

The Great Marketing Declutter

Focus.
Discard.
Rewire.

Nearly 70% of marketing executives say that the past year has completely exhausted their employees.

Yet a small group—just 17% of more than 1,000 marketing executives—say their marketing organizations are thriving. For 86% of them, their employees have been energized by a new purpose of servicing customers' changing motivations.

There are marketers who are Thrivers, and they are fired-up in a burned-out workforce.

Thrivers are empowered to own meeting customer needs and are flourishing.

Strivers are doing their best to make an impact. They have the will, but not always the way.

Survivors are not in tune with the pulse of customer change and assume it is temporary.



Thrivers cut through the clutter to deliver a performance premium. Because what marketing needs more of today is less.

Over **1.4x**
More likely to perform far better in revenue growth and profitability.

Over **1.8x**
More likely to perform far better in customer satisfaction.

Over **2.5x**
More likely to perform far better in customer awareness.

The Thriver Difference: Five rules for decluttering marketing

01
Reacquaint yourself with your customers

54% of Thrivers believe that customer changes brought by the pandemic will be long-term (compared with just 17% of Survivors).

02
Find your collective difference

74% of Thrivers report owning the customer experience - their input is highly critical to key business decisions (versus less than half of Survivors).

03
Move at the pace of change

Thrivers are 5x more likely than Survivors to say that other functions support and buy into their agile methods.

04
Figure out what no one wants to do

90% of Thrivers have industrialized marketing operations to reduce overall complexity, compared with just 62% of Survivors.

05
Own what you want to stand for

Thrivers are 5x more likely than Survivors to view shifts in customer values coming out of the pandemic period as opportunities to rethink marketing's role and reimagine their brand purpose.

Less of the wrong things
More of the right things

Thrivers have discovered that shifting and getting rid of things produces greater returns. More growth. More meaning. Even more joy. This is why instead of burning out, they are igniting a rallying cry that is changing marketing.

Learn more at www.accenture.com/declutter