

How bad is it?

then

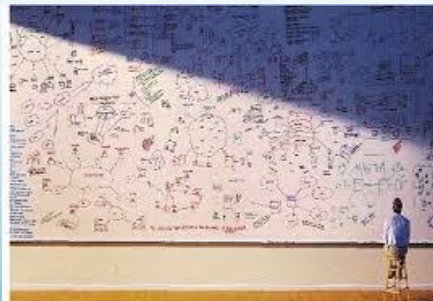
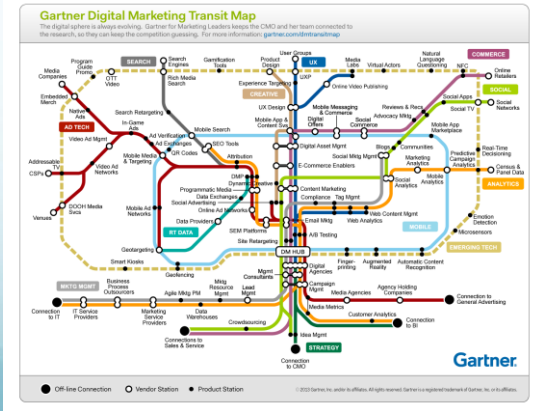
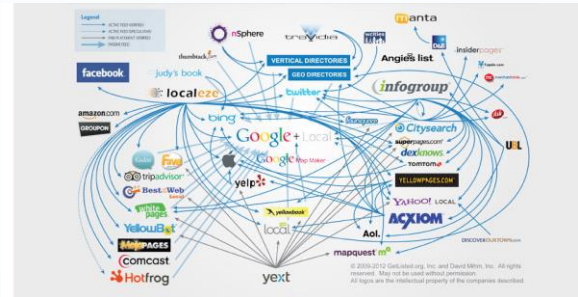
the 4 Ps



now



Marketing Technology Landscape



now

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



20.3K



2.4K



306

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



now

complexity

intensity

velocity

now

complexity  simplicity

intensity

velocity

who's winning now

Figure 2

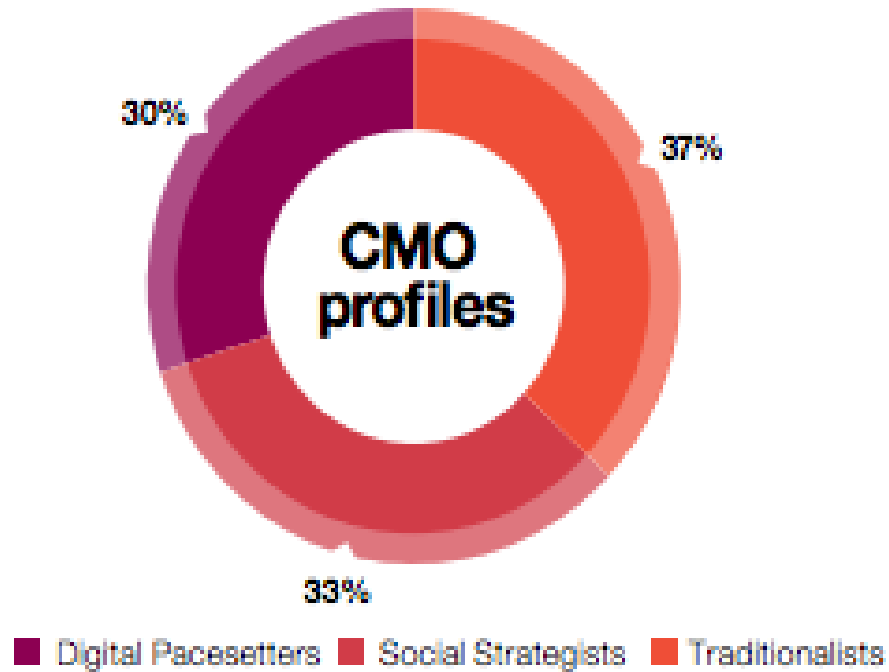
Hot story: Very few CMOs have implemented the key components of a digital strategy



who's winning now

Figure 4

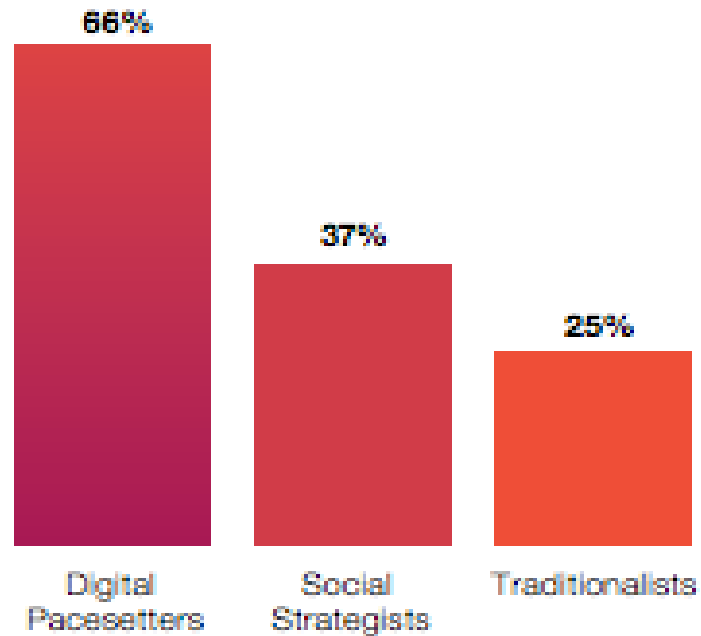
Marketing troika: CMOs fall into one of three categories



who's winning now

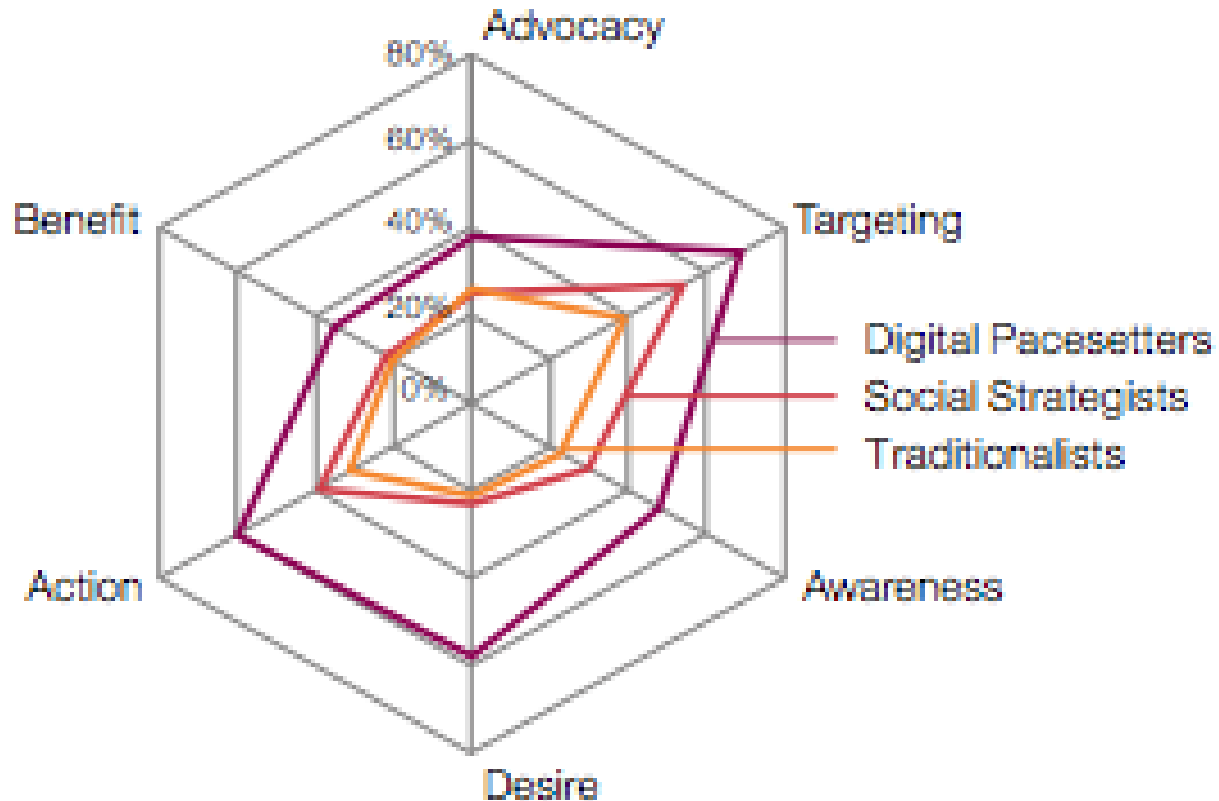
Figure 7

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



insights - clarity - simplicity

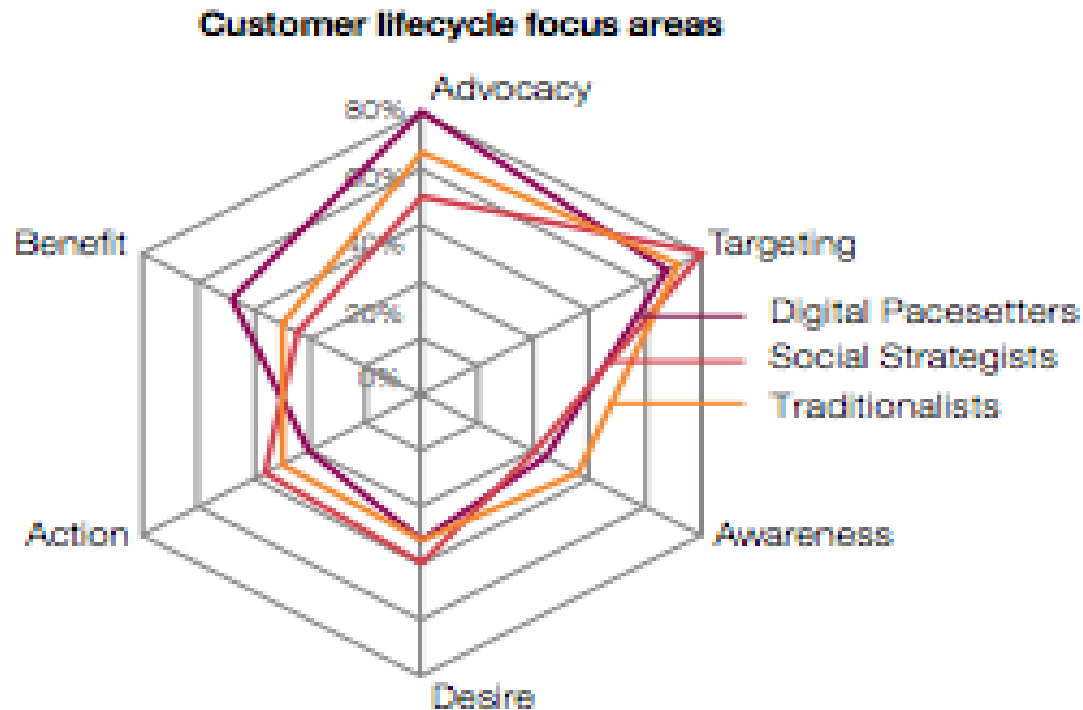
Analytics investment (to a large extent)



customer activated enterprise

Figure 9

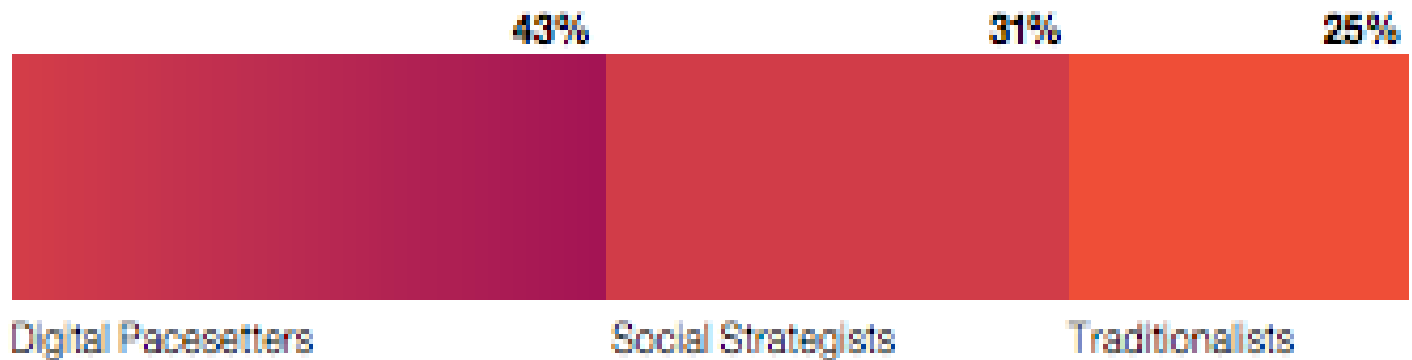
Close links: Digital Pacesetters are focusing on forming stronger bonds with existing customers



who's winning now

Figure 5

Fine figures: Digital Pacesetters help 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

