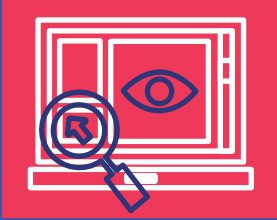


TOP 5

MARKETING CHALLENGES FOR 2018—AND HOW TO RESPOND

What are marketers' top priorities and challenges for the year ahead? We asked 600 of them at agencies and brands around the globe and distilled their responses into 5 themes in WARC's Toolkit 2018.



CHALLENGE 1 THE DRIVE FOR DIGITAL TRANSPARENCY

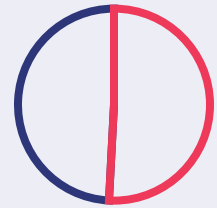
Brands cite viewability and digital measurement as the #1 issue for marketing plans—and 30% expect to cut digital spend in 2018 if these issues aren't resolved.

Current Best Practices

- ✓ Take proactive steps to minimize risk and maximize ROI
- ✓ Prioritize ad visibility over duration
- ✓ Determine the risk tolerance for your brand

Potential Pitfalls

- ✗ Assuming you can solve the issue through just technology
- ✗ Trying to do it alone
- ✗ Continuing to rely on billions of impressions at unsustainably low prices



51%

of brands believe there is a crisis of trust between brands and media agencies.



CHALLENGE 2 VOICE AS BRANDING'S NEW FRONTIER

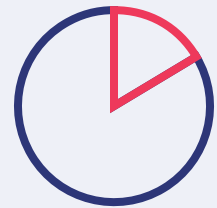
In a new world of smart speakers, voice-activated purchases, and virtual assistants, marketers must start considering the audio characteristics of their brands.

Current Best Practices

- ✓ Review likely voice interactions
- ✓ Think about time of day
- ✓ Look for new brand 'moments'

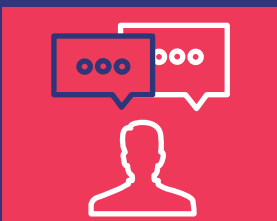
Potential Pitfalls

- ✗ Becoming creepy
- ✗ Alarming consumers over privacy concerns
- ✗ Falling prey to 'brand bypass'



17%

of brands have audio guidelines, versus 86% that have visual ones.



CHALLENGE 3 THE BATTLE FOR CUSTOMER EXPERIENCE

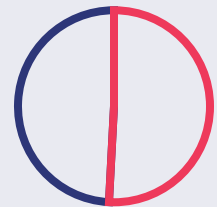
Competing for the delivery of the customer experience (CX) is intensifying as agencies and management consultancies vie to be brands' partner of choice.

Current Best Practices

- ✓ Look at CX as a whole—not single touchpoints
- ✓ Use data smartly to create a single view of the customer
- ✓ Structure teams around customer journeys

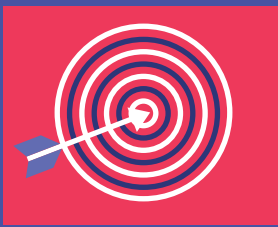
Potential Pitfalls

- ✗ Lacking a dedicated leader or 'customer champion'
- ✗ Focusing CX activity on short-term goals like optimizing clicks
- ✗ Sending inconsistent messages at touchpoints



53%

of brands will prioritize CX in their digital transformation strategy.



CHALLENGE 4 REDEFINING BRAND PURPOSE

Purpose is one of marketing's great ongoing debates—and 2017 saw a backlash against the use of social causes in brand advertising (think Pepsi and Kendall Jenner).

Current Best Practices

- ✓ Support long-term brand building
- ✓ Keep it rooted in the brand
- ✓ Prepare for a cynical audience

Potential Pitfalls

- ✗ Playing with politics
- ✗ Jumping on the purpose bandwagon
- ✗ Using purpose as a silver bullet



300%

increase in purpose-driven ads from the top 100 brands in the last 5 years.



CHALLENGE 5 TAKING CONTROL OF CUSTOMER DATA

With the EU's General Data Protection Regulation (GDPR), data analysis and management are both in brands' top 3 digital transformation priorities.

Current Best Practices

- ✓ Get a grip on the personal data you're collecting
- ✓ Review your consent model
- ✓ Build a value exchange with customers

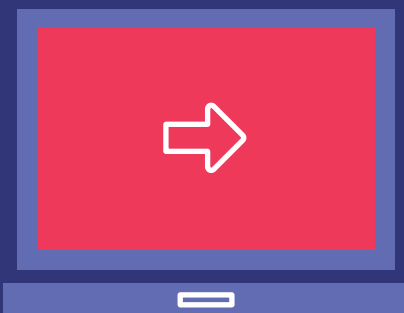
Potential Pitfalls

- ✗ Running before you walk if you install a Data Management Platform
- ✗ Keeping a dodgy data partner
- ✗ Being over-dependent on the black box



40%

of European brands and agencies say they are not ready for GDPR.



EXPLORE THE TOOLKIT

There's more in the WARC Toolkit 2018. Get full results from our global survey of marketers, an exclusive interview with Marc Pritchard, Chief Brand Officer of Procter & Gamble, expert commentary, and brand examples.



Request a personalized tour of WARC

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Sources

- WARC Toolkit 2018 survey and analysis
- Global Radio, IAB Sound Investment, July 2017
- <https://www.thinkwithgoogle.com/advertising-channels/video/cause-related-marketing-purpose-driven-ads/>