

2012 Kellogg Marketing Leadership Summit

Inventing the Future of Marketing

**Kellogg Marketing Leadership Summit
Facilitated Dialogue**

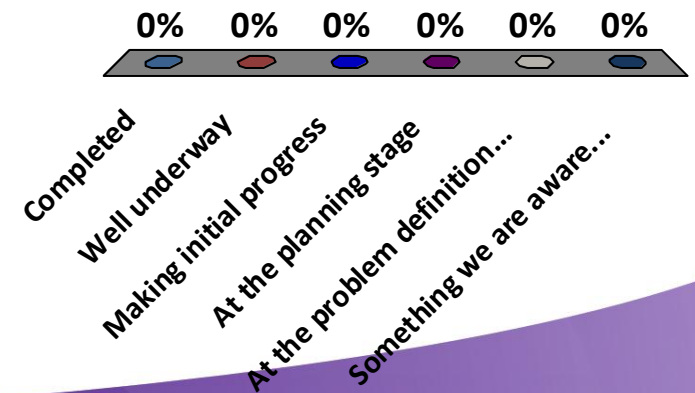
Inventing the Future of Marketing

To what degree is Marketing transformation underway at your company?

Creating a strategy development process that is flexible and adaptive instead of overly structured

Marketing Transformation is...

1. Completed
2. Well underway
3. Making initial progress
4. At the planning stage
5. At the problem definition stage
6. Something we are aware of but no specific actions in place



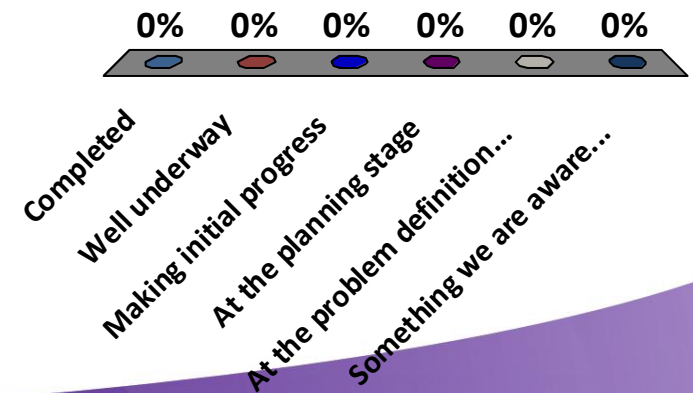
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To what degree is Marketing transformation underway at your company?

Driving innovation to build integrated product and service systems that drive revenue instead of a focus on individual products or services

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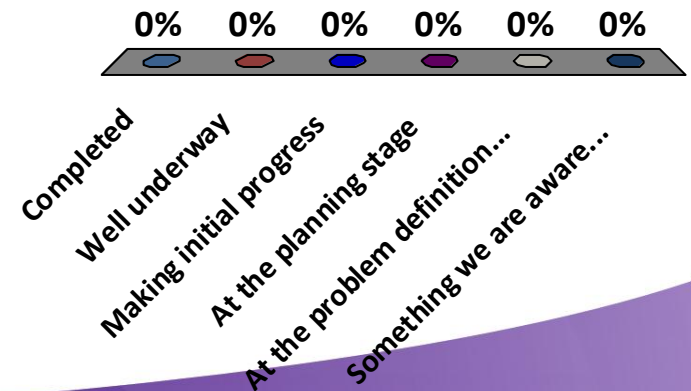
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To what degree is Marketing transformation underway at your company?

Creating a company culture that shares and acts on the principle of customer focus rather than the principle of functional excellence

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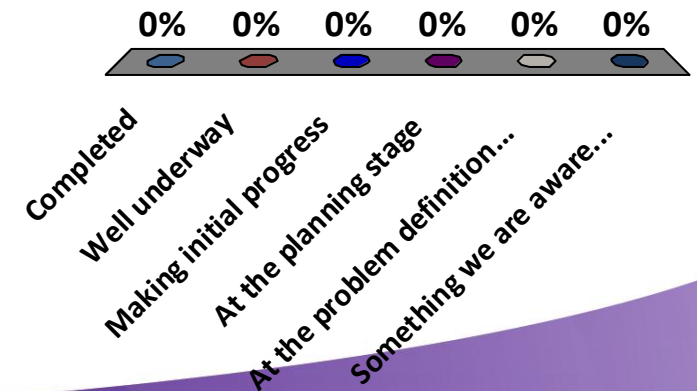
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To what degree is Marketing transformation underway at your company?

Delivering strategy through cross-functional engagement instead of reliance on the 4Ps of marketing

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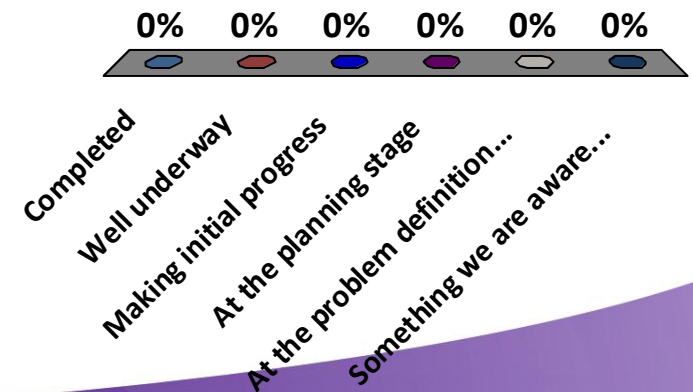
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To what degree is Marketing transformation underway at your company?

Developing performance metrics that include big data analytics and deep insights into consumer motivations in addition to a focus on financial and market performance

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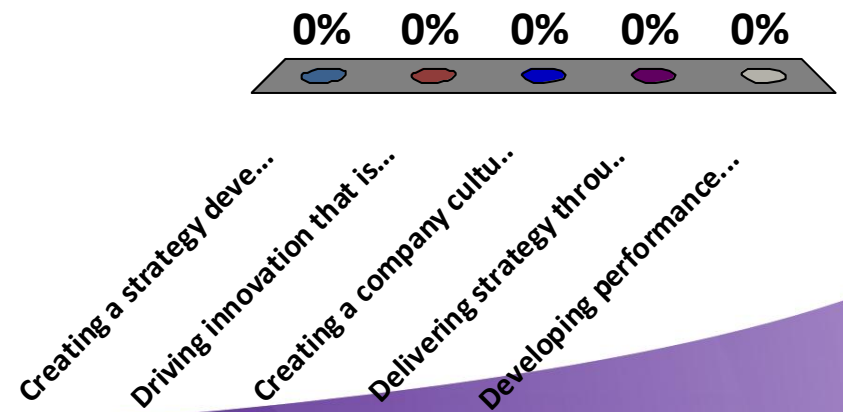


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Marketing Transformation: Challenges

What is the most important transformation factor for your organization's future success?

1. Creating a strategy development process that is flexible and adaptive instead of overly structured
2. Driving innovation that is focused on building integrated product and service systems to build revenue versus individual products or services
3. Creating a company culture that shares and acts on the principle of customer focus rather than being focused on functional excellence
4. Delivering strategy through cross-functional engagement instead of reliance on the 4Ps of marketing
5. Developing performance metrics that includes big data analytics and deep insights into consumer motivations in addition to a focus on financial and market performance



Today's Discussion

Thinking about the entire day today, what topics are you most eager to talk to your team about when you get back to work?

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Thinking Ahead to Next Year

What topics would you like us to address next year?