INNOVATION
WITHOUT LIMITATION

The Impact of Digital Marketing Innovation
on Brand Value Creation

CMO COUNCIL™

BRAND INSPIRATION CENTER

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THE IMPACT OF DIGITAL MARKETING INNOVATION ON BRAND VALUE CREATION

Brand managers today are being challenged to make smarter, more informed decisions at a time when new product success rates remain at dismal levels and marketing spend needs to be justified by revenue and market share metrics. There is a now a real imperative to embrace Generative AI in all areas of the go-to-market and customer support ecosystem, most notably creative development, content adaptation and customer interaction. This requires more adept, imaginative, and inventive responses to shifts and changes in lifestyles, behaviors, socioeconomics, multicultural blending, psychographics, purchase intent, shopper behavior, social media influencers, and digital media content engagement. This CMO Council online resource center is your hub for innovation without limitation in today's complex marketing world.

IMPROVING CREATIVE OUTPUT AND IMPACT IN A DIGITAL WORLD

This CMO Council campaign engages global marketers in qualitative interviews and an online audit and assessment of creative resource utilization and alignment in and outside the marketing organization. It reviews performance of internal creative departments and contractors (agencies/design firms/ freelancers), as well as those directing or approving creative work.

The program seeks to:

- Identify issues, obstacles, and challenges to producing and inspiring creative across multiplying digital media channels of branding, content consumption, communication/messaging/ chat, and social engagement.

- Rate marketing organization effectiveness in Creative Process Outsourcing (CPO), as well as identifying, contracting, retaining, directing, evaluating and managing creative talent, diversity and correctness in the creative marketing workforce.

- Explore a multiplicity of topic areas relating to creative output, process improvement, efficiency and impact.

- Understand new dynamics and considerations in the creative area (digital, multi-regional, cross-cultural, generational, operational, organizational, technological, motivational, etc.)

- Solicit creative asset commentary and perspectives on how well clients/marketers and management encourage, nurture and protect the creative process.

- Discuss best practices in the creative development process from origination through global delivery and performance measurement.

- Look at how creative teams are being challenged to address sustainability issues in key areas of design, including packaging, print collaterals, documentation, signage, direct mail, etc.

- Preview and gather input on new cloud-based solutions and services that advance creative collaboration, ideation, execution, social validation and process/digital asset management.

WANT TO LEARN MORE AND GET ENGAGED?
Contact Bryan DeRose: **bderose@cmocouncil.org**

HOW CREATIVE, VIRAL EXPRESSIONS SHAPE CONSUMER CONNECTIONS + BRAND INTERACTIONS

- Smart, web-native upstarts, leveraging global mobile dependency, are becoming overnight brand icons by disrupting traditional markets, upending incumbents, and gratifying consumers with more convenient, affordable and accessible offerings.

- Innovations across the digital marketing ecosystem are enabling established brands to have more relevant, contextual and personalized interactions with customers.

- Social media networks and global eCommerce communities have become massively scalable ways for brands to connect, micro-target, and cross-culturally engage with audiences on a global and local level.

- Content marketing and campaign execution platforms are delivering richer, more compelling visual content and adaptive messages to the right recipients, at the right time, in the right place.

- AI-driven systems for listening, responding, and addressing consumer needs in real-time are endearing brands and multiplying brand advocates.

- Large-scale digital display advertising placement by highly automated media buying networks is being monitored for optimal placement in the most appealing content environments.

- And unified, omni-channel engagement channels are accelerating the path-to-purchase, improving the customer experience, and reducing friction across the customer journey.

- However, many of the digital marketing innovations also introduce reputational risks, brand safety threats and customer defection issues to careless, unresponsive or security deficient brands.

- On the other hand, brands also benefit from technology advances that upgrade the protection, transparency, accountability, advocacy, compliance, performance and measurability of their brands and marketing campaigns.

Topics for Engagement

- What digital developments and innovations are most impacting the value, differentiation and performance of your brand(s)?

- What new brand safety risks and/or threats are you facing in a digitally connected marketplace?

- How are consumers using digital channels to either enhance or diminish your brand's appeal, equity and/or relevance?

- Which marketing technologies/solutions are now essential to how you acquire, engage, retain and grow customer relationships?

- Do you have a system for tracking and quantifying the contributions that digital innovation and transformation is having on the financial value, or equity, of your brand? If so, please elaborate. If not, why not?

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THE IMPACT OF WHAT'S NICHE, NOVEL, NEW AND NEARBY ON PRODUCT INNOVATION STRATEGIES

This authority leadership initiative looks at disruptive factors in the product marketplace, and the progress manufacturers and retailers are making to address the challenges they now face. The thought leadership program aggregates content and undertakes both qualitative and quantitative research looking into the implications of big holding company consolidation, acquisition of product innovators and upstarts, disruption of market categories, diversification of product lines, formulas for new product success, and transformation in how consumers are creatively courted, converted and transacted globally.

THE WALL STREET JOURNAL

" *The world's biggest brands are under siege from an army of insurgents…(they) are facing a broad-based revolt among shoppers, threatening a business model that has served them, and their investors, for decades."*

INEZ BLACKBURN OF THE UNIVERSITY OF TORONTO

" *30,000 new consumer products are launched annually, 95% of them fail. The failure rate for new products launched in the grocery sector is 70 to 80 percent."*

NIELSEN

" *Innovation matters. In the consumer product realm, it can drive profitability and growth, and it can help companies succeed—even during tough economic times. On the opposite side of the sales counter, consumers have a strong appetite for innovation, but they're increasingly demanding and expect more choice than ever before."*

THE WALL STREET JOURNAL

" *Shoppers have gravitated in droves toward smaller, niche or locally made products. In many cases, they are seeking out healthy alternatives and more natural ingredients. Manufacturing costs have fallen, allowing small players to seize quickly on trends. Social media and e-commerce have made marketing and distribution easier."*

THE IMPACT OF WHAT'S NICHE, NOVEL, NEW AND NEARBY ON PRODUCT INNOVATION STRATEGIES

Among the topics, issues and trends to be addressed by the **"Niche, Novel, New and What's Nearby"** initiative will be:

- The changing attitudes and preferences (organic, natural, gluten-free, protein rich, convenient, non-GMO, low-fat, sugar-free, sustainable) and how these dietary and lifestyle shifts are directly impacting purchasing, engagement and customer retention programs.

- The impact of population diversity, including the new multi-cultural "mainstream" consumer, millennial audiences along with his/her impact on shopping rituals, and new learning, browsing and eCommerce buying models that are forever changing the shopping expectation both online and in-store.

- Brand marketing and development challenges as product proliferation accelerates to meet more diverse consumer preferences, tastes, lifestyles, serving sizes, and dietary needs.

- Growing importance of data and personalization to address fragmentation and make sense of how the focus on niche, novel, new and what's nearby is impacting entrenched brands.

- Aggregating real-time intelligence across broad buying behaviors to best understand moments of opportunity and inflection in the buying journey – including the impact media fragmentation has had on the ability for brands to impact cart and buying behavior in a more complex, crowded and diluted space.

- Digital developments and innovations that are most impacting the value, differentiation and performance of brands.

- New brand reputation and safety risks or threats facing marketers in a digitally connected world.

- How are consumers using digital channels to either enhance or diminish brand appeal, equity and/or relevance.

- Which marketing technologies/solutions/services are now essential to how brands acquire, engage, retain and grow customer relationships.

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SCALING SUCCESS. MITIGATING FAILURE:
ADVANCING PRODUCT INSPIRATION, ADAPTATION AND LOCALIZATION
MAKING PRODUCTS MORE RELEVANT, AFFORDABLE, USABLE, SUSTAINABLE AND SAFE IN EMERGING MARKETS

This CMO Council thought leadership campaign centers on a comprehensive audit, assessment, and scorecarding of multi-national marketer progress in designing and bringing more relevant, valued and worthwhile products to market. This will do much to help highlight and address the unique and diverse needs, requirements, complexities, and challenges of often under-served emerging markets.

Continuity program elements include:

- Third-party research and fact-finding on the state of consumer product design, delivery and experience in emerging markets

- Survey of multi-national product marketing intentions, investments and level of customization and translation at a cross-cultural, infrastructure, distribution, security, customer support and socio-economic level

- Benchmarking of foreign product innovation, failure, dumping, obsolescence and success in emerging markets

- Forces, factors, pitfalls and problems with product development, distribution, delivery and support in less developed countries

- Best practice leaders and next practice innovators in bringing products to market across under-served regions

- Tie-ins with business schools (student projects) and regional marketing associations on a geo, vertical industry and functional level

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