

Seventh Annual

KELLOGG MARKETING LEADERSHIP SUMMIT

The Challenge of Building Consumer and Brand Trust

Northwestern
Kellogg

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Have You Earned the Trust of Your C-Suite?

- Interviewed C-Suite leaders* across industries to gather insights about marketing and the role of the CMO.
- Three strategies for building trust emerged:
 - Data transparency
 - Marketing alone can't save the world
 - Make the tough choices
- Three themes for the CMO role emerged:
 - Value creator
 - Bridge builder
 - Trusted advisor

**Insights gathered through interviews and conversations with clients and placed candidates.*

Trust is a 2-way street

- Data transparency
 - CMOs have customer and consumer insights the rest of the C-Suite wants to understand – take them on the intellectual journey to optimize the data and drive better decision-making.
- Marketing alone can't save the world
 - Complex challenges and multiple stakeholders make it impossible for the CMO to have all the answers. Working collaboratively across the organization builds trust.
- Make the tough choices
 - CMOs must have the intestinal fortitude to take risks, admit vulnerabilities and decide the best way forward.

The CMO is a unique role

- Value creator
 - CMOs have a unique ability to understand people and uncover insights that add value to the organization.
- Bridge Builder
 - CMOs analyze data through the lens of all stakeholders and can build bridges by sharing those insights.
- Trusted advisor
 - Sharing data, integrating across the C-Suite and making tough choices are essential to be a trusted advisor.

Thank you!

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