

# BACK TO BRAND AND HEART

**WHAT WILL MOTIVATE AND INSPIRE MARKETING  
DECISION-MAKERS IN BELGIUM IN THE COMING YEAR.**  
NOVEMBER 2022

# KEY LEARNINGS



**THE MARKETING YEAR 2023 WILL BE DOMINATED BY MANY TOPICS IN THE VIEW OF CMOS - INFLATION, RECESSION, CRISIS, UNCERTAINTY BUT ALSO BRANDING.**



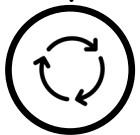
**SUSTAINABILITY TAKES FIRST PLACE THIS YEAR IN THE MARKETING TRENDS, FOLLOWED BY E-COMMERCE BUT ALSO EMOTIONAL BRANDING**



**MORE THAN EVER, CMOS ARE BECOMING PEOPLE MANAGERS: IN UNCERTAIN TIMES, WE NEED TO LEAD IN AN AGILE WAY AND TAKE PEOPLE ON AN EMOTIONAL JOURNEY WITH US, AS MANAGING CULTURE IN HYBRID WORKPLACES IS THE NEW BIG CHALLENGE.**



**STILL AND ALWAYS MORE EFFICIENCY IS EXPECTED FOR CMOS AND TO GIVE MEANING TO ANY ACTIVITY.**



**FROM THEIR OWN ORGANISATION AND AGENCY PARTNERS, CMOS ARE EXPECTING AGILE AND FLEXIBLE COOPERATION MODELS.**



CMO BAROMETER 2023

# RESULTS

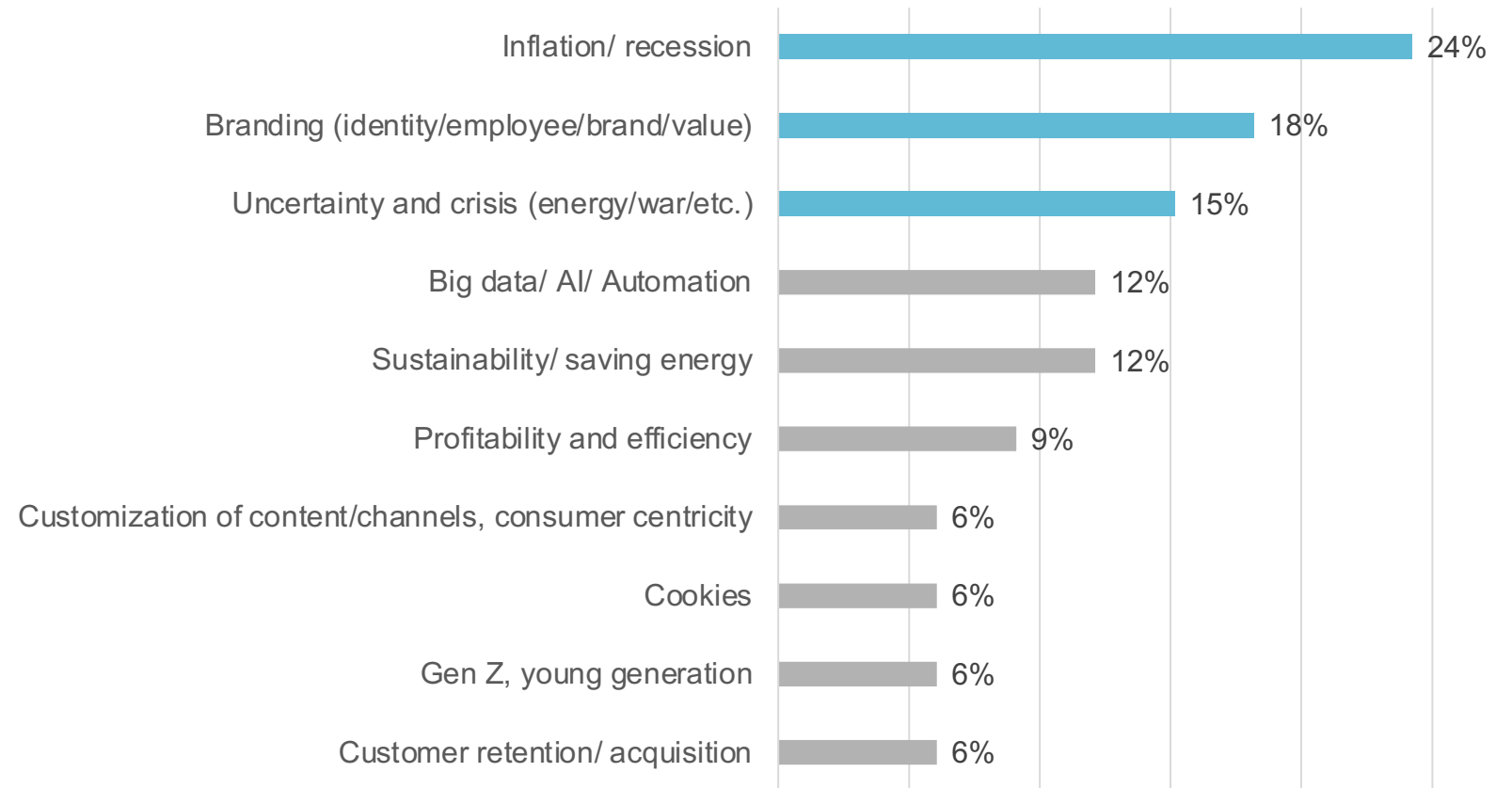


# 1

**IN YOUR OPINION, WHAT IS THE HOT  
TOPIC FOR THE MARKETING YEAR OF  
2023?**



# THE MARKETING YEAR 2023 WILL BE DOMINATED BY MANY TOPICS IN THE VIEW OF CMOs - INFLATION, RECESSION, CRISIS, UNCERTAINTY BUT ALSO BRANDING.



Base: n=33 CMOs surveyed, Belgium



# 2

**HOW IMPORTANT DO YOU THINK THE  
FOLLOWING MARKETING TRENDS WILL  
BE IN 2023?**



# SUSTAINABILITY TAKES FIRST PLACE THIS YEAR IN THE MARKETING TRENDS, FOLLOWED BY E-COMMERCE BUT ALSO EMOTIONAL BRANDING.

TOP 5 2023		Top2
<b>1</b>	Sustainability	<b>87.9%</b>
<b>2</b>	Connected Commerce/E-Commerce	<b>84.8%</b>
<b>3</b>	Emotional Brand Building	<b>81.8%</b>
<b>4</b>	Content Creation	<b>78.8%</b>
<b>5</b>	Global Sourcing & Supply Chain Management	<b>69.7%</b>

TOP 5 2022		Top2
<b>1</b>	Data-driven marketing	<b>94.2%</b>
<b>2</b>	Customer experience	<b>94.1%</b>
<b>3</b>	Sustainability communication	<b>88.3%</b>
<b>4</b>	Brand purpose/purpose-driven marketing	<b>88.2%</b>
<b>5</b>	Digital transformation	<b>76.5%</b>

Base: n=33 CMOs surveyed, Belgium



# 3

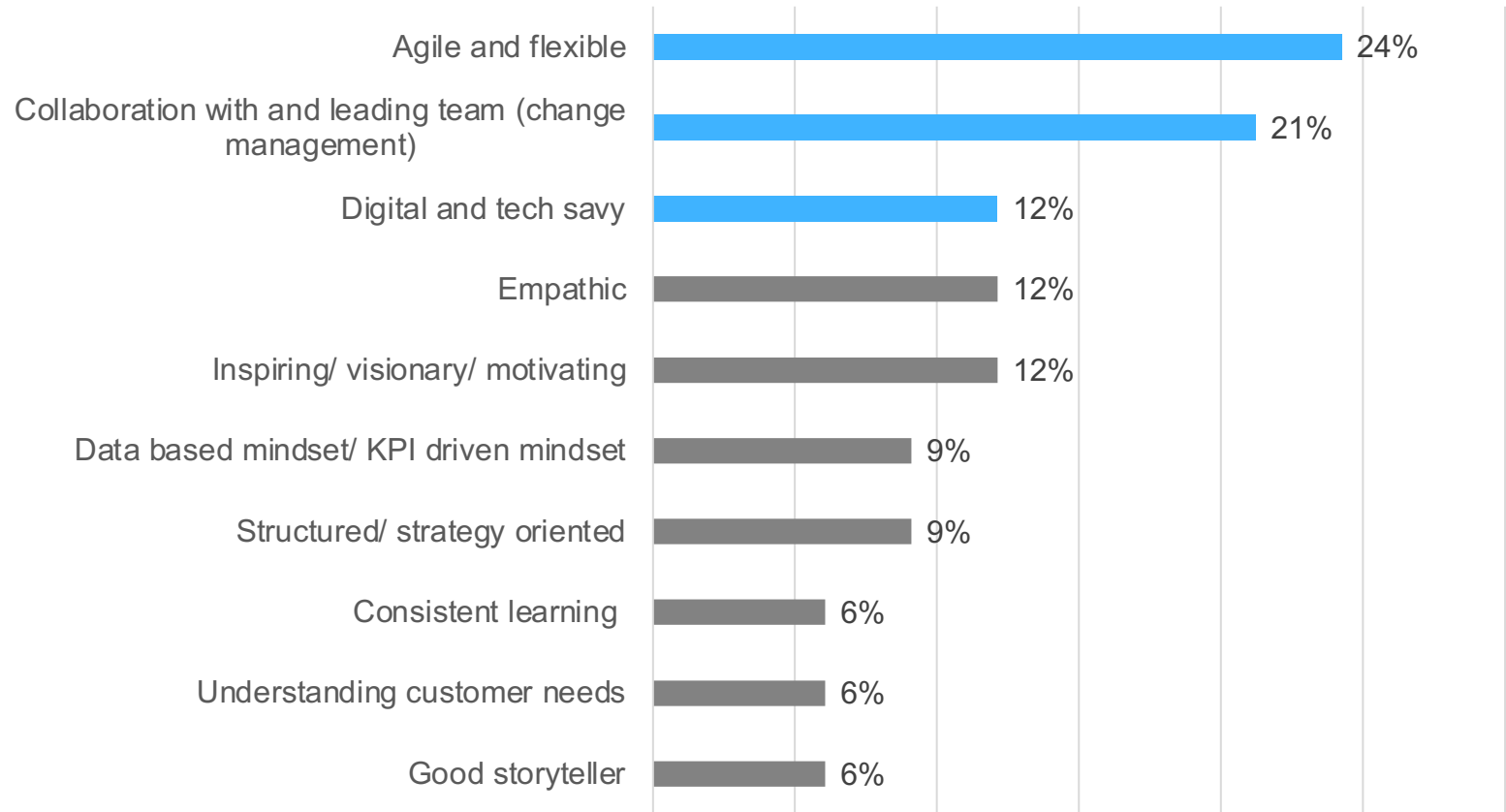
# **WHAT'S YOUR SUPERPOWER?**

WHICH CAPABILITIES AND SKILLS DOES A CMO NEED TO HAVE THESE  
DAYS TO MAKE THEIR ORGANISATION FIT FOR THE FUTURE?





# CMOS AS PEOPLE MANAGERS: MANAGE IN AN AGILE WAY, FACILITATE CHANGE AND INSPIRE AS SUPERPOWERS.



Base: n=33 CMOs surveyed, Belgium



# 4

**WHICH OF THE “TYPICAL” CMO TASKS  
WILL BECOME MORE IMPORTANT IN  
2023?**



# STILL AND ALWAYS MORE EFFICIENCY IS EXPECTED FOR CMOS AND TO GIVE MEANING TO ANY ACTIVITY.

2023		Mean
1	Increasing marketing efficiency	1.58
2	Defining the brand purpose and making it tangible for the organisation and customers	1.70
3	Consistently driving forward the digital transformation	1.73
4	Developing an excellent customer experience	1.76
5	Making the marketing organisation flexible and crisis-proof (e.g. building up resources at short notice by outsourcing)	1.79
6	Developing customer loyalty (e.g. using first-party data to engage customers)	1.91
7	Encouraging team spirit and culture in hybrid teams	1.91
8	Creating an infrastructure, resources and process for data-driven marketing	1.94
9	Anticipating market trends early on and translating them into pilot projects	2.03
10	Providing evidence of the added value of marketing at board level	2.03
11	Taking responsibility for the development of new business models	2.21
12	Opening up new growth segments	2.33

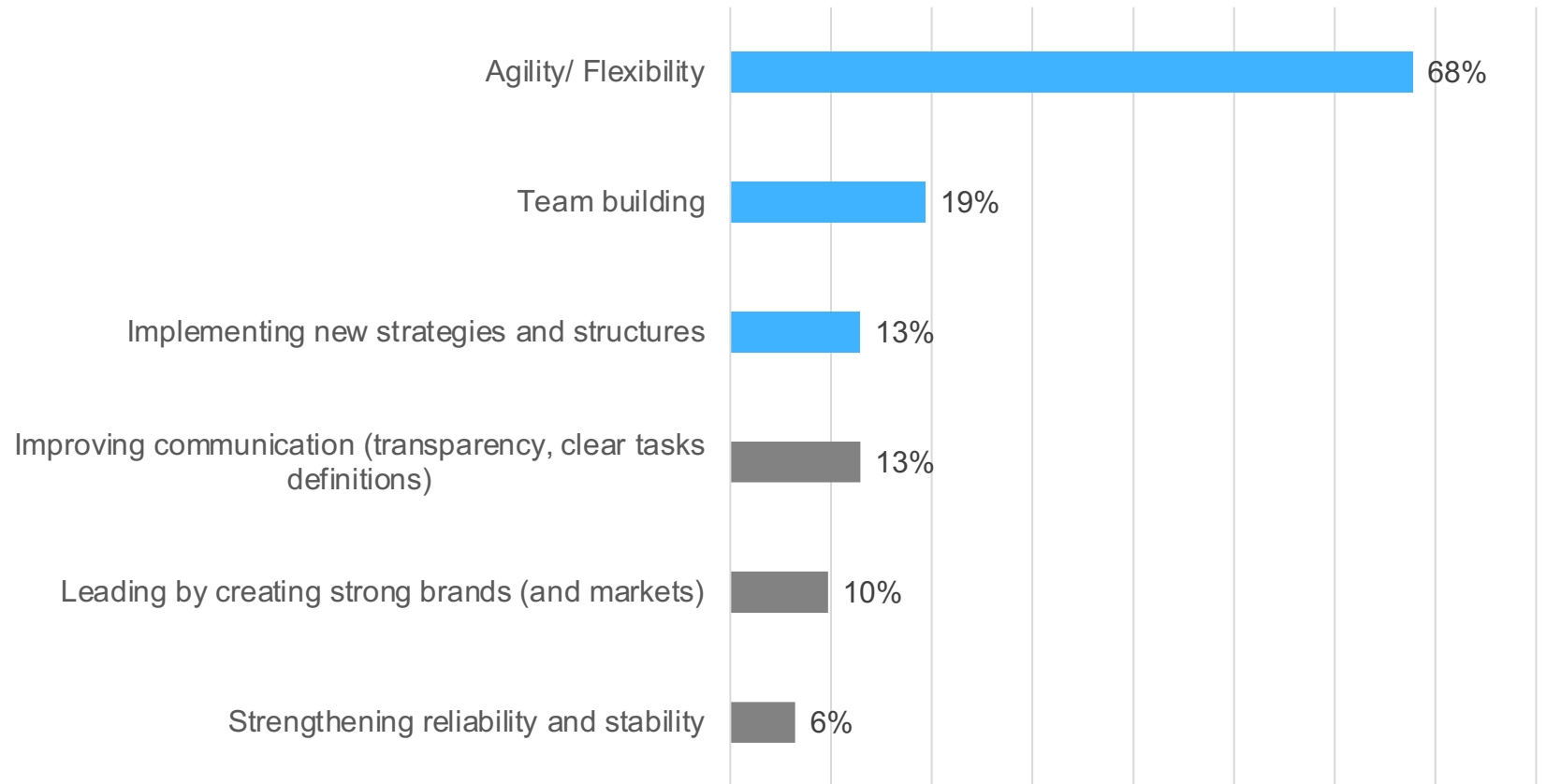


# 5

**AS A CMO, WHAT HAS BEEN YOUR BIGGEST  
LESSON LEARNED FROM THE PAST FEW  
YEARS BESET BY A PANDEMIC, WAR AND  
UNCERTAINTY?**



# THE CMOs AGREE: AGILITY AND FLEXIBILITY ARE THE SUCCESS FACTORS IN UNCERTAIN TIMES.



Base: n=33 CMOs surveyed, Belgium

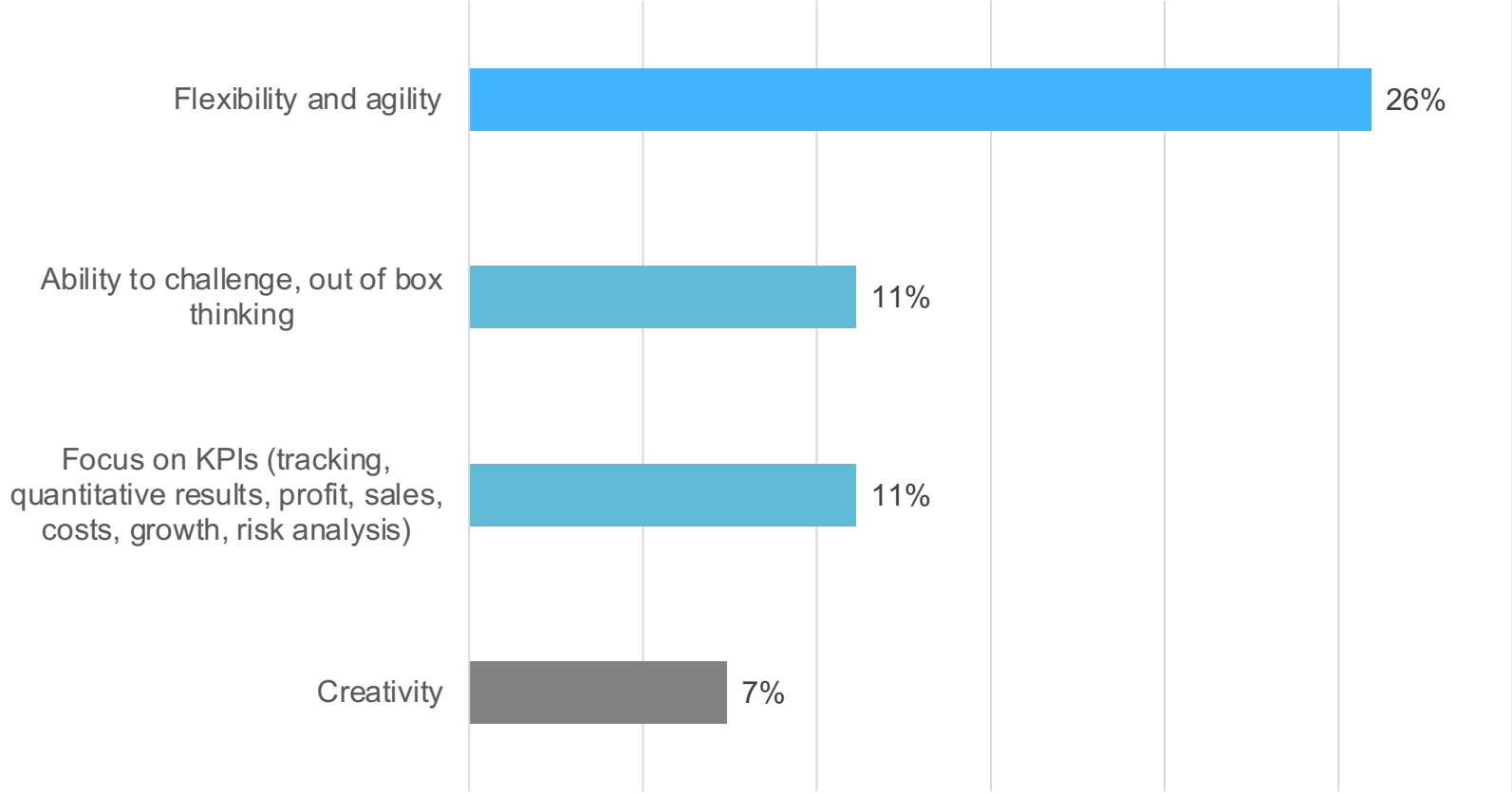


# 5

**WHAT KIND OF INSPIRATION DO YOU EXPECT FROM YOUR AGENCY PARTNERS IN UNCERTAIN TIMES LIKE THESE? WHAT SKILLS SHOULD AN AGENCY HAVE THESE DAYS?**



# CMOS EXPECT FLEXIBLE AND AGILE APPROACHES IN THEIR COLLABORATION WITH AGENCY PARTNERS.



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