The journey to the future – the "New Normal"

Strengthen CX (to achieve CI)

- Be a living brand
- Orchestra for radical collaboration
- Throw out the talent rulebook
- Return on the Individual: the "New Normal" ROI

LIVING
CREATIVE
CAPABILITIES
LIVING
CONTENT
LIVING
ORGANIZATIONAL
STRUCTURES
LIVING
CHANNELS
LIVING
ECOSYSTEMS

Channel 4
Channel 3
Channel 2
Channel 1

Touchpoint

B2ME

EXPERIENCE CONTEXT OF NOW

TRANSFORMATION

CMOs will need to forge a united path so that internal and external partners work together to deliver the outcomes that consumers expect and that business demands.

Winners in the new will develop “living” marketing organizations that are more agile and responsive than ever before.

In marketing’s “New Normal”, focusing on consumer experiences (CX) will not be enough. Much greater value will lie in establishing consumer intimacy (CI).

A focus on traditional returns on investments will give way to returns on individuals and embracing new measures of value.

Marketing in the new means managing in the new and optimizing workforce performance in new ways.