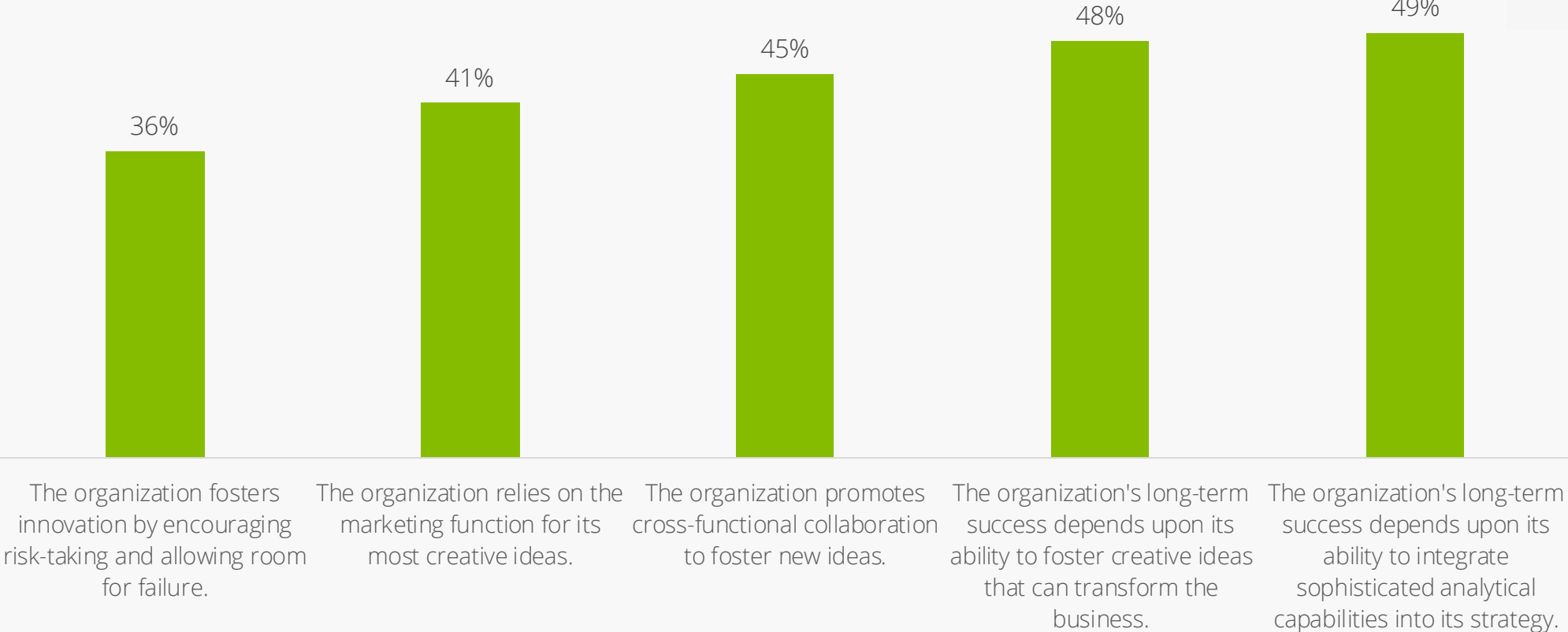


The organization's long-term success depends upon its ability to foster creative ideas that can transform the business.

Creativity | United States

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)

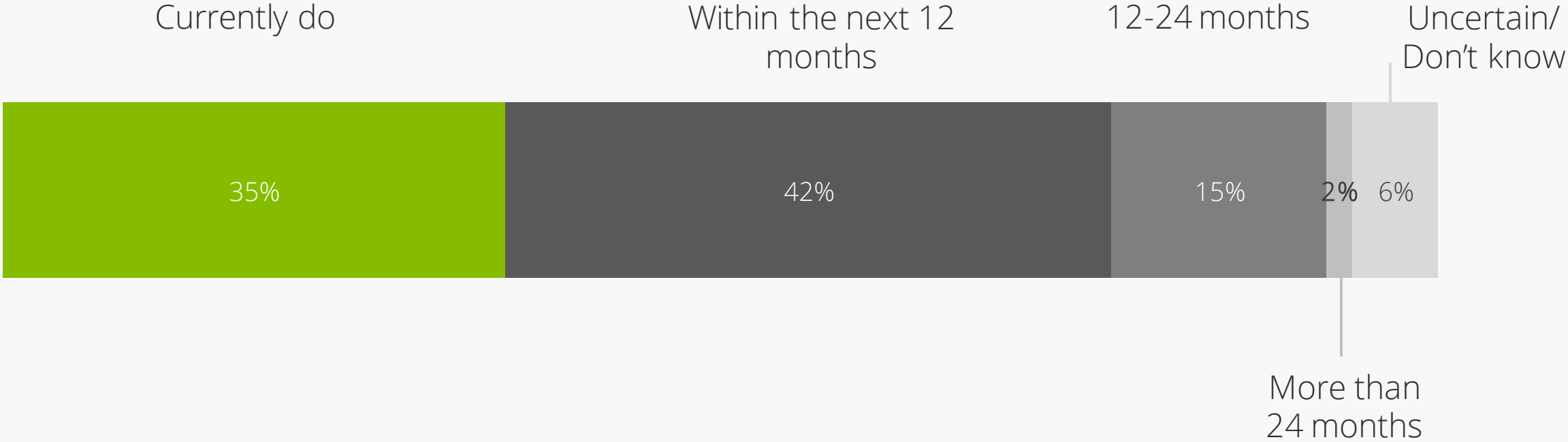
Filtered by Strongly Agree



Base: United States (n=500)

Marketer's Timeline To Partner With Creators | United States

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

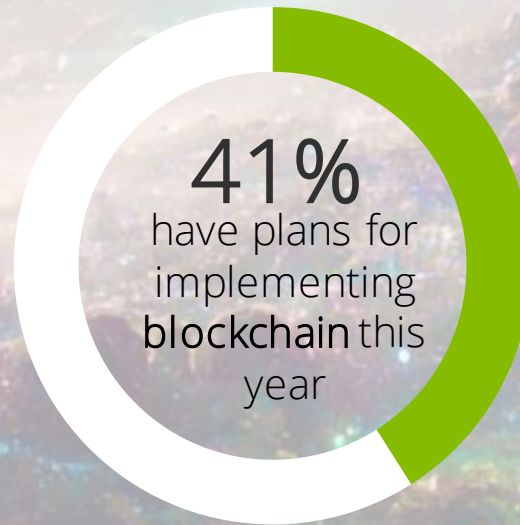
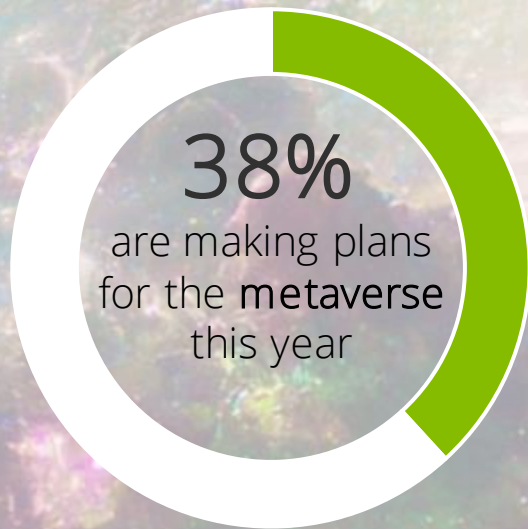


Base: United States (n=500)

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.**

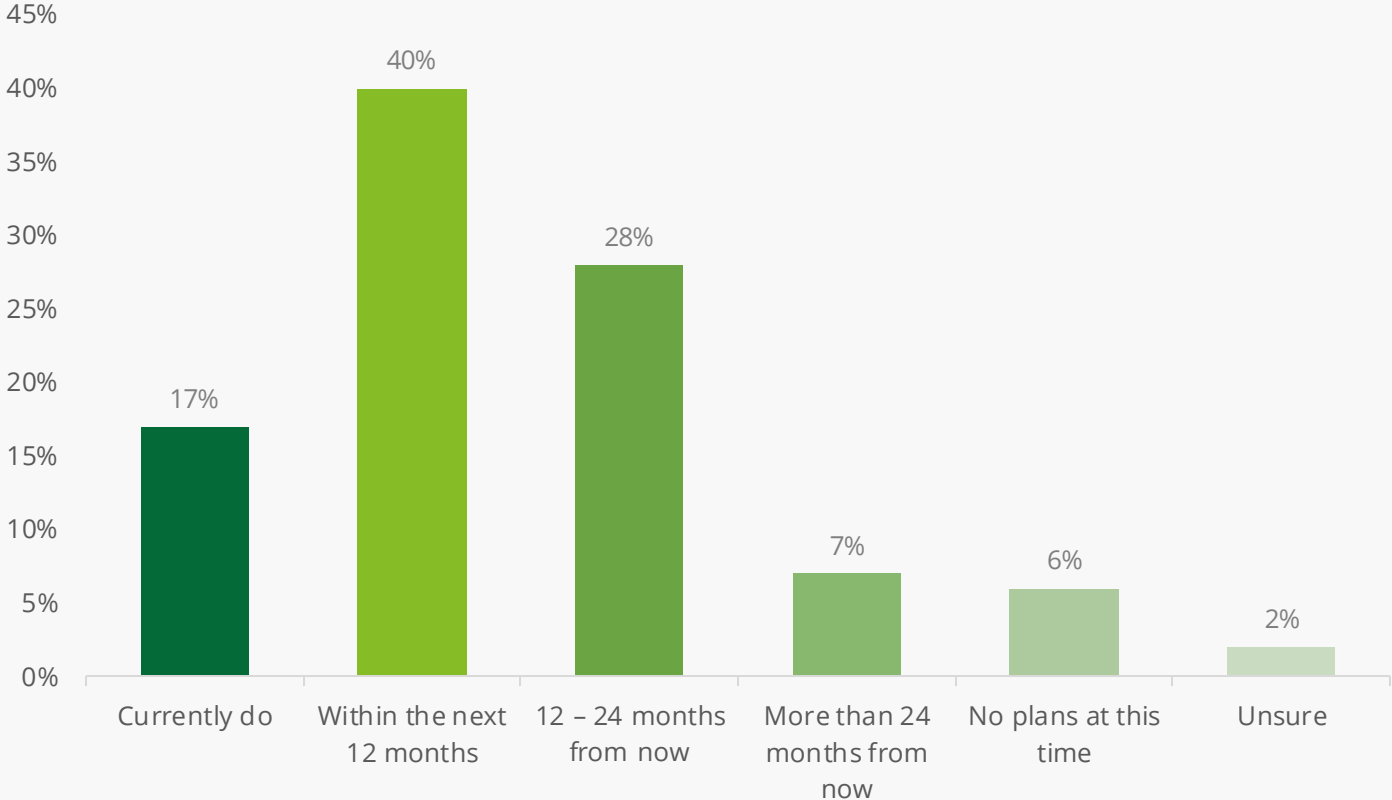


Although nascent, marketers are laying the groundwork for adoption of new technologies this year. To stay relevant, brands should consider laying out strategy that will benefit them in the long term.

(n=1015)

Marketer's Timeline For Engaging The Metaverse | United States

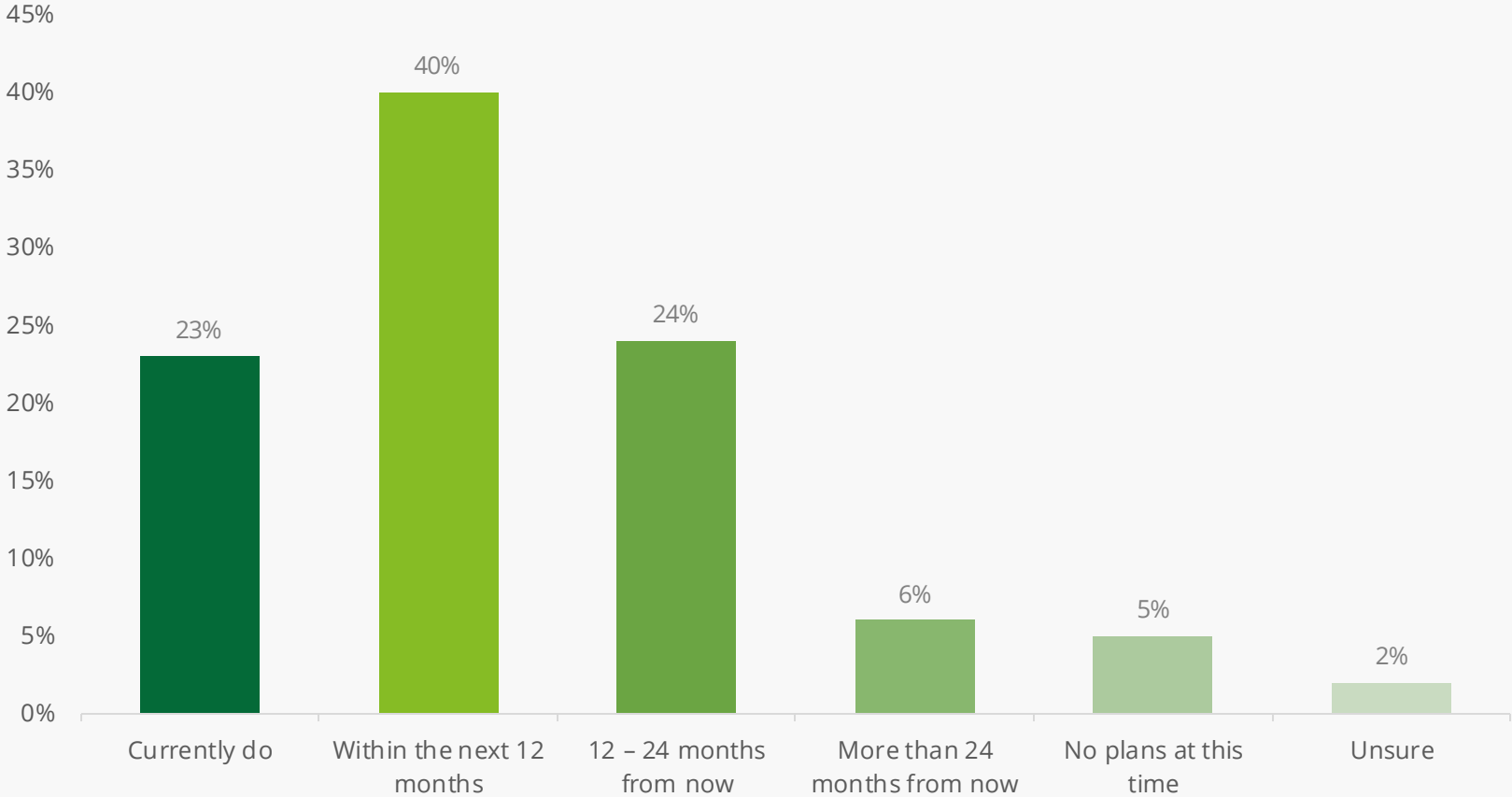
Q11. In what timeframe, if at all, does your brand plan to actively participate within the metaverse?



Base: United States (n=500)

Blockchain Technologies | United States

Q14. In what timeframe, if at all, do you plan to support your advertising strategy with blockchain technologies?



Base: United States (n=500)



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