The new face of marketing

The Fourth Edition of the Capgemini Research Institute’s quarterly review, “Conversations for Tomorrow,” looks at how marketing is becoming more purpose-led, data-driven, human-centered, and collaborative. And three organizations can meet this challenge.

The Journal explores the following themes

- The Evolving Role of the CMO
- Leading with Genuine Purpose
- Re-Building the CMO Role Around Data
- Creating a More Human Brand
- Collaboration for the Good of All

The CMO is now at the center of a nimble, agile, and collaborative ecosystem spanning every aspect of the business. The CMO is becoming a genuine partner with the CEO and the board. The CMO is being asked to deliver purpose-driven, data-driven, and human-centered marketing outcomes.

Three in four CMOs say they feel more like a senior leader and less like a marketing department. The CMO role is now seen as a business enabler, driving change and leading innovation across the organization.

LEADING WITH GENUINE PURPOSE

CMOs need to promote purpose and sustainability by design and social impact; old-fashioned product value should still be in the mix, but no longer at the expense of sustainability. CMOs have to ask those tough questions: is my product or service actually making a difference? Would it be better to contribute our resources to a cause that really knits with our core brand values? Yes, we may get some initial attention, but could that backfire if people find our initiative is only skin-deep? Would it be better to invest in something that is more genuine?

From the CMO to the CEO, data-driven marketing is reaching farther and deeper. The brand as we once knew it is no longer just about the product; it is about the consumer experience. The CMO is now leading data-driven marketing that drives the business. The CMO is the data-driven marketing leader that can meet this challenge.

Only about one in ten (11%) marketers say they are currently building data-driven teams. Two in five marketers say their teams use data to decide on a product or service. Only about one in six (16%) marketers say they are currently building data-driven teams.

RE-BUILDING THE CMO ROLE AROUND DATA

Digitalization has transformed the way brands can connect with customers, enabling them to create a greater customer journey. Data-driven marketing is at the heart of this transformation. The CMO is the data-driven marketing leader that can meet this challenge.

Creating a more human brand

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Collaboration for the good of all

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