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- LIONS MARKETERS

LIONS Marketers Key Takeaways



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JIM STENGEL
COMPANY



What is Lions Marketers



In extreme moments of crisis, creativity is more important than ever. During a time when a business as usual mentality is a risk and tried and tested methods go out the window, we're presented with an opportunity to adapt to, but also shape, the world that awaits us.

This is a chance for us to reinvent how we network so that it better supports best practices across the industry and drives change.

Lions Marketers brings together an elite crowd of high powered marketers united by a common desire to shape the future that awaits us.



The Agenda

The sessions from our December LIONS Marketers Programme

Jim Stengel Company

CMO Accelerator: CMOs discuss their biggest business challenge with Jim Stengel who tackle them
LIVE

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How CMOs Can Create Long-Term Value - Not Just More Change - in the Midst of Intense Upheaval

ANA

Revolutionise Marketing as B4H, 'Brands for Humans'



Jim Stengel Company

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CMO Accelerator: CMOs discuss their biggest business challenge with Jim Stengel who tackle them LIVE

KEY TAKEAWAYS



In this highly interactive session, CMOs shared their biggest business challenges and Jim provided insights on how he would tackle them.

The clear themes from this session included;

- The fast paced change in the industry throughout 2020 and the impact that has had on organizational structure, capabilities and responsibilities.
- How to ensure the safety, emotional well-being and satisfaction of marketing teams
- How to balance short term business results and long term brand building in the current world of fragmented consumers' need and tastes.

Jim's Thoughts



- **Approach everything you do in marketing as building long and short term.**
 - Always be clear in your diagnosis of the problem or opportunity
 - Double down on differentiation
 - Creativity and Bravery
 - Everybody in the brand should have a clear idea of brand purpose and personality
 - Everyone is accountable for the health of the brand. Build in a ritual to pause and have a structured meeting about the health of the brand.
- **Never stop talking about the case for change.**
 - Clearly define how you're working during COVID and how you want to be working after COVID
 - State new capabilities that you need to build openly and ensure the whole team is on board and involved
 - Double down on accountability in teams
 - Be sensitive to burn-out and how you introduce new capabilities and processes
- **Be sure that you stay as healthy, energized and creative as you possibly can be.**
 - Be choiceful and clear on priorities, don't be afraid to cut them
 - Reassure teams where you can
 - Keep celebrating and focus on how you are helping people
 - Begin thinking about and planning for what you can do to renew and re-energize teams in 2021

Looking forward to 2021



1. Ensure you have a choiceful and compelling "POGSM" for your brand.
Purpose, Objectives, Goals, Strategies, Measures
2. Celebrate the new diversity on your marketing teams and create ways of working to maximize its impact
3. Prepare for renewal and re-energizing as we enter the new world through and post COVID



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How CMOs Can Create Long-Term Value -- Not Just More Change -- in the Midst of Intense Upheaval

KEY Takeaways



Lots of things were meant to be left behind in 2020, and that includes the idea of traditional agency reviews. Instead, modern brands are better served to focus their efforts on transforming their organizations and partnerships and reframing ideas around what it means to create value – and an increasing number of them are recognizing this.

The events of the past year in particular have completely upended what consumers want and need from brands in the first place thanks to massive behavior shifts – making a complete brand value proposition overhaul nothing short of table stakes for any marketer hoping to drive growth. But brands need to go even further than that.



Five key trends to think about moving in to 2021 to inform brand capabilities

These trends are not new to marketers, many starting pre-COVID, however these have now been exacerbated with each change and twist throughout 2020. These mega-trends will drive how marketers will be thinking in 2021.

1. Streaming as dominant growth engine
2. Brand and performance advertising converging
3. Brands are rethinking the marketing model in the wake of change
4. Optimizing data investments
5. Tsunami of reviews on the radar



The New Playbook

An evolution of how marketers need to think moving in to 2021

1

How have changes in consumers' behavior impacted the Brand? Is there a new brand value proposition?

RESIZE AND PRIORITIZE
CONSUMER OUTLOOK, ADAPT
MEDIA MIX & CONNECTION TO
COMMERCE AND TO NEW
REALITIES

2

What capabilities (talent, tools, tech stack, data) do brands need now?

BUILD THE CAPABILITY SYSTEM
TO WIN TODAY & TOMORROW

3

What changes need to be made to the operating model to supports the new realities?

STREAMLINE TEAMS AND
PROCESSES FOR AGILITY,
SPEED AND PERFORMANCE

4

Does the roster of partners, as currently scoped, deliver on the brand's needs?

CREATE A PARTNER ROSTER
WITH INTENTION LEVERAGING
COMPLEMENTARY CAPABILITIES



ANA

A stylized logo of the letters 'ANA' in a vibrant green color. The letters are bold and blocky, with the 'A' and 'N' overlapping slightly.

Revolutionise Marketing as B4H, 'Brands for Humans'

KEY Takeaways



Together with the ANA, LIONS launched in 2018 the Global CMO Growth Council, which features 30 CMOs from some of the world's biggest global brands. Chaired by P&G's Marc Pritchard, the council represents the collective agenda and voice of a unified community of marketing leaders. The "Revolutionise Marketing as B4H, 'Brands for Humans'" panel debate focussed around one of the key industry priorities that the council discussed at the ANA Masters Conference held in October 2020. During this private meeting 300 chief marketers from around the world agreed that to take action to revolutionize the role of marketing as B4H (Brands for Humans).

Marketing must solve real human problems & needs and only by being truly 'People First' can we elevate brand-led innovation and creativity for the 21st century. Many brands and marketers have lost focus of what it takes to create deeper connections with consumers and must therefore get back to the foundational tenets of brand building, through big creative ideas informed by rich insights.

We must reinvent the Marketing of the 21st century. It starts by finding a relevant and inspiring Purpose for your Brand and bringing it to life by:

- **Committing and acting onto Authentic and Insightful Human Connections**, This is where you can leverage data & emerging tech to fuel relevance at scale.
- **Creating Products, Services and Experiences that far exceeds expectations for the value they bring**. Our digital world opens new fields that can elevate the power of media integrated with personalized customer experience, to leverage emerging tech for blending screens, to move from transactional to elevated experiences,
- **Fuelling a Culture of Innovation and Creativity** in your organization and with your partners.



Panel Discussion

In this session, 3 CMOs were asked to give their thought on what B4H means to them and how they can use marketing as a force for good and growth

1. How does B4H (Brands for Humans) resonate for you?

- A needed reset of the mental model of the industry moving towards putting humans at the centre of marketing to get to meaningful communications.
- Never forget that your consumers are human beings in an era with overwhelming amounts of data.
- People want a relationship with the brand which enables you to drive brand value, aim your marketing to your customers' needs rather than to what your products are.

2. How has the marketing function helped your company become a more effective “force for growth AND force for good”?

- A force for good is how you drive growth, have it at the forefront of your strategy to help consumers fall in love with your brand.
- Find ways to be more inclusive with different groups of consumers using customers' insights.
- Move with greater speed and agility and be comfortable with changes in consumers' behavior.
- Embedding purpose in to the brand's DNA allows deeper connection with your consumers.



Open Discussion

Following the CMO's thoughts, the session was opened up to participants to give their thoughts on key actions they have taken or will be taking to better enable B4H in 2021 and beyond

- Shift to culture and commercials to be human-centric, rather than product-centric.
- Bringing purpose to the boardroom to measure success beyond just profit.
- Rapid transformation of businesses has given the need to drive growth by focusing internally on the talent within your organization.
- Taking a holistic look at brand health and what you can do to elevate the brand's culture and purpose with consumers in mind

Revolutionizing Marketing Starts Now



To help you get started we have developed in partnership with the ANA and the Global CMO Growth Council a **curated set of resources to provide you with everything you need to take specific actions today to accelerate your progress.**

To access them, simply click on the link below:

<https://ana.foleon.com/2020cmosummit/global-growth/resources/#Curated-Resources>



LIONS Marketers

Key information moving in to 2021

On Demand!

All of the sessions from this week are available here to view if you missed them or would like to watch them again.

CMO Accelerator

The CMO Accelerator Programme will be taking place 24th – 25th June in Cannes!

LIONS Marketers March

Please join us again in March for more LIONS Marketers Content & Networking



Thank You



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