Marketing Capability Lab
Get aligned, get focused, get moving
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Why conduct a Marketing Capability Lab?

Digital is rapidly changing consumer behaviors and expectations, creating urgency to embrace new ways of marketing to win in today’s digital era.

Winning consumer products companies are embracing digital to create competitive advantage through differentiated marketing strategies in product, engagement, promotion, and distribution. Today’s digital age requires new capabilities to deliver your strategy and distinctive value proposition to your customers and consumers.

The marketing capabilities lab will help you execute your strategies by getting you and your leadership team aligned on a shared ambition of what your shared vision for your marketing organization could be in this new digital paradigm. We will partner with you, identify prioritized areas of opportunity, and outline an overall marketing transformation roadmap.

We look forward to hearing from you.

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Simply moving the money isn’t enough

Consumer products companies are increasing investment in digital/social but still miss the mark.

**Investment**

$192 billion spent on consumer products media ads in the first quarter of 2016 compared to total media ad spend of $184 billion in 2015.1

32 percent of marketing budget will be spent on social media by 2021.1

**Results**

27 percent of consumers blocked digital media in 2015.2

36 percent of millennials in 2015 believed advertising on the internet has no credibility.3

46 percent of consumers agree that ads appear at inconvenient moments on the internet.3

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1. The CMO Survey
2. Digital Democracy Survey—A multi-generational view of consumer technology, media and telecom trends
3. 2015 Doublebase GfK MRI
Harness big data and analytics to target consumers and advocates. Personalize engagement and offerings to win in the moments that matter. Use always on content publishing to encourage advocacy and build loyalty. Provide a seamless O2O (online/offline) experience at moments that matter.

Example capabilities used to successfully engage and drive loyalty in today’s digital/social era:

- Data strategy and management
- Consumer analytics
- Segmentation and targeting
- Campaign and digital planning
- Consumer engagement experience
- Advocacy and loyalty platforms
- Digital innovation
- Integrated media model
- Agency/ecosystem management
- Content creation, management, and publishing
- Social/immersive marketing
- Campaign management and execution
- Marketing automation
- E-commerce/mobile platforms
- Point-of-sale execution

Example: Millennials who live with their parents are an underserved market with higher disposable income and strong advocacy. Target moments that matter in the consumer journey to deliver personalized, relevant engagement. With tailored content and integration of UGC to amplify media, generate social buzz, and drive trial. Through programs enabled by data and technology, for example, geo-targeting through mobile coupons or contests that enable easy trial online or offline.
## Representative agenda

### What the day looks like

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<td>Kickoff and approach</td>
<td>Alignment on the objectives for the Lab</td>
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<td>Strategic role of marketing</td>
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<td>Profile capabilities</td>
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<td>Understanding of keys to success and the high-level action plan to move forward</td>
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<td>Feedback and next steps</td>
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We got so much out of it. Your efforts, focus, and intelligence all came into play to make it an exceptional experience.

— CEO

Their approach is to provide leaders and teams the right tools to help you think through what will work best for your Company rather than coming with a set of predetermined solutions.

— Chief Marketing Officer
At the end of the day...

The Lab environment, exercises, and facilitators will drive your team to:

- **Get aligned**: Gain alignment around a single, shared ambition for building a marketing strategy and required capabilities.
  
  - **Agree on**:
    - first-pass marketing strategy choices
    - short-term actionable priorities
    - longer-term capability and tech requirements

- **Get focused**: Align around the high-level actions that we must take to get started.
Let’s talk

Contact us to find out how we can help you.

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