

Study: Brands Need Flexibility

Better ROI across multiple platforms is a top priority for CMOs in '09

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NEW YORK Perhaps the buzzword for '09 will be flexibility.

Eighty-seven percent of senior marketers polled said they are attempting to make their branding efforts more flexible than ever while 62 percent said traditional advertising continues to lose its effectiveness.

Forrester Research and marketing consultancy Verse Group surveyed 101 **RESEARCH** heavy-hitting marketers for the "CMO Priorities for 2009" study. All respondents' companies had revenues of \$250 million or more, with roughly three-quarters representing organizations that pulled in revenues greater than \$1 billion.

Sixty-three percent claimed traditional brand-positioning approaches don't work as well as they did in the past. Why? Rapidly shifting media habits and the advent of new technologies require brands "to tell a bigger story," said Verse Group managing partner Randall Ringer. "The brand-positioning model was designed for a world of 30-second commercials. It doesn't work in the world of new media. It's like a square wheel."

At the same time, marketers are seeking far greater return on investment. Half of those polled named "achieving measurable ROI on my marketing efforts" as their top priority. Developing integrated programs (43 percent) and translating the brand experience across different touch points (32 percent) were followed by cutting marketing budgets without cutting performance (31 percent).

Agencies have taken note. "The survey points out what we've already been working on for the past year," said Mark Goldstein, vice chairman, CMO of Omnicom Group's BBDO North America. "BBDO is road-testing a proprietary tool we've built that delivers greater accountability by helping us measure the impact of work in combination across multiple platforms."

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—RANDALL RINGER, VERSE

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