

Sh

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A Marketing Rethink

# A Marketing Mid-Life Crisis .





**Dramatic  
behaviour  
changes**





**Impulsive  
decision  
making**



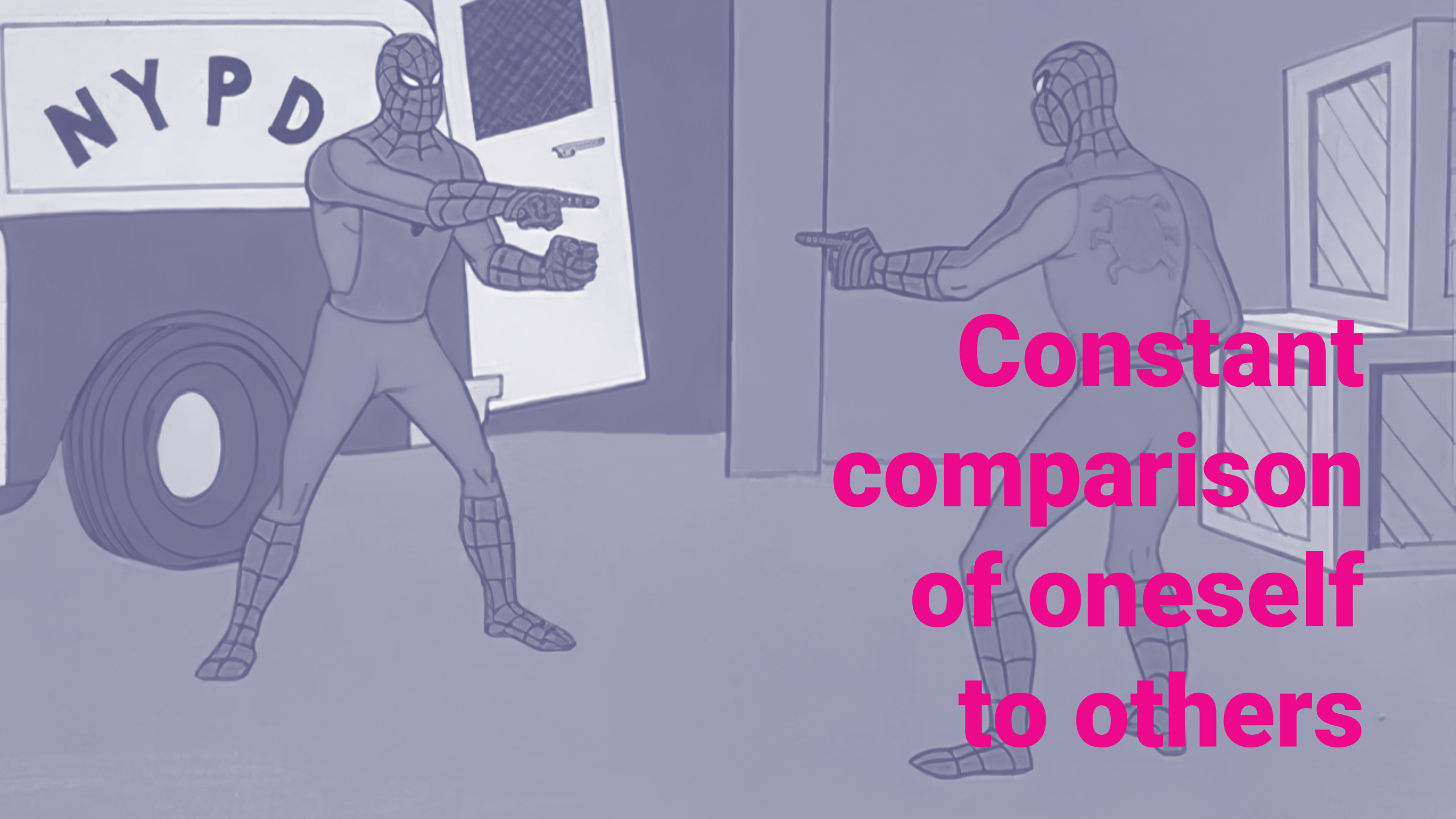


# Thoughts about infidelity





**Intense  
feelings  
of nostalgia**



**Constant  
comparison  
of oneself  
to others**



# Change

can be good...



9/10





**How do you**

**thrive through a mid-  
life crisis?**

A person's hands are pressed against their face, covering their eyes and forehead, suggesting a state of distress or despair. The background is a solid dark purple color.

**1.**

Understand  
the root  
causes

A pair of hands is shown holding a smartphone, with fingers touching the screen. The background is a solid medium purple color.

**2.**

Assess your  
current  
situation

A pair of hands is holding a round, vintage-style compass. The compass face is visible, showing cardinal and intercardinal directions. The background is a solid bright pink color.

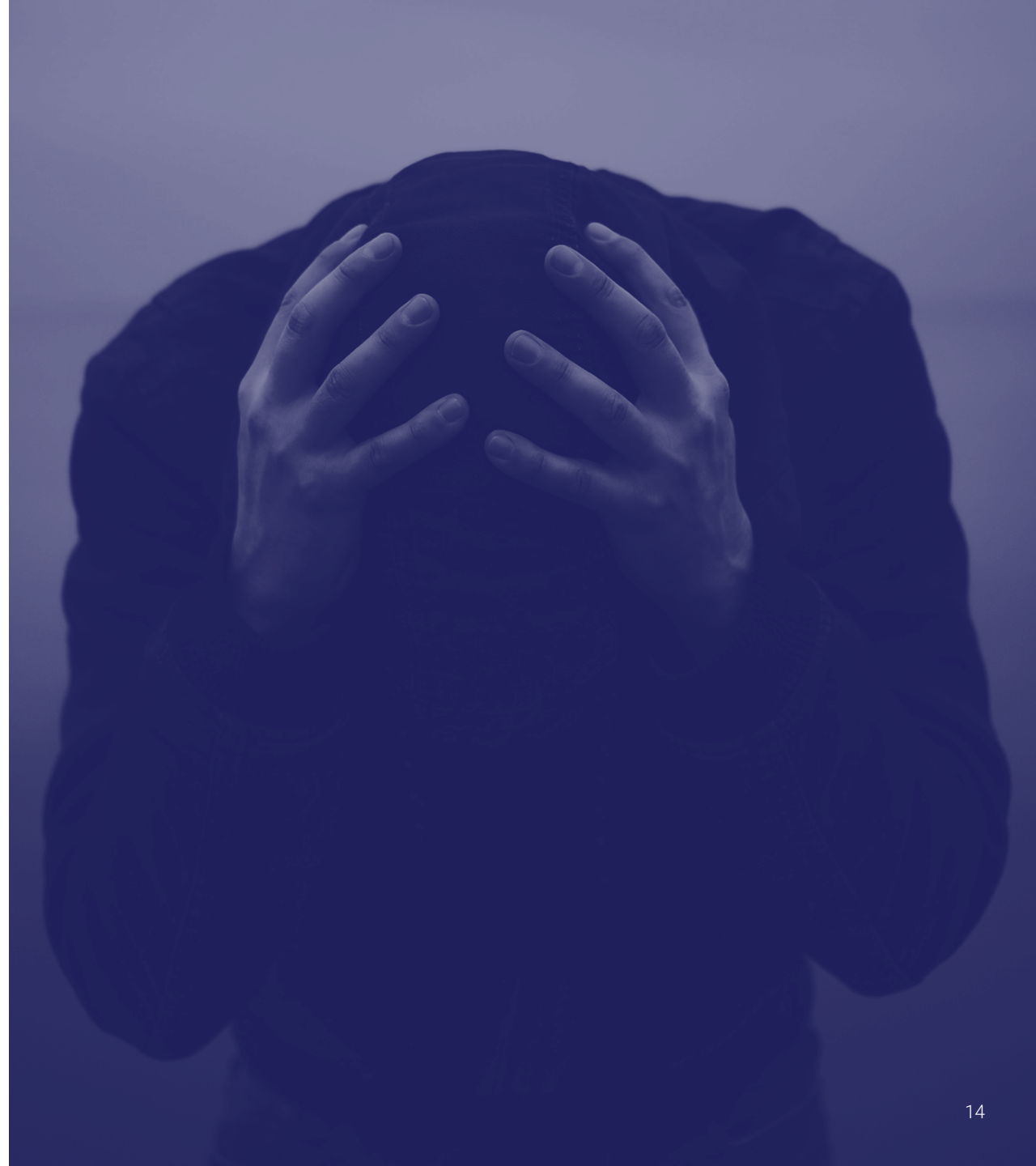
**3.**

Pick your  
priorities

1.

Understand  
the root cause:

Dramatic  
Change

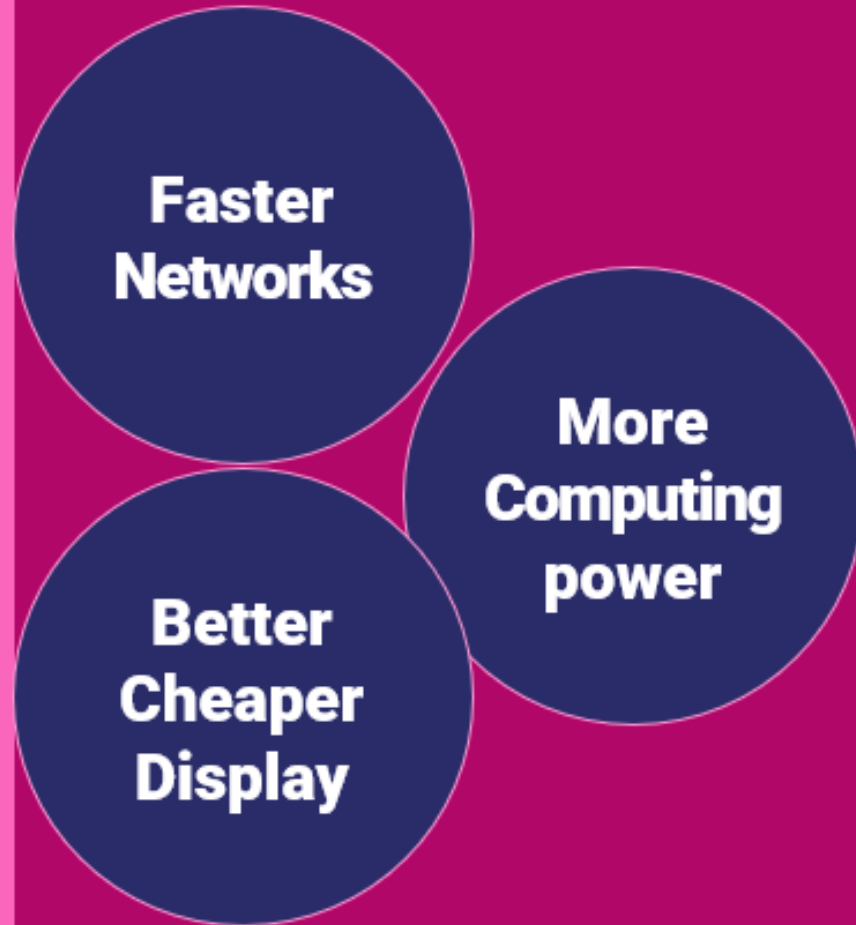




10+ years ago



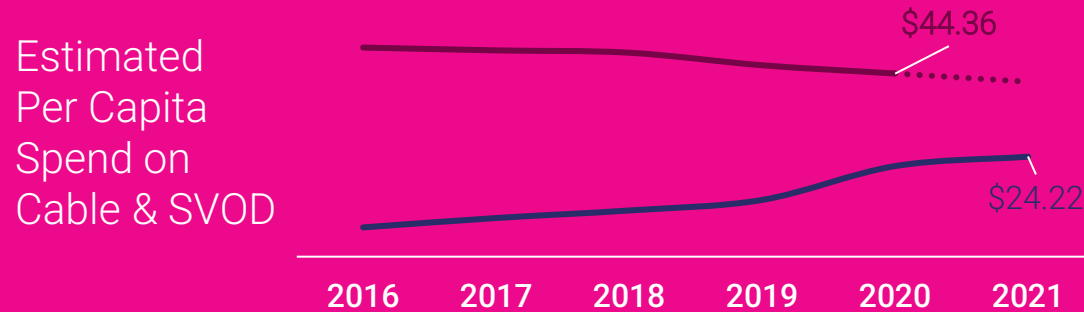
The Last Decade



Today

- ① **Streaming strength**
- ② **Social explosion**
- ③ **eCommerce growth**
- ④ **Ad auctions acceleration**

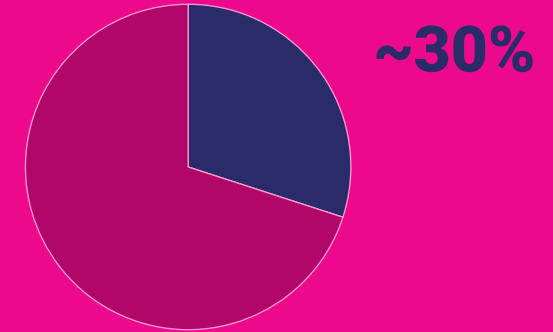
## 1 Streaming strength



Source: CRTC, MTM & PHD estimates

## 3 eCommerce growth

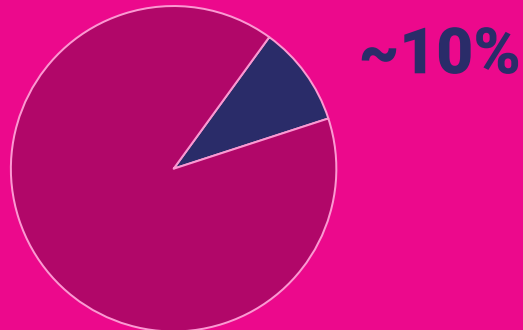
Rough share of spend supporting path-to-purchase



Source: Industry spend data compiled by Think TV

## 2 Social explosion

Estimated share of total media time spent with social



Source: Numeris, Vividata, Vividata Metrica

## 4 Ad auctions acceleration

**90%?**

A person wearing a white lab coat is holding a black smartphone in their right hand. The background is a blurred city street with a yellow tram visible on the left. The text "A marketplace redefined" is overlaid in a large, bold, pink font.

# A marketplace redefined



# Total

By end of 2020, the majority of digital media<sup>1</sup> was being transacted via an auction mechanism.

# flexibility

1. Inclusive of search, social, programmatic and an increasing share of connected TV advertising

# Increased

# ad variety

A multitude of new  
social, video and  
commerce formats –  
increasing demand on  
creative production

# Person- alized

ads

Massive scaling of CRM data, combined with online-behavioral data, to achieve an impact previously only dreamed of<sup>1</sup>

1. Historically, a typical direct mail CPM ranged from \$50 to \$300. Today, advertisers can reach the same customer base for \$8 or less on the major digital platforms.

# The issue of adjacency

Audiences targeted  
irrespective of the  
context led to  
requirements for forms  
of ad-technology



# The rise of influencers

Becoming an important part of how marketing communications are created and cascaded.

The rise of new  
ad powers:

the platform  
oligopolies

Governments  
get  
involved

**Marketers taking  
back control:**

**Rebalancing long and  
short-term focus**



**Fundamentally  
changed**

**the marketer's  
toolkit**

**Rising complexity  
and sophistication  
changed advertising  
into a technology  
business as much  
as a creative  
business**

# 2.

## **Assess your current situation**



# Do you have a healthy relationship with **technology**?

**Vendor-  
lock**

**Supply  
Chain  
Flexibility**

**Adaptable**

**Rigid**

**Limiting**

**Time  
Saving**

# Is your **talent** in good shape?

**Defensive**

**Deep &  
Curious**

**Evolving**

**Static**

**Deep &  
Narrow**

**Open**





# Are you maintaining the right **processes**?



The diagram consists of six circles arranged in two groups. On the left, three magenta circles are arranged in a triangle, containing the words 'Complex', 'Linear', and 'Siloed'. On the right, three teal circles are arranged in a triangle, containing the words 'Collaborative', 'Flexible', and 'Clear'. The background is a blurred image of people in an office setting.

**Complex**

**Linear**

**Siloed**

**Collaborative**

**Flexible**

**Clear**

Are you nurturing the right **insights**?

**Disconnected**

**Narrow**

**Integrated**

**Vivid**

**Manual**

**Automated**

# How are you **measuring** success?



**Chasing  
*current*  
customers**

**Siloed**

**Short  
term**

**Growth-  
Focused**

**Co-  
operative**

**Fluid**

Do you have a healthy relationship with **technology**?

Is your **talent** in good shape?

Are you maintaining the right **processes**?

Are you nurturing the right **insights**?

How are you **measuring** success?



# 3.

## Pick your priorities

**Know where the future is headed**



WARC and PHD Research

# What does the future of marketing look like?

**Respondent:** Marketing decision makers  
(minimum of 10 years experience)

**Sample size:** 1,721

**Survey period:** March 2021

## Markets:

**NAM:** US, Canada

**APAC:** Singapore, Hong Kong, China,  
Australia, New Zealand, India

**EMEA:** UK, Ireland, France, Germany, Spain, Italy,  
Sweden, Netherlands, Russia, UAE, South  
Africa, Nigeria

**LATAM:** Mexico, Colombia, Argentina

## Marketing Tasks 10 Years Ago

1	Originating	73%
2	Reporting	56%
3	Producing	51%
4	Executing	50%
5	Planning	49%
6	Analyzing	46%
		54%

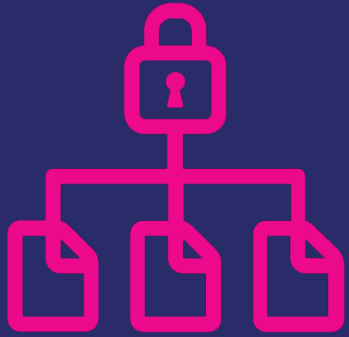
## Marketing Tasks Today

		%Ch	
1	Reporting	88%	57%
2	Originating	86%	18%
3	Planning	83%	69%
4	Producing	82%	61%
5	Executing	81%	64%
6	Analyzing	74%	62%
		82%	

Source: WARC and PHD 2021

NB: All 35 functions grouped into one of 6 function types

## Privacy and Compliance



*Overseeing Data  
Privacy/Compliance*

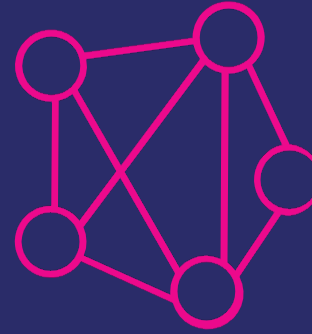
## Digital Commerce



*Planning a Digital  
Commerce Campaign*

*Digital-Commerce Activation  
within Third Party Platforms*

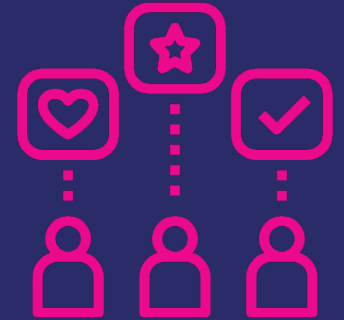
## Advanced Analytics



*Consulting on and/or  
Running an MMM*

*Advanced Analytics (e.g.  
Consumer Journeys,  
Propensity Modeling)*

## Versioning Technology



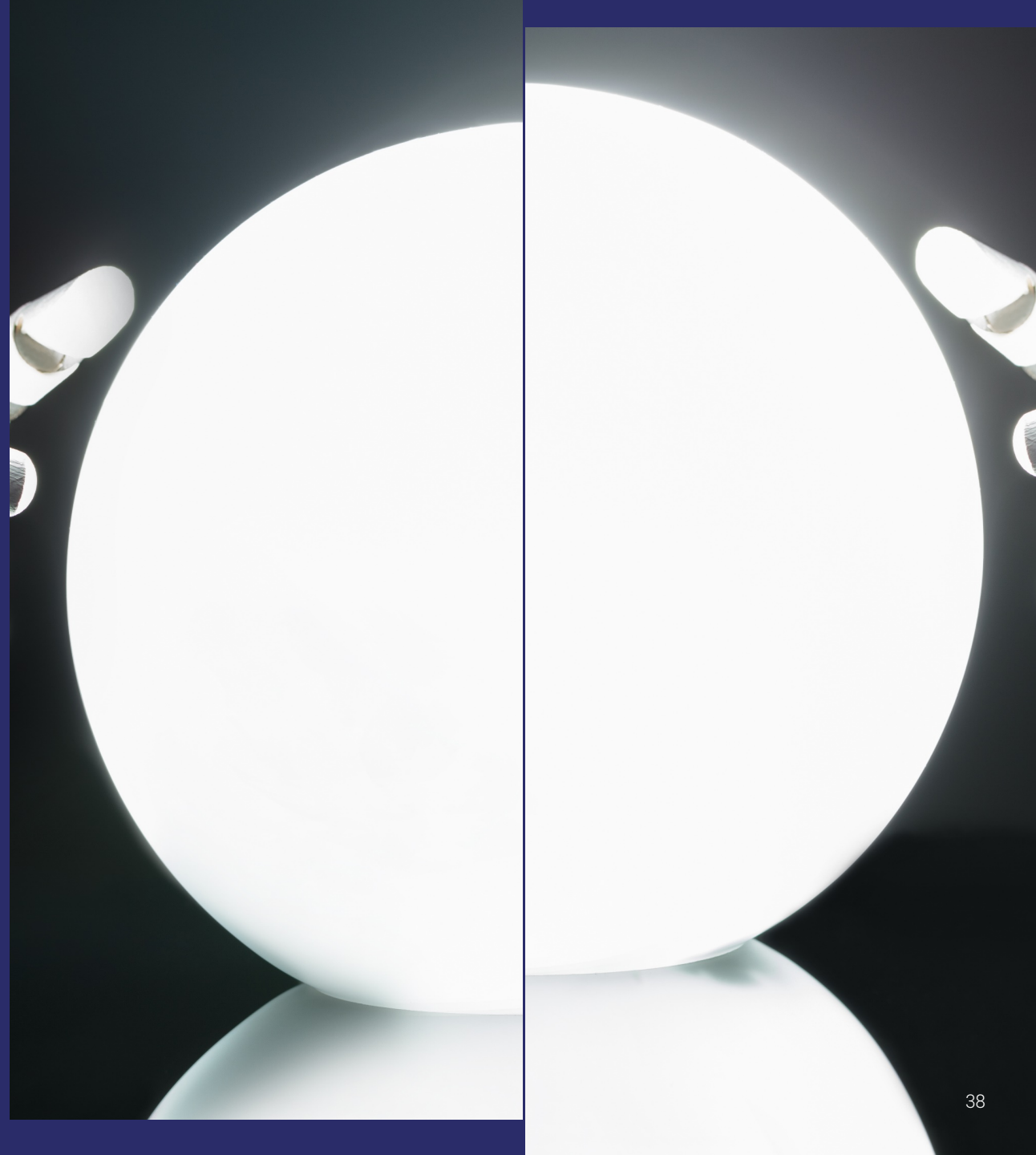
*Managing a DAM  
(Digital Asset Management)*

*Managing DCO (Dynamic  
Creative Optimization)*

**“Prediction is  
very difficult,  
especially if it’s  
about the future.”**

**Niels Bohr,**

Nobel laureate in Physics and father of the atomic model



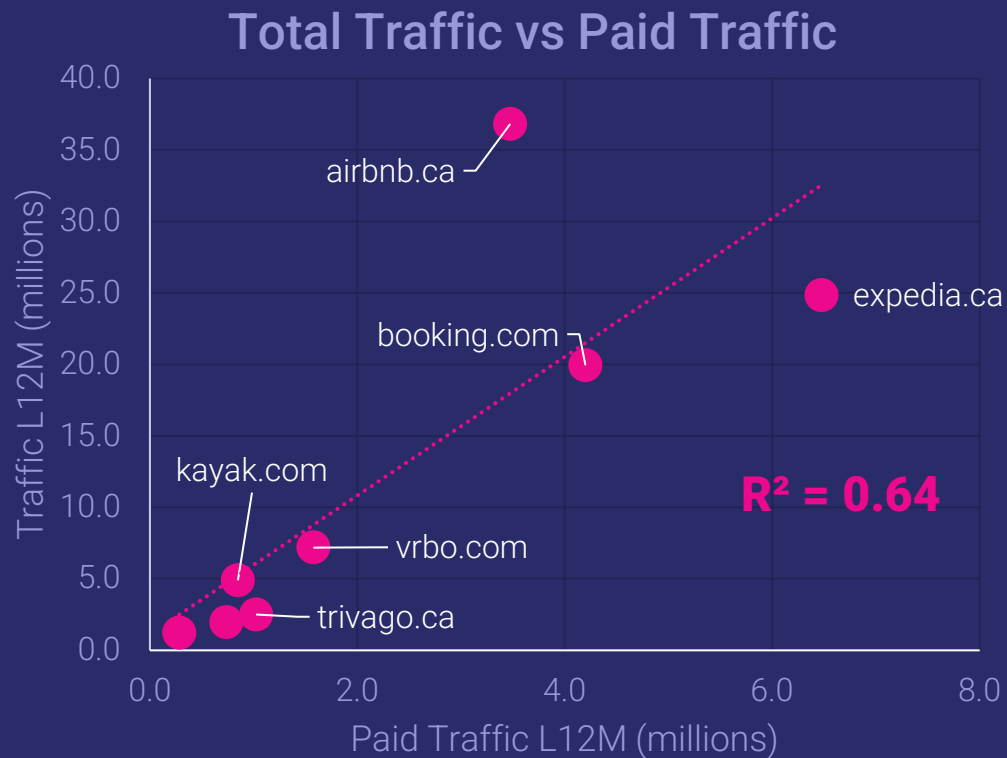


**“The concern is that the vast dollars of global marketing spend are being spent by non-marketers who view marketing as a parody of classical economics: that brands don’t matter; consumer choice is rational; we work with perfect information; consumers maximize utility; and everything is rationally evaluated.”**

**Les Binet**

Adam&EveDDB’s Head of Effectiveness

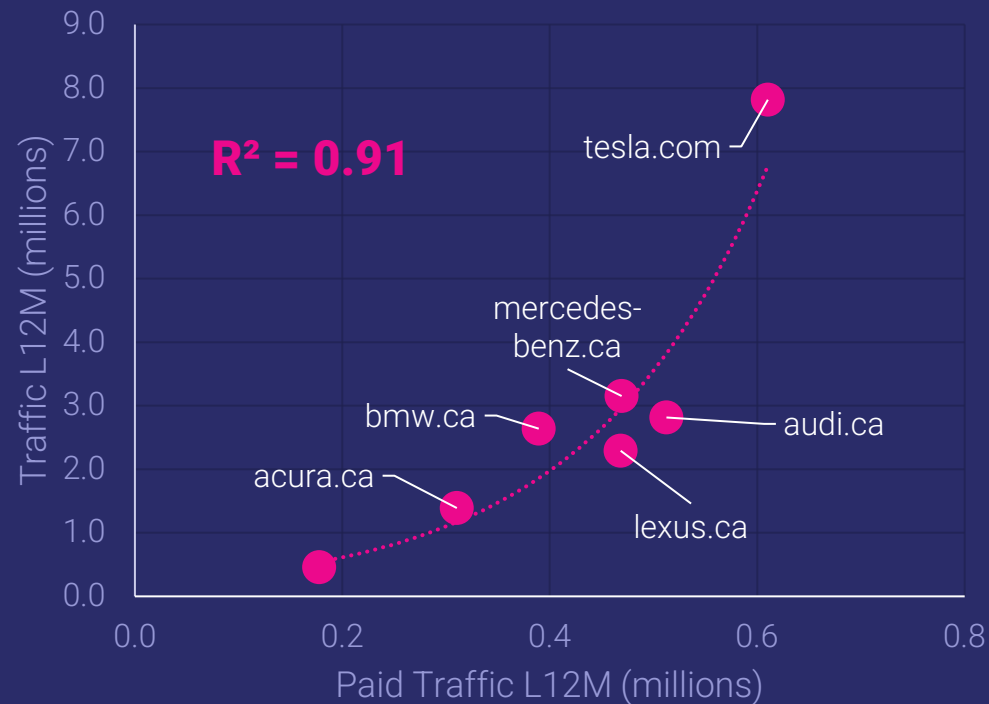
The biggest brand websites tend to get the most traffic from paid sources



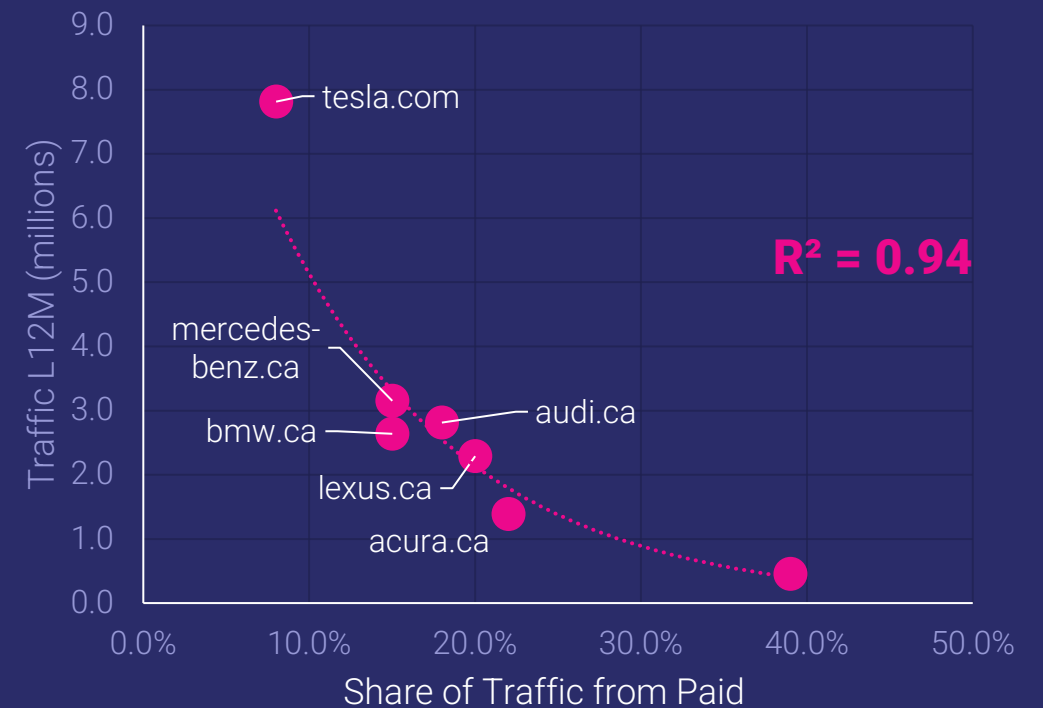
# A Digital Media Paradox

# Luxury Cars

## Total Traffic vs Paid Traffic

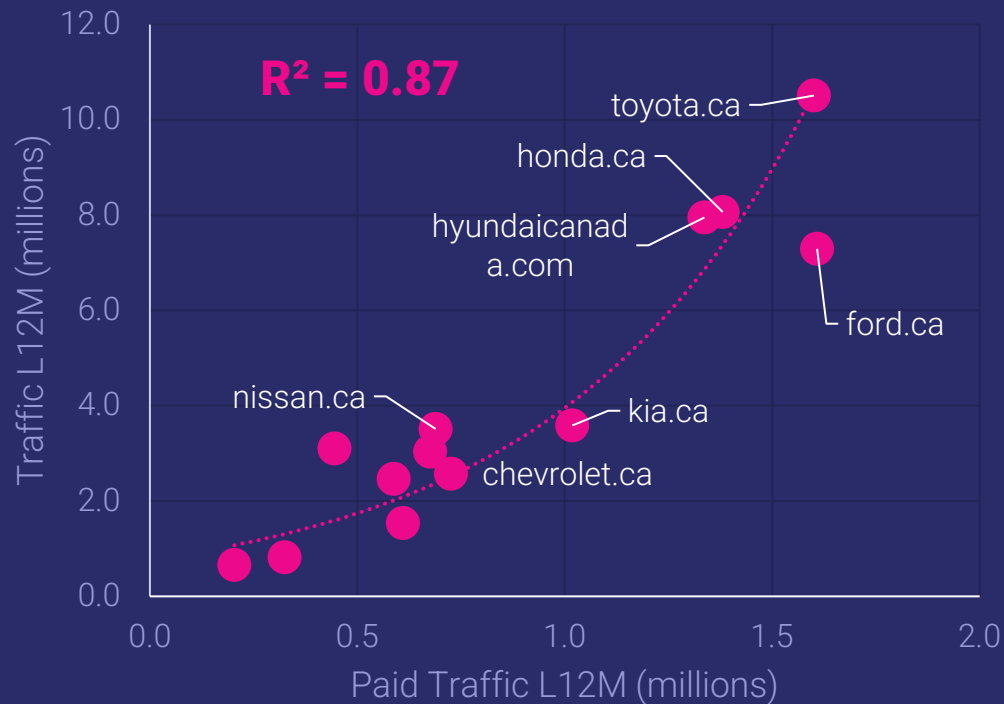


## Total Traffic vs Share from Paid

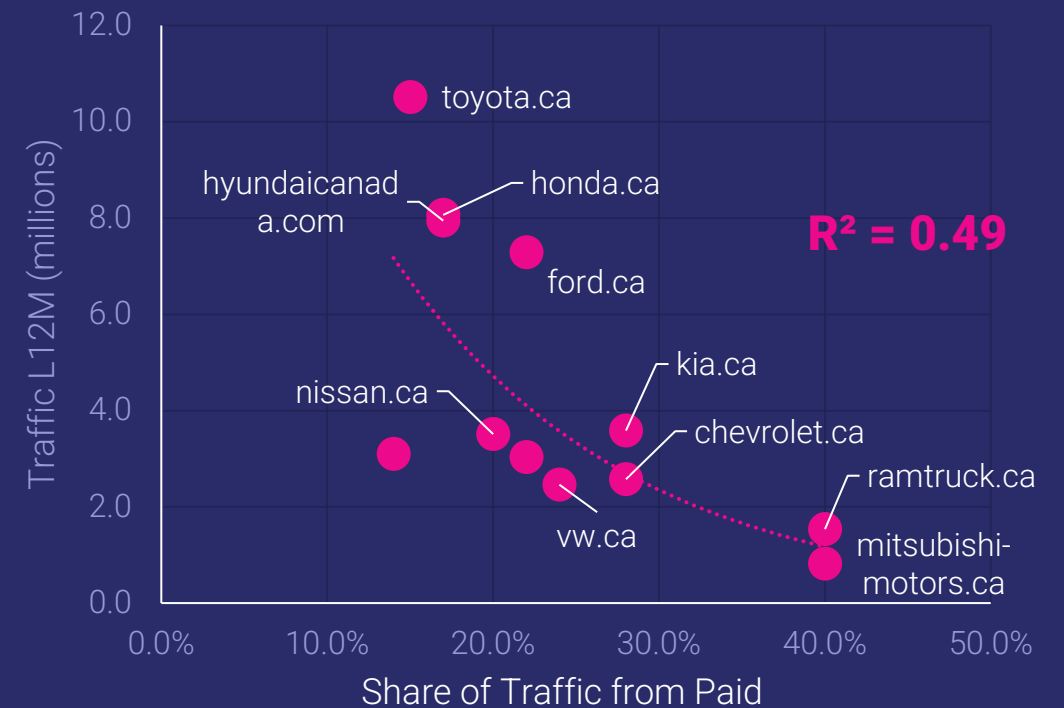


# Mass Market Cars

## Total Traffic vs Paid Traffic

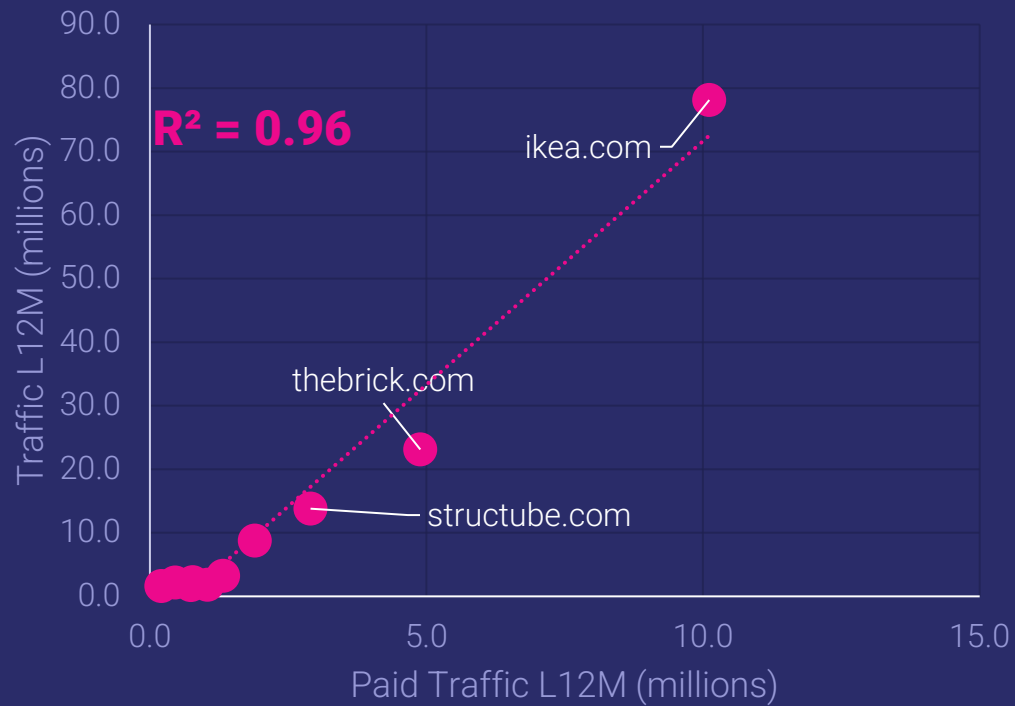


## Total Traffic vs Share from Paid

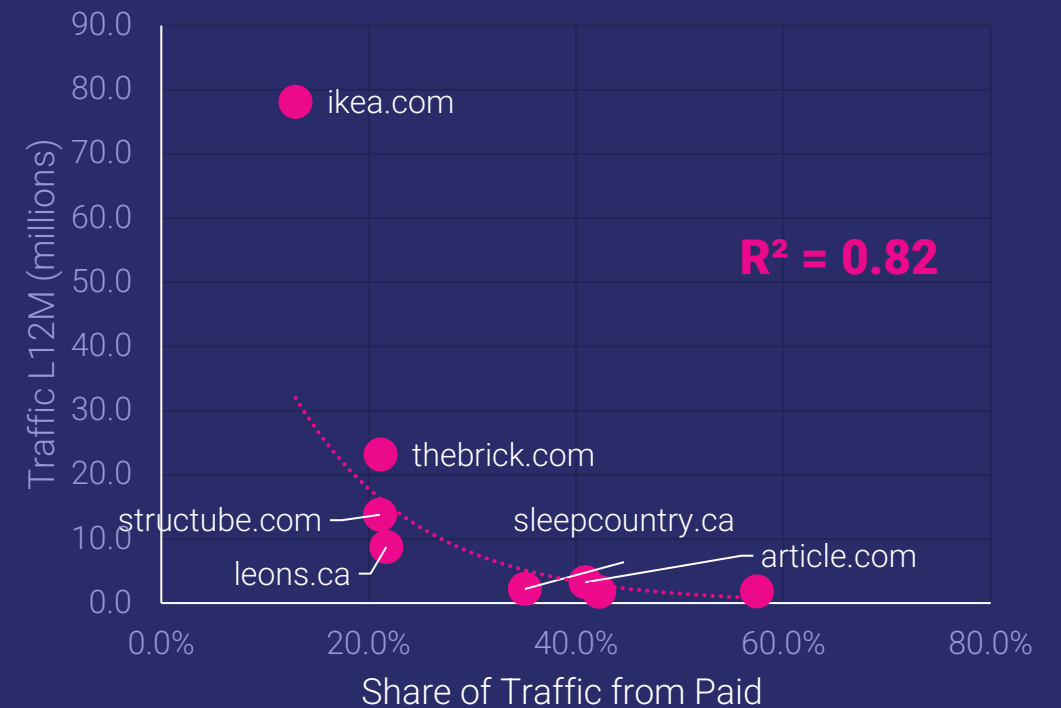


# Furniture Stores

## Total Traffic vs Paid Traffic

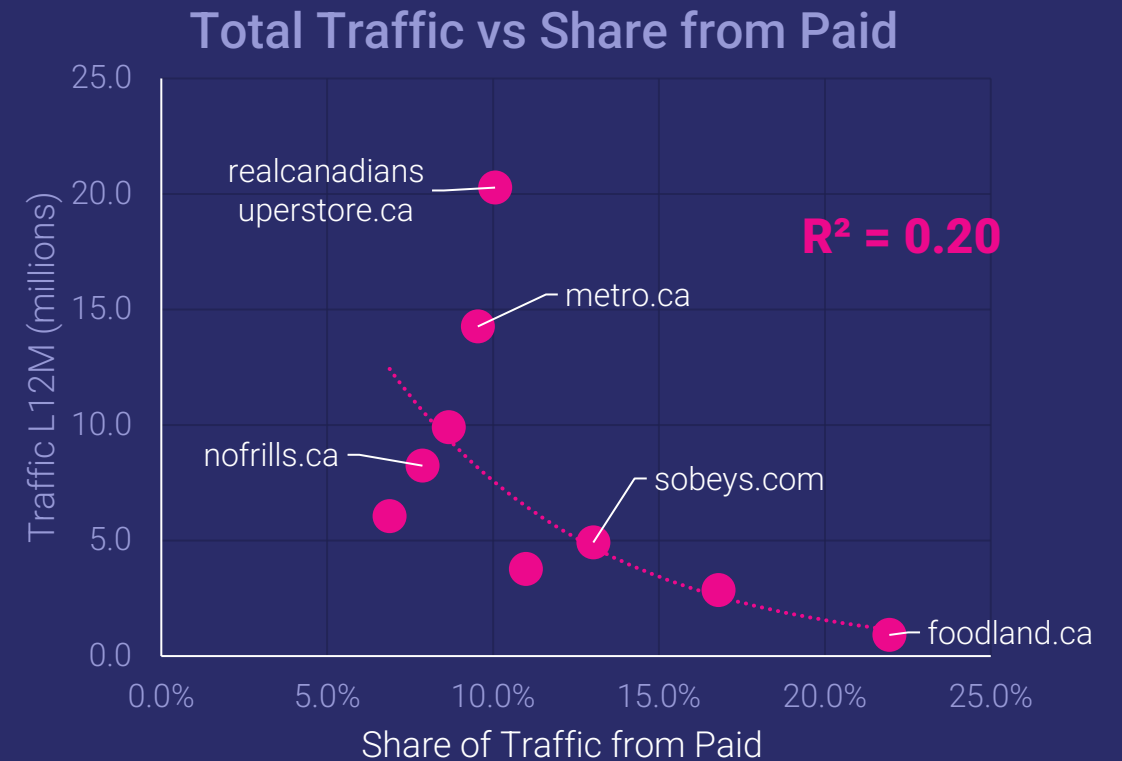
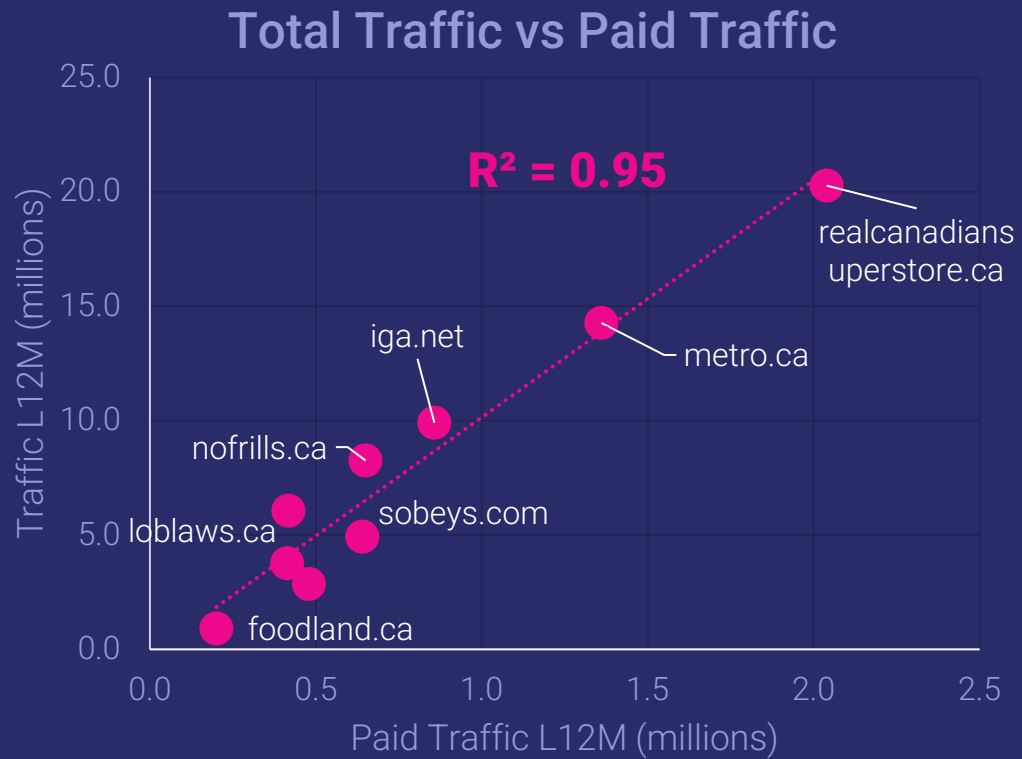


## Total Traffic vs Share from Paid





# Grocery Stores



# Before

**Low cost per  
acquisition**

**Low acquisitions**

**Falling equity**

**High churn**

Before

**Low cost per  
acquisition**

**Low acquisitions**

**Falling equity**

**High churn**

After

**Regained 5 years of  
share decline  
in 1 year**

A person's hands are pressed against their face, covering their eyes and forehead, suggesting a state of distress or despair. The background is a solid dark purple.

**1.**

Understand  
the root  
causes

A pair of hands is shown holding a smartphone, with fingers touching the screen. The background is a solid medium purple.

**2.**

Assess your  
current  
situation

A pair of hands is holding a round, vintage-style compass. The compass face shows cardinal and intercardinal directions (N, NE, E, SE, S, SW, W, NW) and degree markings. The background is a solid bright pink.

**3.**

Pick your  
priorities

**What do you  
need to  
challenge to  
thrive through  
marketing's  
midlife crisis?**

