How bad is it?

then

the 4 Ps











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- PRODUCT

PLACE

- What do you competitors do, and how can you learn from that and/or differentiate?

- product or service to the buyer?

 Are there established price points for products or services in this area?

 Is the customer price sensitive?

 What discounts should be offered to trade customers?

 How will your price compare with your competitors?

- Where and when can you get across your marketing messages to you.
 Will you reach your audience by advertising in the press, or on TV, or radio, or on billboards?
 I now do your competitors do their promotions? And how does that influence your choice of promotional activity?

Merger Of Advertising Giants Brings Together Largest Collection Of People With No Discernible Skills

NEWS IN BRIEF · Advertising · News · Business · ISSUE 49·31 · Jul 29, 2013







OmnicomGroup



NEW YORK-In a historic announcement that analysts say marks major changes for the advertising industry, senior leadership at Omnicom Group, Inc. and Publicis Groupe SA outlined plans on Sunday to merge the advertising giants into one firm, bringing together the largest collection of people with no discernible skills whatsoever. "With thousands of employees and billions of dollars of assets between them, the consolidation of Omnicom and Publicis will create an intimidating workforce of 135,000









complexity

intensity

velocity

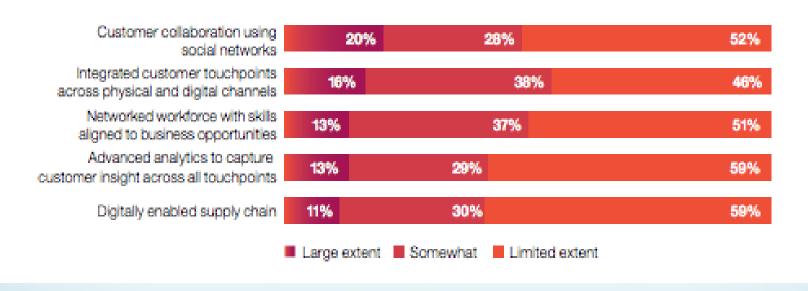
complexity simplicity

intensity

velocity

Figure 2

Hole story: Very few CMOs have implemented the key components of a digital strategy



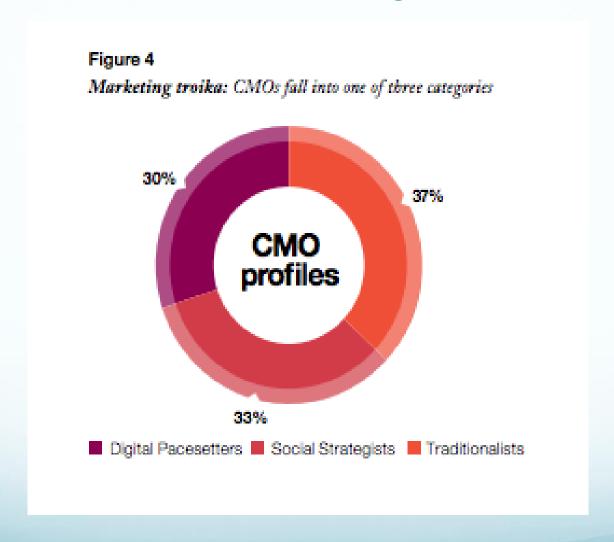
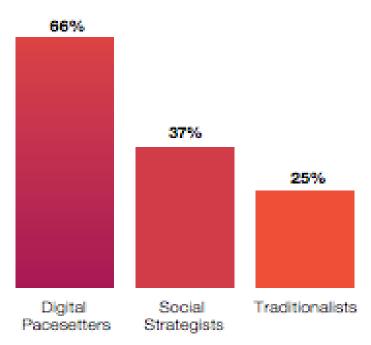
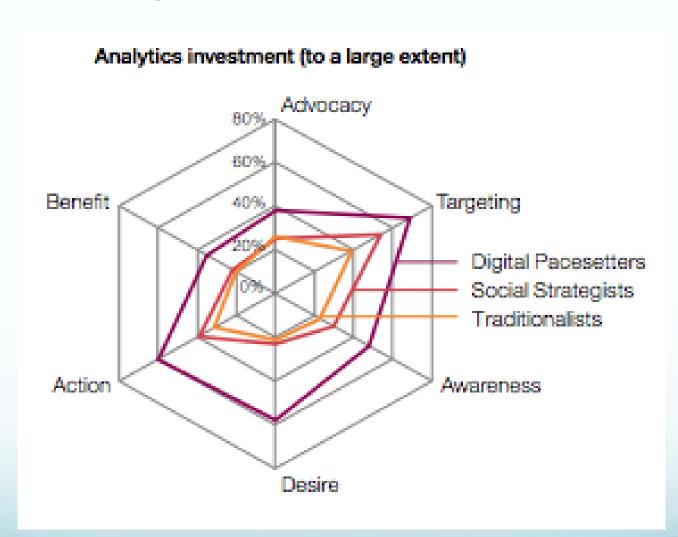


Figure 7

Inside-outside: Digital Pacesetters are integrating data from all sources in order to better understand customers



insights - clarity - simplicity



customer activated enterprise

Figure 9

Close links: Digital Pacesetters are focusing on forming stronger bonds with existing customers

Customer lifecycle focus areas

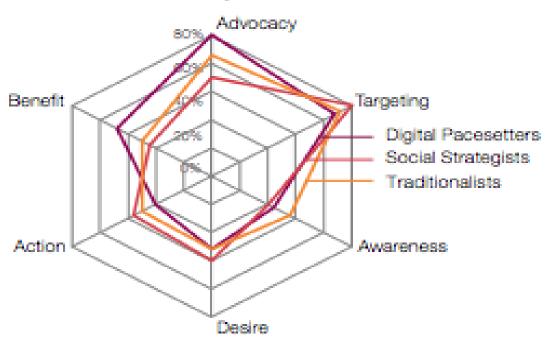
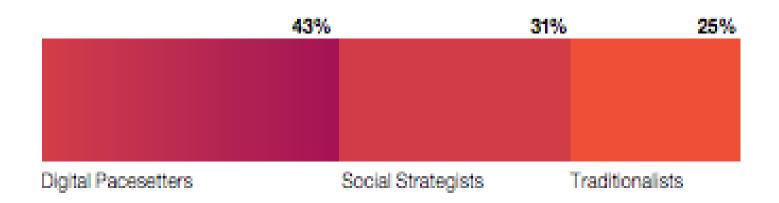


Figure 5
Fine figures: Digital Pacesetters belp their companies fare better financially



customer activated enterprises

An architecture of -

applied analytics and insights

clarity and simplicity

integrated continuum of brand promise

the future of marketing - planning

