

A large, teal-colored arrow pointing to the right, composed of two parallel lines that converge at the tip. The text "High performance. Delivered." is centered within the arrow.

High performance. Delivered.

Digital studios as change agents

Video Transcript

Are new roles needed within marketing organisations?

The drive from “mad men” to “math men” is really driving a need, or institutionalising a need, for having data scientists in the marketing function. It’s no longer just about creativity but it’s about creativity being fuelled by insight and data analytics. I believe there’s a need for a consumer analytics function, not the traditional consumer market and insights function, but one that actually leverages data that is there today through the touchpoints that we have with the non-stop consumer, to really re-think what the next best action should be for a given customer experience.

Above and beyond that, we also need to be able to use this data to drive far more personalised and precision marketing. We also need to be able to determine whether we can actually push a consumer to make a purchase at any point in time during that experience, so e-commerce comes to the marketing function as well.

Where will we see changes in the structure of marketing functions?

One other area that I think is absolutely critical is the ability to design an end-to-end experience around a brand.

So before, most marketing functions would actually relegate this and outsource this to their agency partners, but I think they need to be able to bring the experience back in and be able to really find the brand around that experience. It needs to make the experience function almost critical.