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.
The 500 US Respondents | Role

<table>
<thead>
<tr>
<th>ROLE</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Chief Marketing Officer</td>
<td>28%</td>
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<tr>
<td>Chief Revenue Officer</td>
<td>14%</td>
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<tr>
<td>Chief Digital Officer</td>
<td>13%</td>
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<tr>
<td>Chief Customer Officer</td>
<td>10%</td>
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<tr>
<td>Chief Growth Officer</td>
<td>8%</td>
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<tr>
<td>Chief Experience Officer</td>
<td>6%</td>
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<tr>
<td>Chief Creative Officer</td>
<td>6%</td>
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<tr>
<td>Chief Commercial Officer</td>
<td>5%</td>
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<tr>
<td>Chief Brand Officer</td>
<td>5%</td>
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<tr>
<td>Chief Merchandising Officer</td>
<td>3%</td>
</tr>
<tr>
<td>Chief Content Officer</td>
<td>2%</td>
</tr>
<tr>
<td>Other</td>
<td>0%</td>
</tr>
</tbody>
</table>

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

Base: United States (n=500)
The 500 US Respondents | Demographics

**ANNUAL REVENUE**

- $250 million to less than $500 million: 22%
- $1 billion to less than $5 billion: 17%
- $10 billion to less than $25 billion: 24%
- $5 billion to less than $10 billion: 16%
- $500 million to less than $1 billion: 12%
- $25 billion or more: 9%

**BUSINESS TYPE**

- B2B: 23%
- B2C: 60%
- Mix of both B2B and B2C: 17%

**ANNUAL GROWTH RATE**

- Increased by more than 25%: 10%
- Increased by 10%-25%: 33%
- Increased by less than 10%: 38%
- Decreased by less than 10%: 8%
- Decreased by 10%-25%: 7%
- Decreased by more than 25%: 3%

Base: United States (n=500)
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

n=1,015
US companies join the rest of the world in citing financial uncertainty as their top concern.
Top Priorities | United States

- Accelerating the move to new digital capabilities: 36%
- Collaborating across functions to drive initiatives: 30%
- Expanding into new markets: 30%
- Developing, acquiring, and retaining talent: 28%
- Creating new products or services: 28%
- Implementing systems to enhance customer personalization: 27%
- Reducing operational or product costs: 24%
- Building more sustainable capabilities: 23%
- Building more inclusive capabilities: 22%
- Addressing regulatory environments: 18%
- Deploying brand as an enterprise-wide strategy: 17%
- Activating purpose as an enterprise-wide strategy: 16%
- Other: 0%

**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)
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

n=1,015
US marketers’ top three priorities mirror our global results.

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

- Improving sustainability of internal marketing practices: 55%
- Promoting more sustainable offerings: 48%
- Establishing long-term commitments: 45%
- Highlighting external actions that promote sustainability: 43%
- General awareness messaging: 42%
- Highlighting internal sustainability practices: 42%
- Realigning core brand messaging and values around sustainability: 34%
- Nudging consumer action that promotes sustainability: 26%
- None of the above: 2%

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.

86% of respondents agree
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

- The organization fosters innovation by encouraging risk-taking and allowing room for failure. (36%)
- The organization relies on the marketing function for its most creative ideas. (41%)
- The organization promotes cross-functional collaboration to foster new ideas. (45%)
- The organization's long-term success depends upon its ability to foster creative ideas that can transform the business. (48%)
- The organization's long-term success depends upon its ability to integrate sophisticated analytical capabilities into its strategy. (49%)

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?

- **Currently do:** 35%
- **Within the next 12 months:** 42%
- **12-24 months:** 15%
- **Uncertain/Don’t know:** 2% (6%)

**Base:** United States (n=500)
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.**

- 38% are making plans for the **metaverse** this year
- 41% have plans for implementing **blockchain** this year

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

- 17% Currently do
- 40% Within the next 12 months
- 28% 12 – 24 months from now
- 7% More than 24 months from now
- 6% No plans at this time
- 2% Unsure

Base: United States (n=500)
Q14. In what timeframe, if at all, do you plan to support your advertising strategy with blockchain technologies?

- Currently do: 23%
- Within the next 12 months: 40%
- 12–24 months from now: 24%
- More than 24 months from now: 6%
- No plans at this time: 5%
- Unsure: 2%

Base: United States (n=500)