



Future CMO  
Unlimited business leadership



Are you maximizing the power of Marketing?

Marketing is so much more than pretty ads, charming events and well targeted press-releases.

Business globalization and digital transformation brought enormous gains for organizations but also an incredibly challenging transformation for marketing. What was once relatively easy, became today an almost impossible task to succeed at. Due to the emergence of new IT and innovation areas, new digital channels, different partnerships and ways of communicating with customers, what used to be concentrated in the marketing department is now spread across the entire company.

The consequences of this disconnection are easy to predict: marketing loses control of its holistic vision, strategic communication plan is compromised which may easily lead to a direct and negative impact on consumer's brand perception and experience.

It's time to bring marketing back to the heart of the business and let it be the unifying link of all functions. **Marketing is an orchestrator** - it's the connector translating the vision into business goals, aligning products and communication with the company's purpose and building a service experience across channels that differentiates you from competition.

Be the Future CMO your company needs right now.

Marketing scope is changing, and so is the CMO role.

**Future CMO** prepares organizations for tomorrow's challenges, introduces new technology tools and optimized operating models, making it easier to implement and execute the organization's strategic vision.

Evolving from just Storyteller to Business Leader, CMOs face a relentlessly expanding, morphing role and organization.

Define an action plan to restructure the marketing role and operations, while ensuring alignment and consistency of services provided in different channels. Create the path to achieve the organization's vision and aspiration.

Brand DNA and business growth – How to embrace the change?

Reframe the CMO role. Align the purpose, rethink your skills and regain control.



**Brand Purpose & Strategy**

Rethink the organization's vision and strategy. Be crystal clear to Clients and society about your core values and purpose. Leverage on business insights and *intelligence* to monitor market evolution and to remain at the forefront of your industry.



**Operational & Governance**

Align work and operations models. Review the structure, mechanisms for supervision of the different channels of interaction with the client, to ensure coordination and consistency. Invest in new ways of working to deliver exceptional experience.



**Tools & Capabilities**

Customers' happiness should be the number one KPI to be addressed. Improve the commercial effectiveness of marketing through the appropriate technological tools. Challenge established use cases and existing models and embrace the future.

Evolve the Marketing role, empower the CMO, embrace a purpose-driven growth to sustain the future.

What's in it for your business?

Key Benefits



Maximize your vision's power

- Develop new (end-to-end) value propositions
- Transform customer-brand interactions at all levels, considering all channels
- Connect all areas and align all types of communication



Be recognized by your core values and purpose

- Increase brand awareness and workforce engagement
- Create clear and consistent value for your clients
- Leverage your unique proposition



Improve commercial effectiveness

- Take advantage of new interfaces
- Be consistent across all communication channels (traditional & digital)
- Use data to increase your market efficiency and effectiveness



We've done it before

(and will gladly do it again for your company)

Purpose-drive transformation

Inspirational leadership brings surprising outcomes.

To better engage customers with its real purpose and strongly connect brand communication, products and customer experiences, our client, a European Financial Institution, wanted to transform its marketing strategy and align the company to its purpose.

Discovering their purpose beyond sales and make it relevant in everything they do was top priority for the client.

Our approach, focused on **Brand Strategy and Purpose**, reflected on brand positioning and long-term aspirations, in order to answer some core questions:

- What meant to be different?
- How to achieve customer recognition?
- What distinguished and valued our client's brand?

With the diagnosis, Deloitte and ACNE (our Creative Agency) developed the concept and defined an action plan to guide the CMO in its implementation from the beginning.

Helping our client with the new Brand concept activation through existing channels and some new ones, either for internal or external purposes, had immediate recognition from employees, partners and customers.

Ready to rebrand the CMO? **Let's talk.**



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