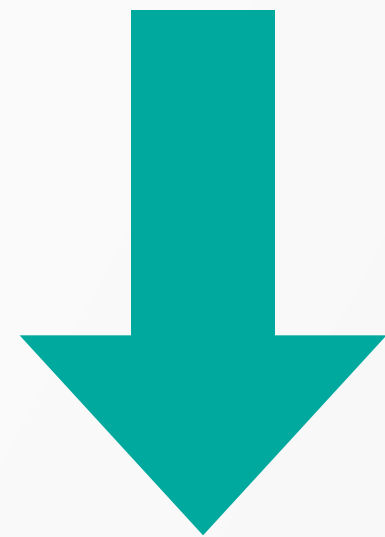


EVOLVING ROLE OF THE CMO.

What is the underpinning phenomenon that has shaped and driven this shift?

Traditional marketing
and the consumer



Evolving marketing
and the empowered consumer

What is the underpinning phenomenon that has shaped and driven this shift?

Traditional marketing
and the consumer



Evolving marketing
and the empowered consumer

“What does it require,
for the marketer to respond
to this shift?”

Challenges of the evolving CMO

C-Suite influencing factors

|

Challenges of the evolving CMO C-Suite influencing factors

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- Use of Data ▪

Challenges of the evolving CMO C-Suite influencing factors

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- Use of Data ▪
- Driving Innovation ▪

Challenges of the evolving CMO C-Suite influencing factors



- Use of Data ▪
- Driving Innovation ▪
- Revenue and Demand Creation ▪

Challenges of the evolving CMO C-Suite influencing factors



- Use of Data ▪
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- Revenue and Demand Creation ▪
- Functional Integration ▪

Challenges of the evolving CMO C-Suite influencing factors



- Use of Data ▪
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- Functional Integration ▪
- Fragmentation of Communication Channels ▪

Challenges of the evolving CMO C-Suite influencing factors



- Use of Data ▪
- Driving Innovation ▪
- Revenue and Demand Creation ▪
- Functional Integration ▪
- Fragmentation of Communication Channels ▪
- Ethics and Sustainability ▪

DATA

It is prolific!
How do we use it,
treat and analyse it?



USE OF DATA

- Determine what and how much of the large amounts of data you really need
- Make meaningful comparisons and interpret patterns.
- Identify root causes and take corrective action
- Glean insights to deliver market facing products and services

DRIVING INNOVATION



INNOVATION

- Link between Insight and R&D
- CMO - Innovation project owner
- Drive revenue through NPD's

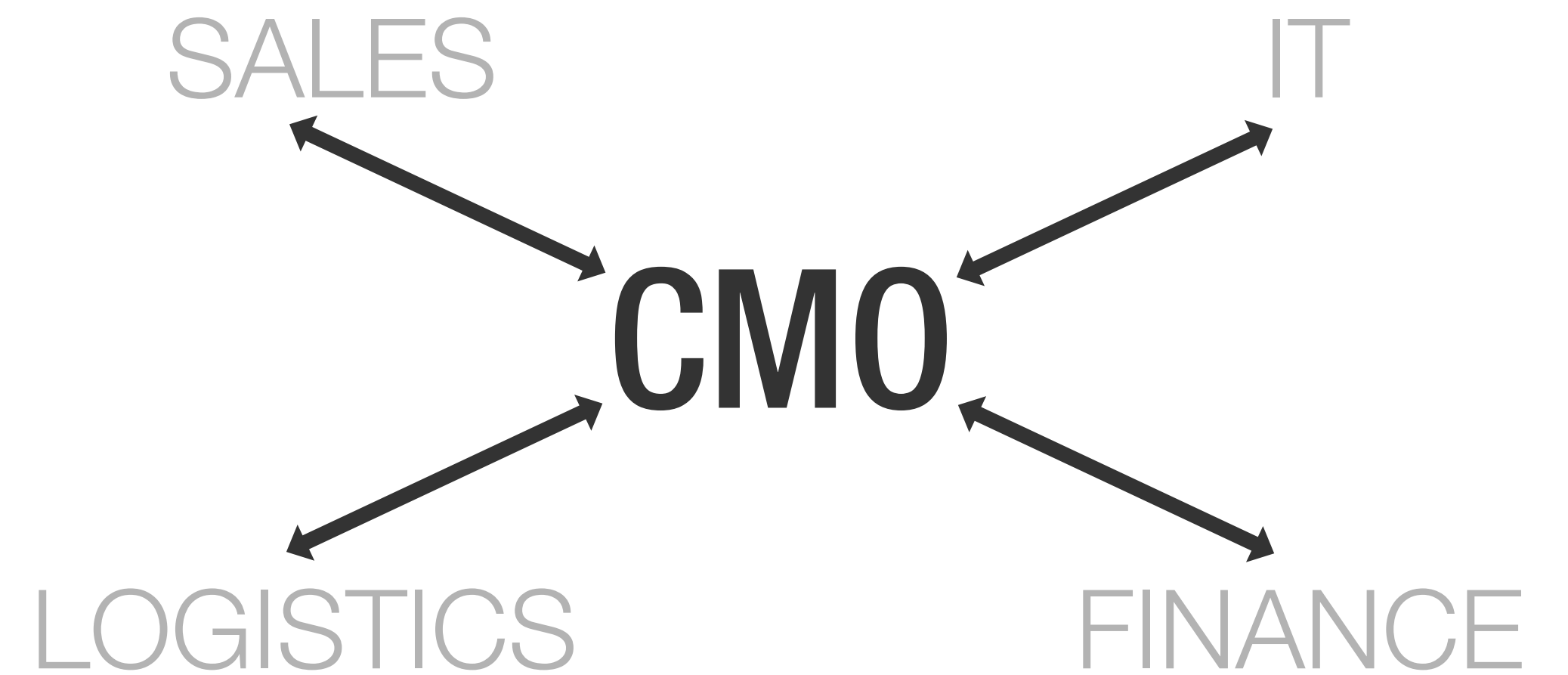
REVENUE AND DEMAND CREATION



REVENUE AND DEMAND CREATION

- Marketing is now a revenue centre
- Sales driven to meet Market Share goals
- Demand pull to bridge share targets vs sales projections

FUNCTIONAL INTEGRATION



FUNCTIONAL INTEGRATION

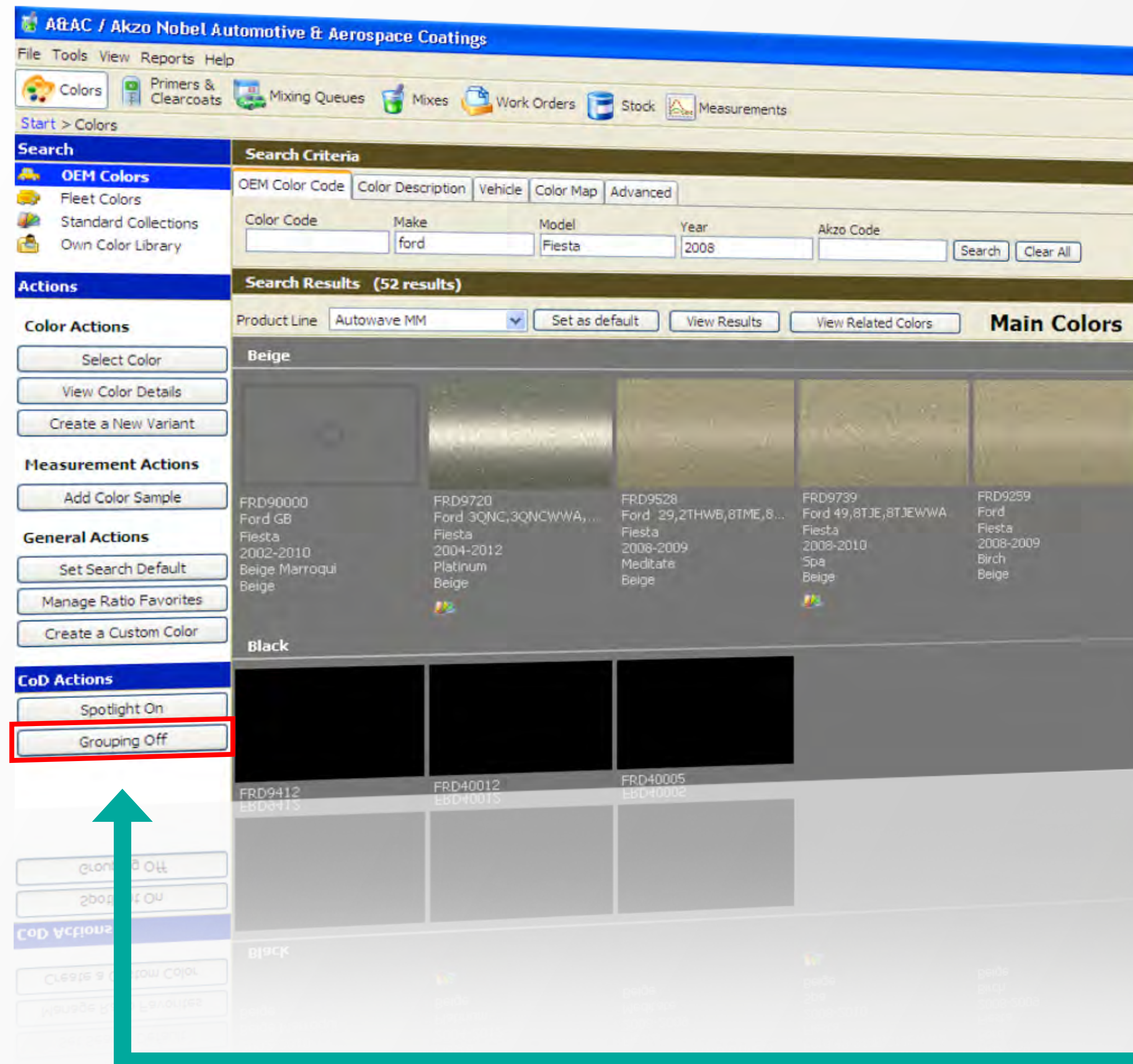
- More data – IT plays a major role
- Integration with Sales and logistics function as demand creators
- Strong partnership with R&D on innovation

FRAGMENTATION OF MEDIA



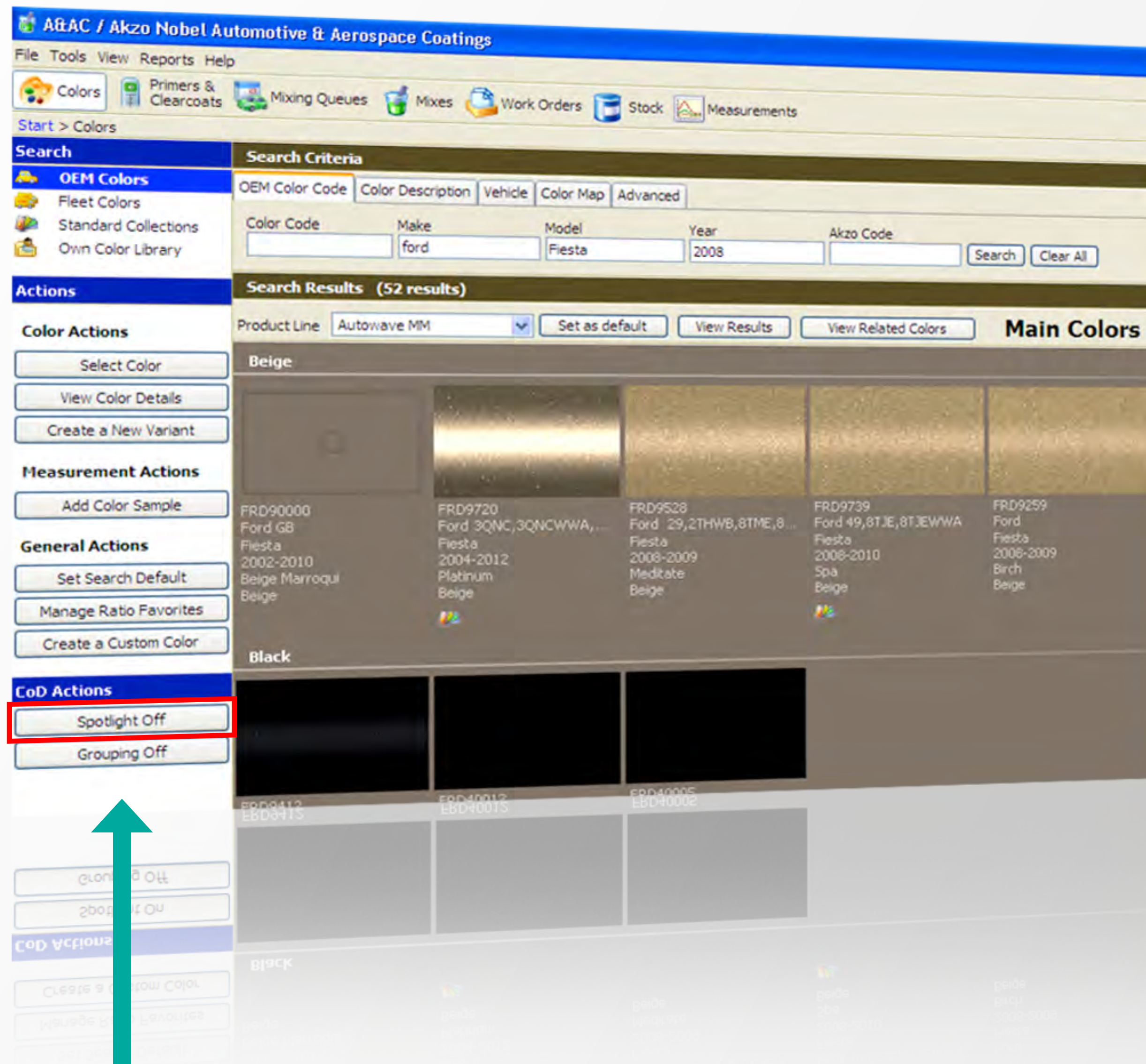
FRAGMENTATION OF MEDIA

- How much do we spend on Digital and Social Media?
- What is the ROI on communications? How do we measure it?
- The influence of Mobile devices on our communication strategy
- Managing multiple agencies



GROUPING ON COLOUR GROUP

If there are many results you can choose to group the colors based on color group.



SPOTLIGHT

By clicking on
‘Spotlight on’ you’ll see a
more metallic effect.

B-Rite - Mozilla Firefox

File Edit View History Bookmarks Tools Help

B-Rite

122.248.218.62/wsm/General/ServiceAdvisor.aspx

AkzoNobel Tomorrow's Answer Today

MANDOVI MOTORS, N.S Palya,Bannerghatta Road,J.P NAGAR

Vehicle Status Work In Progress Reports

Welcome Service Advisor [Logout]

Search Registration No sfy5505a

ADD Edit Save Delete Print Job Card

Start 28 Mar 2012 09:00 AM End 3 Apr 2012 11:21 AM

2. Select the damaged area

3. Select the damage level

4. Click "SAVE"

5. Inform customer of completion date

Car Owner Info

Street :
City :
Country : India
Phone :
Mobile : 9404343434
Fax :
Email :

Select Damage Area

Select Damage Level

Selected Panel Info

Description	Level	Remove
Left Front Door	Level 2	X
Rear Right Door	Level 3	X

Select an additional damage area to add another repair to the damage report, or click 'Save' to continue.

Save

Car Info

Register No : SFY5505A

Mileage :
Car Model : Kizashi

Job Info

Job Code : MANDOMI MOTORS00420

Service Advisor : Service Advisor

Job Size : Medium

Remarks

Powered by Cupola Technology Pvt Ltd

Wednesday, March 28, 2012 4:47:32 AM

start 2 Micr... Inbox... B-Rite -... Search Desktop

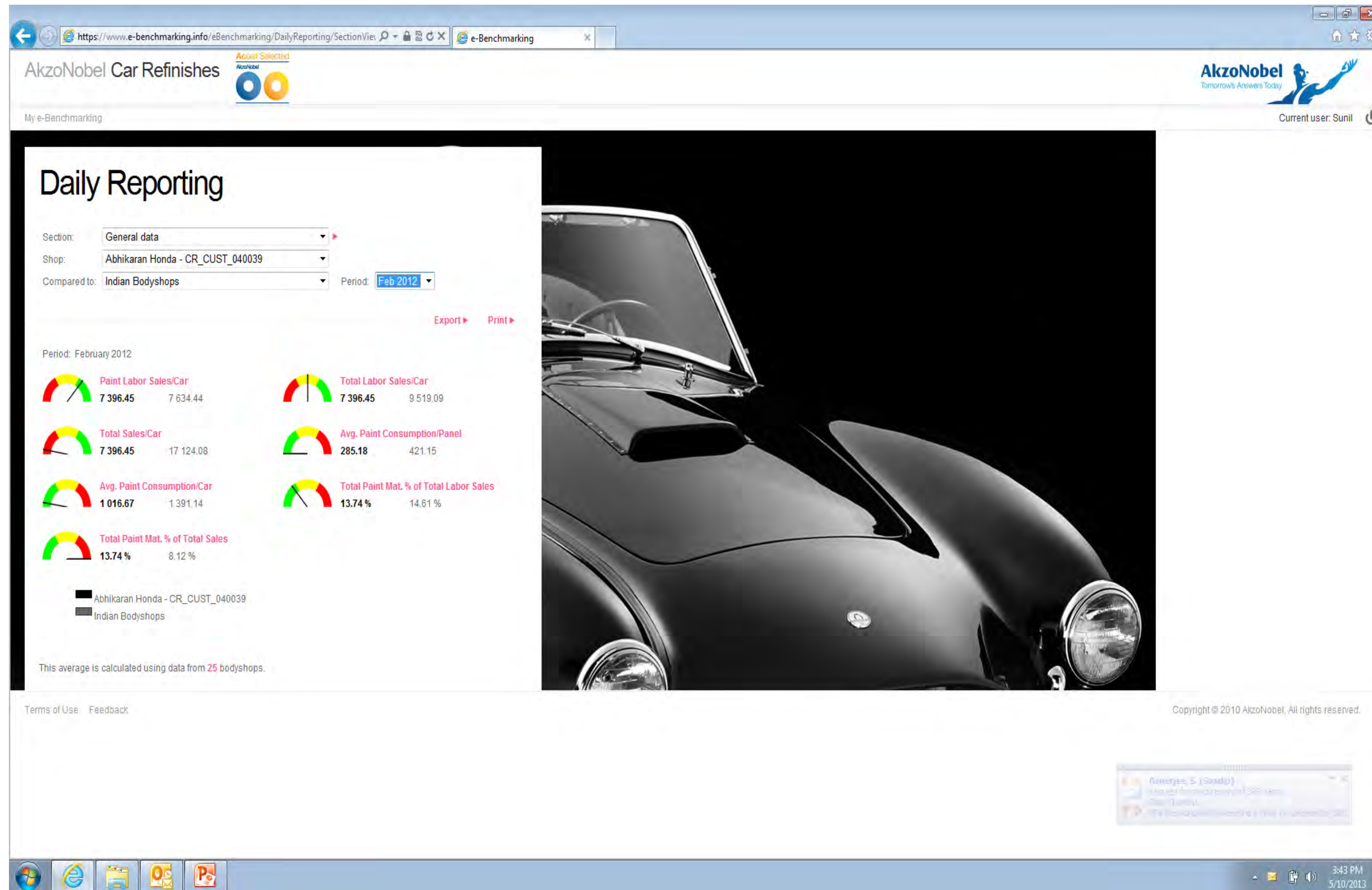
EN 11:48 AM

AkzoNobel Sustainable. Active. Today.		AkzoNobel, International Paint (Suzhou)		B-Rite	
Home		Reception		Welcome Sree [Logout]	
Search	Registration		ADD	Edit	Delete
			Save	Refresh	Print Job Card
KA 2193 Sre Kumar	FEB 31 4:51AM MAR 02 4:51AM	23%	Beating	Putty	Primer
			Masking	Topcoat	Reasse
			Polishing	QC	12Days 23hr
KA 2193 Sre Kumar	FEB 31 4:51AM MAR 02 4:51AM	13%	Beating	Putty	Primer
			Masking	Topcoat	Reasse
			Polishing	QC	06Days 12hr
KA 2193 Sre Kumar	FEB 31 4:51AM MAR 02 4:51AM	11%	Beating	Putty	Primer
			Masking	Topcoat	Reasse
			Polishing	QC	01Days 00hr
KA 2193 Sre Kumar	FEB 31 4:51AM MAR 02 4:51AM	12%	Beating	Putty	Primer
			Masking	Topcoat	Reasse
			Polishing	QC	00Days 06hr
KA 2193 Sre Kumar	FEB 31 4:51AM MAR 02 4:51AM	74%	Beating	Putty	Primer
			Masking	Topcoat	Reasse
			Polishing	QC	04Days 11hr
KA 2193 Sre Kumar	FEB 31 4:51AM MAR 02 4:51AM	63%	Beating	Putty	Primer
			Masking	Topcoat	Reasse
			Polishing	QC	00Days 00hr
KA 2193 Sre Kumar	FEB 31 4:51AM MAR 02 4:51AM	03%	Beating	Putty	Primer
			Masking	Topcoat	Reasse
			Polishing	QC	00Days 00hr
KA 2193 Sre Kumar	FEB 31 4:51AM MAR 02 4:51AM	14%	Beating	Putty	Primer
			Masking	Topcoat	Reasse
			Polishing	QC	04Days 11hr
KA 2193 Sre Kumar	FEB 31 4:51AM MAR 02 4:51AM	00%	Beating	Putty	Primer
			Masking	Topcoat	Reasse
			Polishing	QC	00Days 00hr

Provides real-time update on expected completion

Service advisor can see “LIVE” update as vehicle moves through repair process and inform customer of repair progress.

PERFORMANCE DASHBOARD



E - BENCHMARKING

ETHICS AND SUSTAINABILITY

ETHICS AND SUSTAINABILITY

- The courage to put Principal over profit
- What Carbon Footprint impact can I make?

Factors that will shape the CMO's role



- Use of Data ▪
- Driving Innovation ▪
- Revenue and Demand Creation ▪
- Functional Integration ▪
- Fragmentation of Communication Channels ▪
- Ethics and Sustainability ▪

**CMO, Take note, times ahead will
be extremely challenging but with
the right attitude and a well balanced team,
you're going to have one hell of an exciting time!**
