

# POWER TO THE PEOPLE

## CONSUMER BRANDS & AGENCIES WORKING TOGETHER



There are currently more than 7 billion people on the planet right now. That number is expected to grow to 9.7 billion and over 11 billion by 2050 and 2100, respectively according to the United Nations.

And make no mistake about it—a great number of us living on the planet at any given time are consumers, to say the least.

Consider the following as Exhibit A:

- Every 30 seconds in the US alone, over 700 McDonald's burgers, 2,200 Dunkin' Donuts, and 2,700 Starbucks coffees are sold.<sup>1</sup>
- Households in the UK spend £531 (\$770) a week.<sup>2</sup>
- By 2019, online sales alone across the globe will come to over \$3.5 trillion.<sup>3</sup>

The point is with so many consumers making so many transactions around the world there is an undeniable need for consumer brands and their agencies to be closely aligned—now more than ever.

### The Times They Are A Changin'

It used to be that a brand's internal teams did their thing and their agency partner(s) did theirs. Oh sure there was some collaboration—there had to be. But the lines were pretty clear as to who did what.

Those days are gone. Forever.

A key finding of a Forbes Insights global study—sponsored by Oracle Marketing Cloud—speaks loud and clear as to the changes that are happening, literally as we speak: 60% of brand and agency executives say their roles and responsibilities have changed significantly over the past two years.

As a result, both groups are reengineering their internal organizations and forging new ways of working with their respective agency or brand counterparts. At the same time, the research found that technology is ingrained in marketing operations and—perhaps most significantly of all—agency and brand stakeholders are challenging themselves to analyze and apply consumer data in more sophisticated ways.

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<sup>1</sup>Retail in Real-Time: A Glimpse at American Consumption, July 2014

<sup>2</sup>How much does the average household spend each week?, The Telegraph December 2015

<sup>3</sup>eMarketer

Given the aforementioned statistics on consumer spending and all the subsequent data that comes from it, the fact that both brands and agencies are challenging each other to make better use of all this data is very encouraging.

Even more encouraging is the fact that brands and agencies are hiring data scientists and others outside of the traditional marketing disciplines to help best understand and use data.

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## With Change Comes Challenge

Any change is bound to cause either an opportunity or a challenge disguised as an opportunity. And this is no different with 48% of marketing executives stating that evolving brand and agency roles are making successful collaboration more difficult.

One brand that looks at this challenge as an opportunity is PayPal. In fact, agency and brand teams have become so fully integrated that they're often seen as a single, fully integrated resource for the business.

“Whether it's the digital agency that's helping us drive our acquisitions or the creative team, each is immersed with our internal marketing team,” says Patrick Adams, head of consumer marketing at PayPal North America. “I often don't delineate between my full-time employees and my agency people. They're all seen as one and the same as the relationships become tighter and more significant.”

Make no mistake about it, however. At the heart of these efforts is a drive to effectively gather and mine rich sources of customer data. “The ability to communicate with our customers and prospects on an individual, personalized basis seemed like a luxury not so long ago—it's now table stakes,” says Tony Weisman, CEO of DigitasLBI North America, a digital marketing agency. “Consumers are becoming highly attuned to how personally relevant all messaging is to their individual tastes and buying patterns.”

Kevin Koh, CEO of DDB Group Korea says the coming together of all data is vital. “We are aware that a client will have their own data and their own opinions on what they believe will be best for their brand. But we will also have our own data. We need to collaborate together so that we can share the data and create campaigns and strategies that will create long-lasting impact with consumers.”

PayPal's Adams sums it up perfectly. “It's all about surprising and delighting customers and making their lives easier. That mindset, coupled with leveraging relevant consumer data, can make a meaningful difference for consumers.”

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## B2C Best Practices

Words such as “relevance” and “relationship” have taken on a whole new meaning when it comes to B2C marketing. Consumers today want only marketing messages that are relevant to them; plain and simple. They know full well that you as a B2C marketer have information or in marketing parlance, data, on them.

Learn how B2C Modern Marketers around the world are using **best practices** to achieve success.



Download **The Age Of Brand, Agency & Customer Collaboration** to learn more.