2012 Kellogg Marketing Leadership Summit

Inventing the Future of Marketing

PANEL DISCUSSION

A. Rory Finlay
Egon Zehnder International
Winning With Big Data
Marketing Today = Profound Change

- Four P’s
- Brand Planning
- Market Research
- Reach, Frequency & CPM’s
- 360° Marketing
Marketing Today = Profound Change

• Four P’s
• Brand Planning
• Market Research
• Reach, Frequency & CPM’s
• 360° Marketing
The New Reality of Marketing

Engagement

Integration

Revenue

Integration
Data Availability

• “BIG DATA at the Speed of Now!”
Implications to you, the CMO

• Skill Sets & Capabilities
• What Good Looks Like
• Marketing Organization

YOU Must Change!
Demystifying BIG DATA
Panel Discussion