

EFFWORKS
GLOBAL
2021

2021 Marketing Effectiveness Culture: Brand Y Group

October
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Effectiveness Culture Summary for Brand Y Group

1. Overall Brand Y Group performs above the industry average for effectiveness culture, scoring **8.0** versus **7.0**
2. Focus (**8.0**), People (**7.0**), Data / Tools / Measurement (**7.3**) score higher than the industry average. Process (**7.0**) is on par with the industry
3. The opportunity for Brand Y Group to improve it's effectiveness culture is to **invest in professional development in marketing effectiveness** to increase chance of balancing long and short-term value creation.
4. This increase in professional development may reduce the reliance on agencies to prove the value of marketing investment and help join up effectiveness insights.

Note: There was only 1 response from Brand Y so findings may be limited in their representation of effectiveness culture.

Reminder: our definition of marketing effectiveness

Marketing Effectiveness is the **process** of improving business performance from marketing activities, made easier and more impactful by **people; data, tools & measurement**; and a strong & clear **focus**.

Performance against the four quadrants sets an organisation's marketing effectiveness culture

Process:

The cycle of increased marketing intelligence, to decision making, activation of marketing activities, measurement, and improved business results.

People (buy in, empowerment):

Buy-in at top and senior levels, defined roles and responsibilities, training on effectiveness capabilities, limiting resistance to change, and a focus on continuous learning and improvement.

Data, Tools & Measurement

An effectiveness capabilities ecosystem creating increasingly relevant and impactful marketing intelligence, and being fed by quality, accurate and timely data.

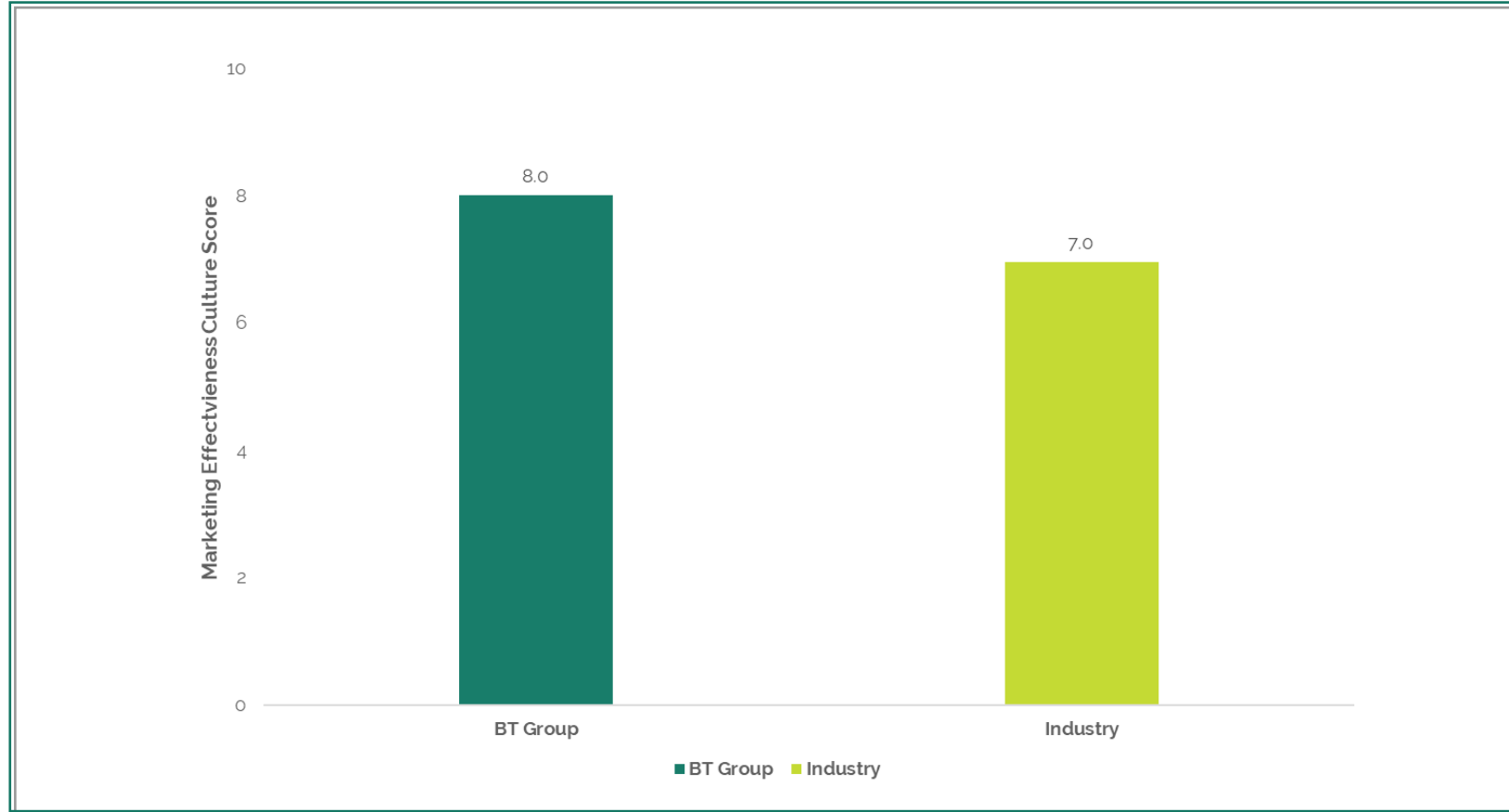
Focus:

A clear vision to marketing effectiveness complete with a roadmap that communicates how each step will create business value and help create organisational alignment.

Brand Y's Marketing Effectiveness Culture score (8 out of 10) is higher than the industry average

Brand Y's Marketing Effectiveness Culture Score

8.0



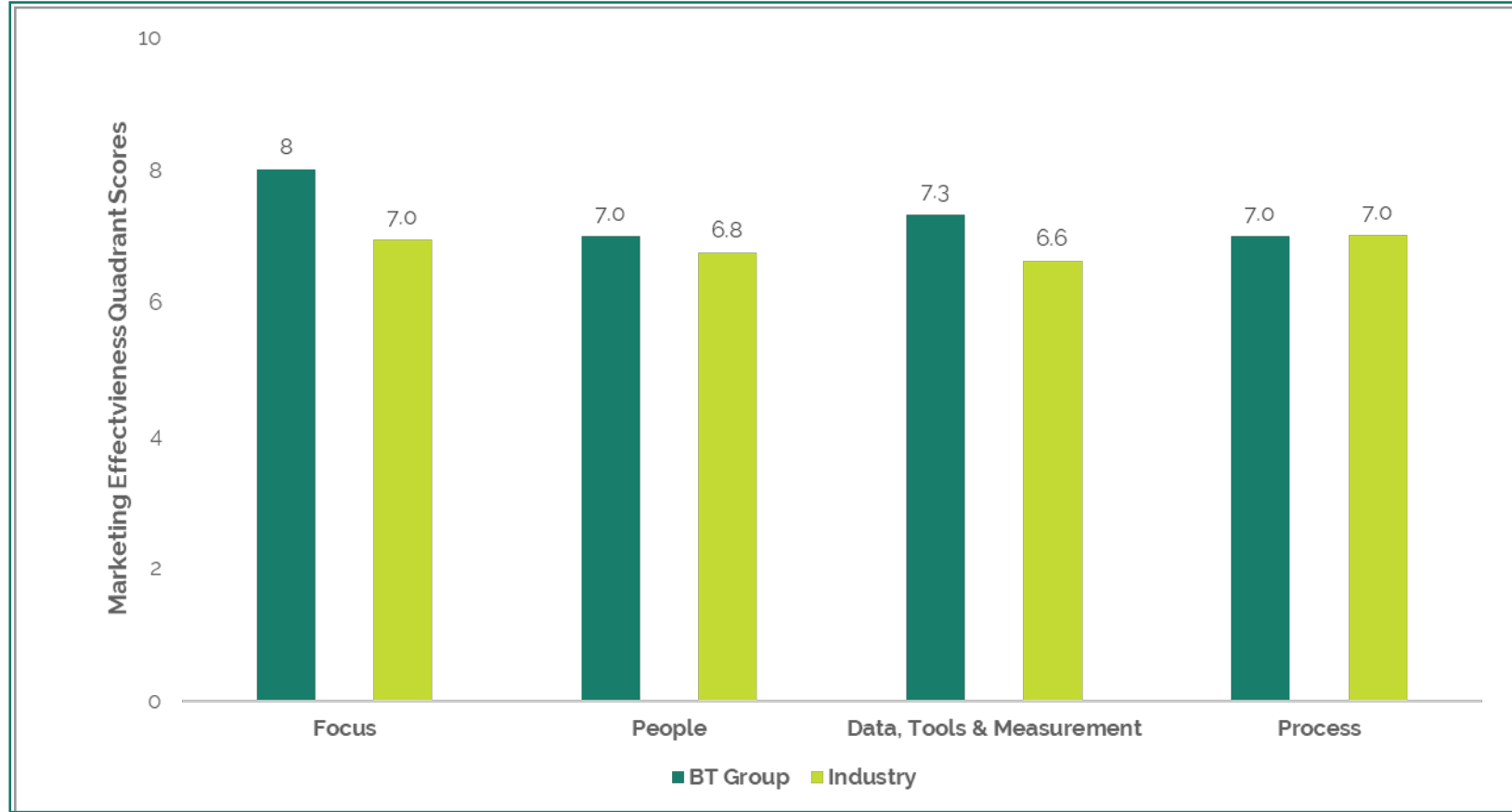
Brand Y scores higher than the industry average in all quadrants except Process where it is on level on 7.0

Focus is the highest scoring quadrant

8.0

Focus also has the biggest positive delta to the industry average

8.0 v 6.95



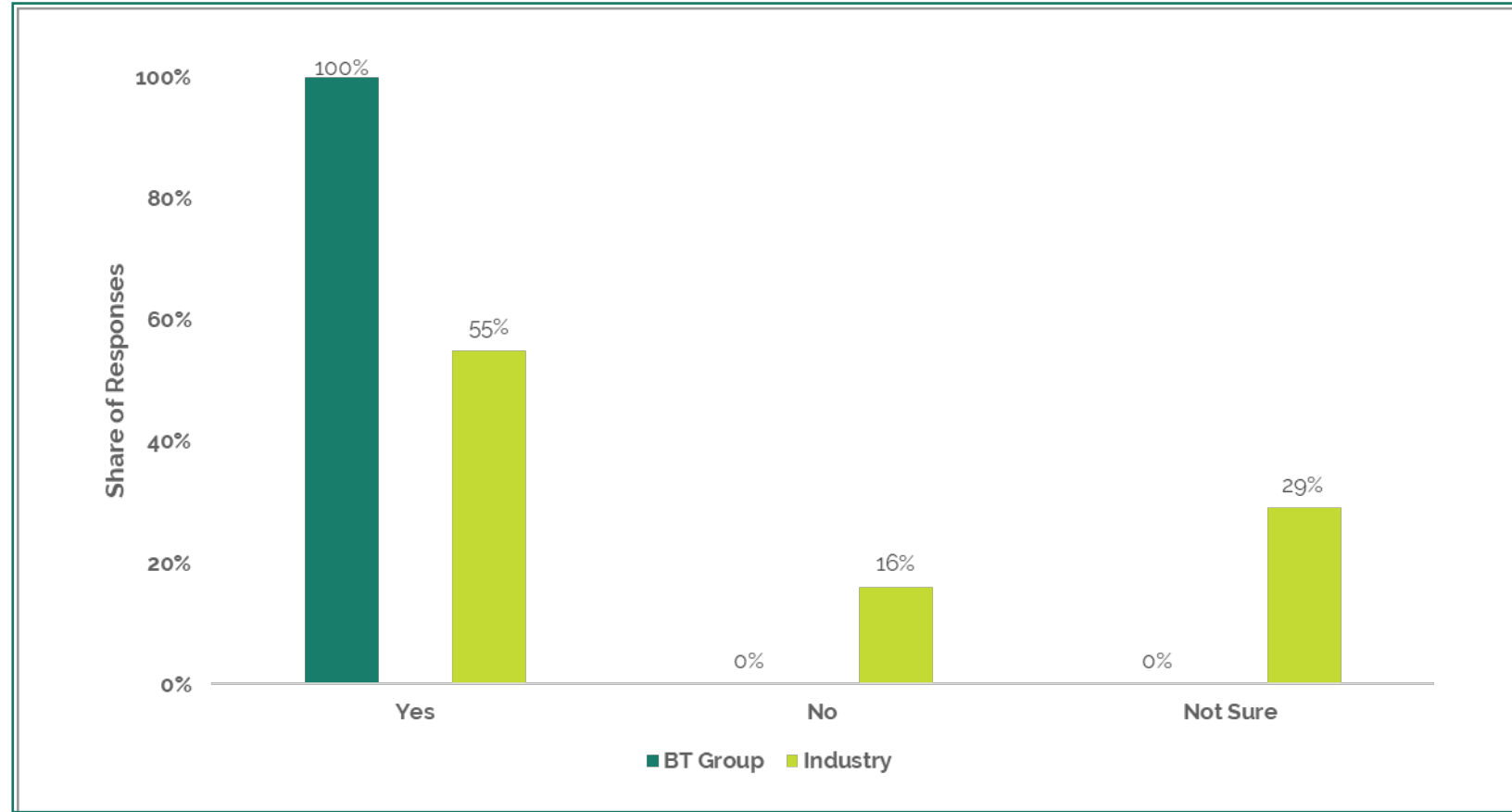
QUADRANT 1

FOCUS

All respondents for Brand Y believe there is an effectiveness roadmap

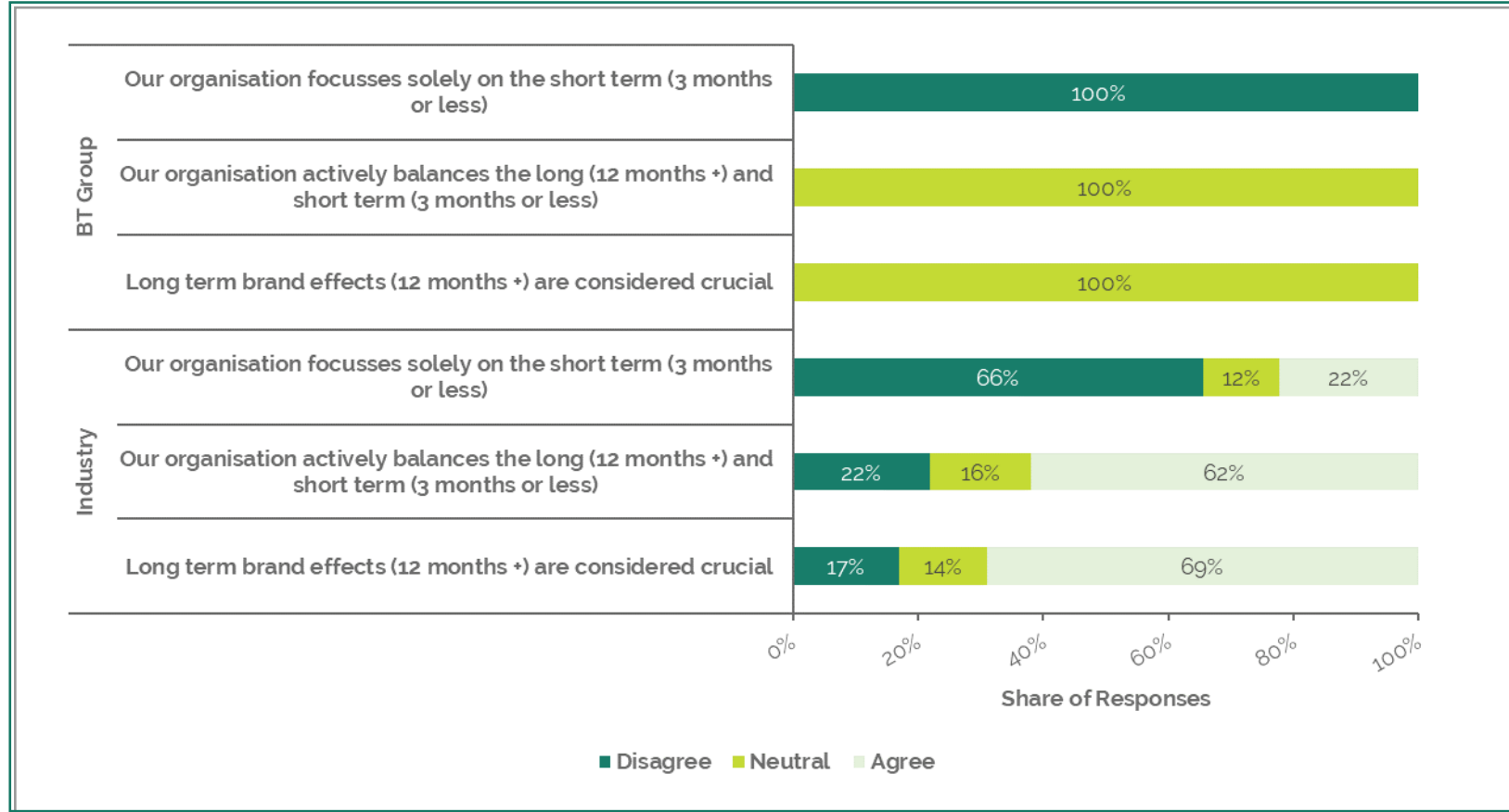
This is higher than the industry average

100% v 55%



Brand Y is more neutral than the industry in balancing the long and short term and focussing on the long term to deliver value

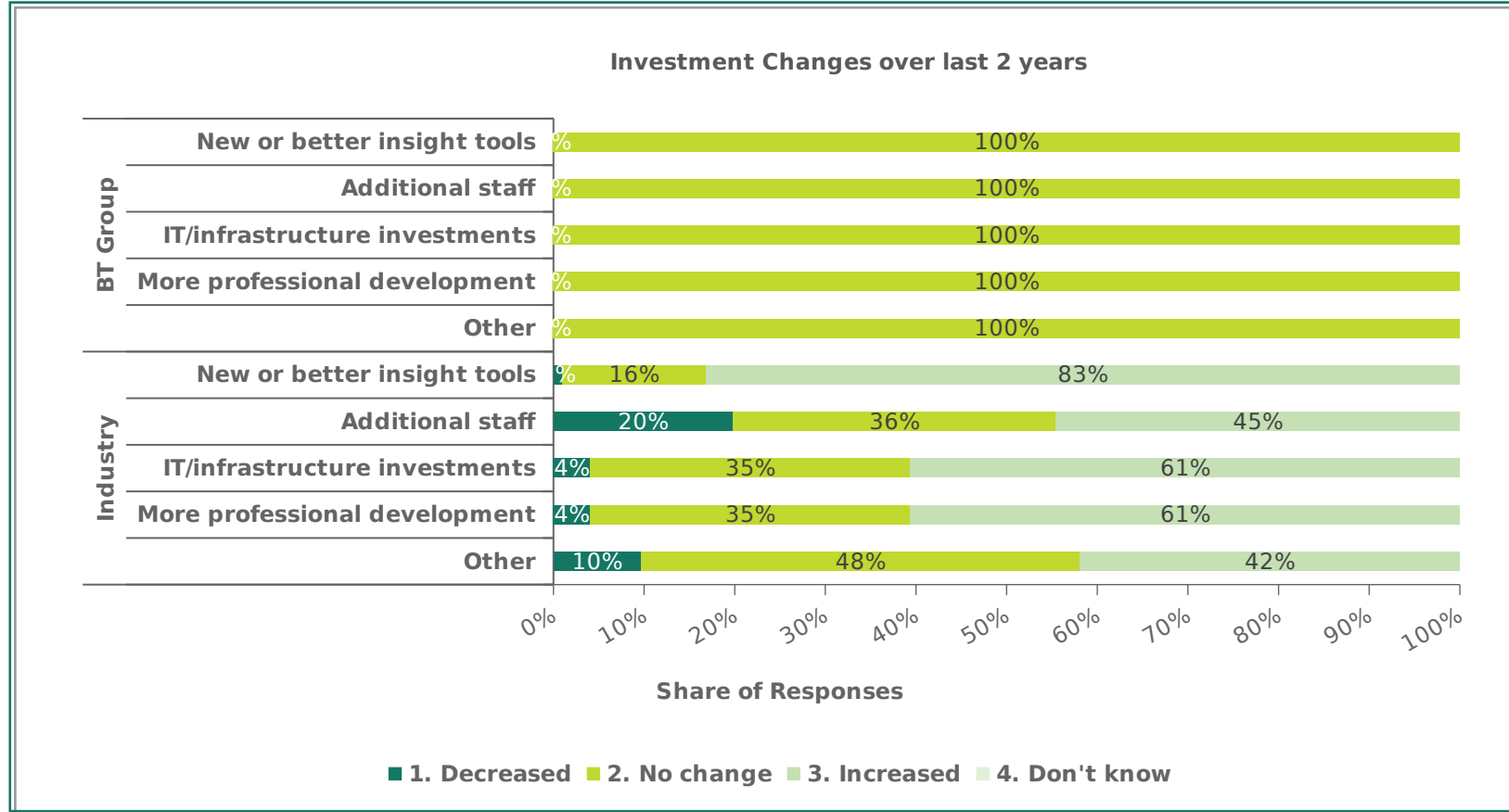
Looking at the People quadrant helps explain why this is the case



There has been no change in the investment levels for Brand Y over the last 2 years

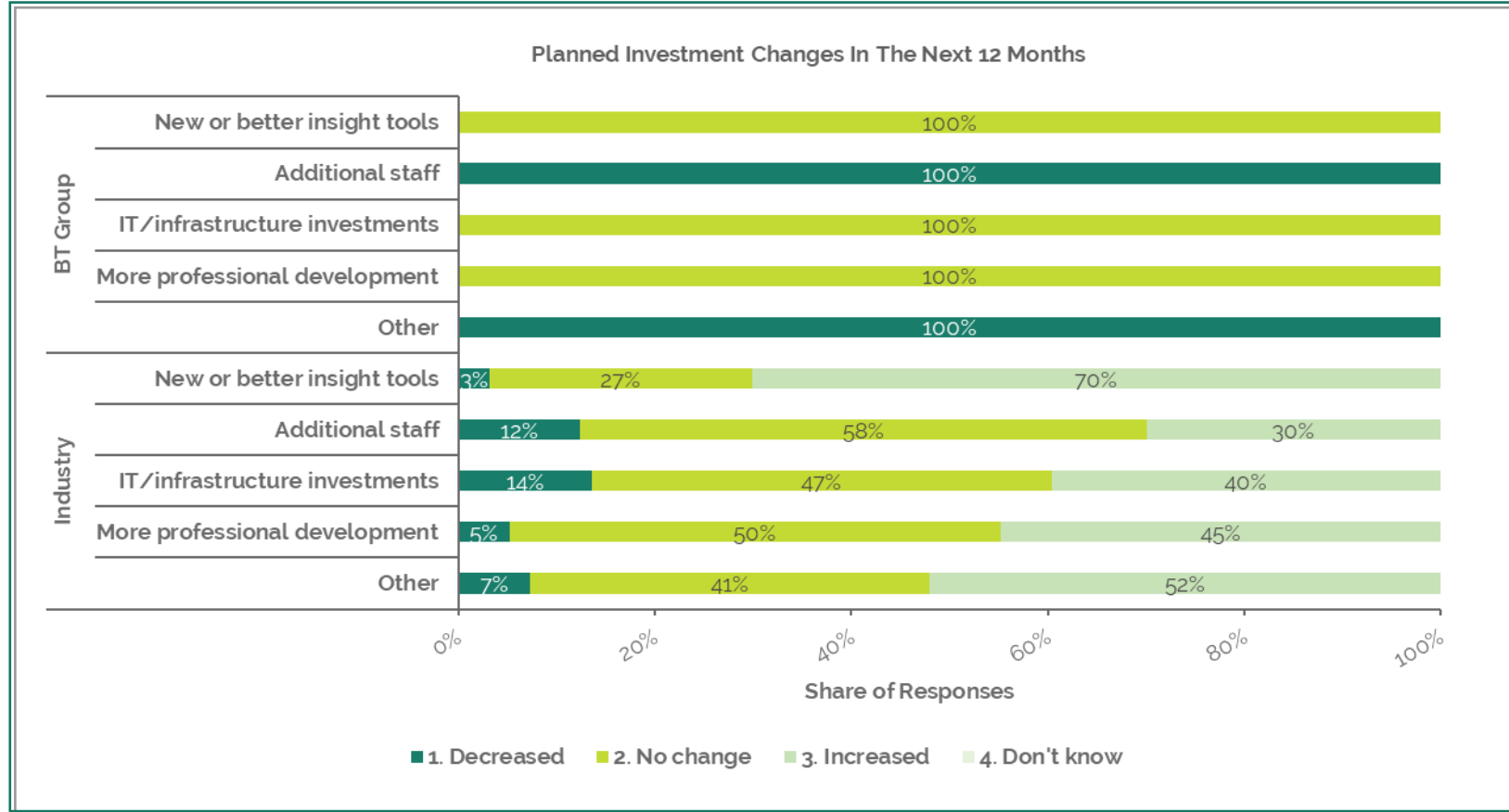
In all effectiveness areas the industry has seen increases in investment.

The biggest decrease has been in staff levels with 20% reporting a reduction in investment.



Decreasing investment in professional development is a missed opportunity to improve Brand Y's effectiveness culture

The industry is expecting largest increases in investment to focus on new or better insight tools.



QUADRANT 2

PEOPLE

To improve its People performance, Brand Y should focus on training (scoring 6 v the industry 6.4 average)

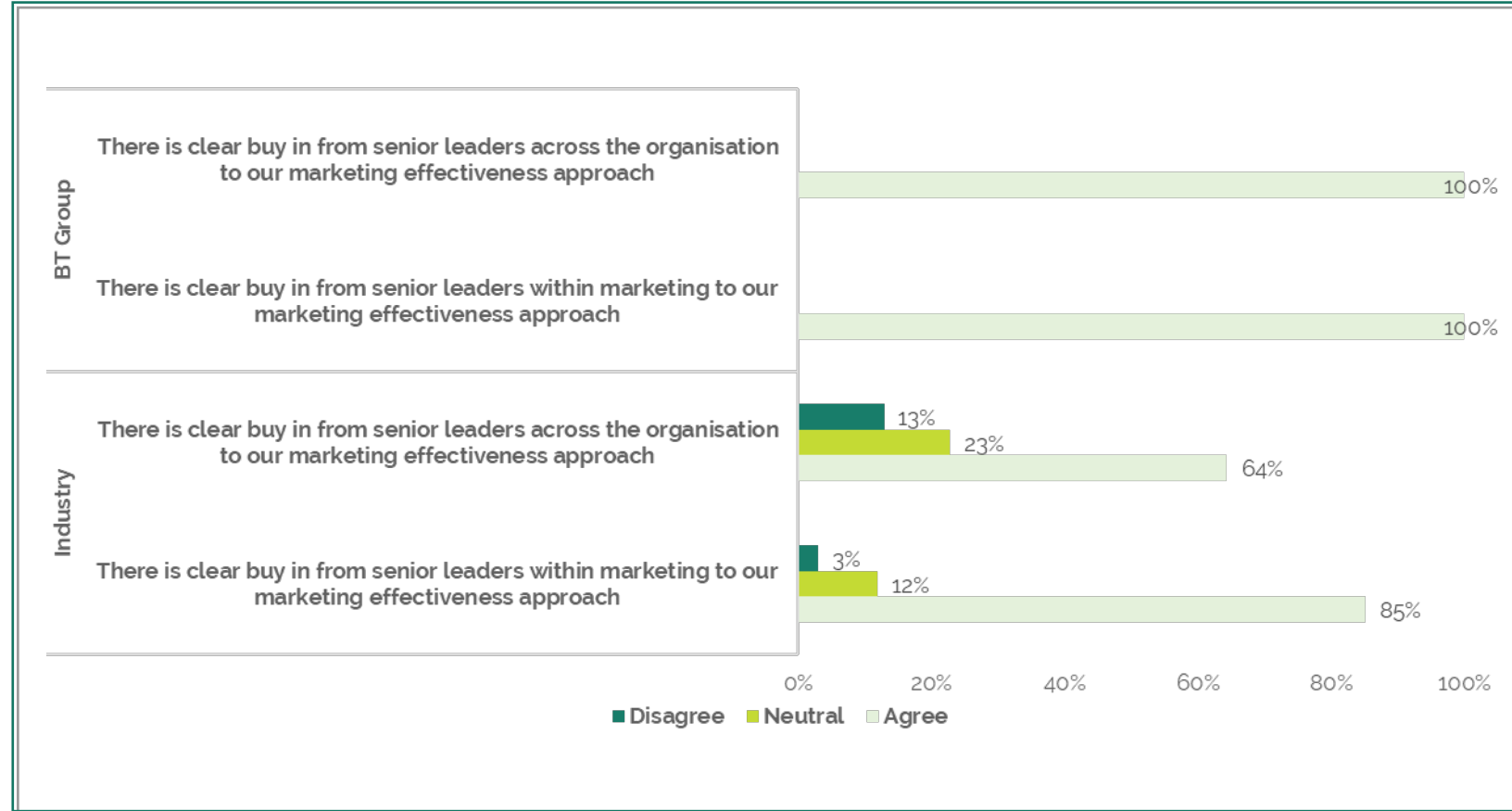
The biggest positive delta to the industry average is having a focus on continuous learning & improvement

8.0 v 6.9



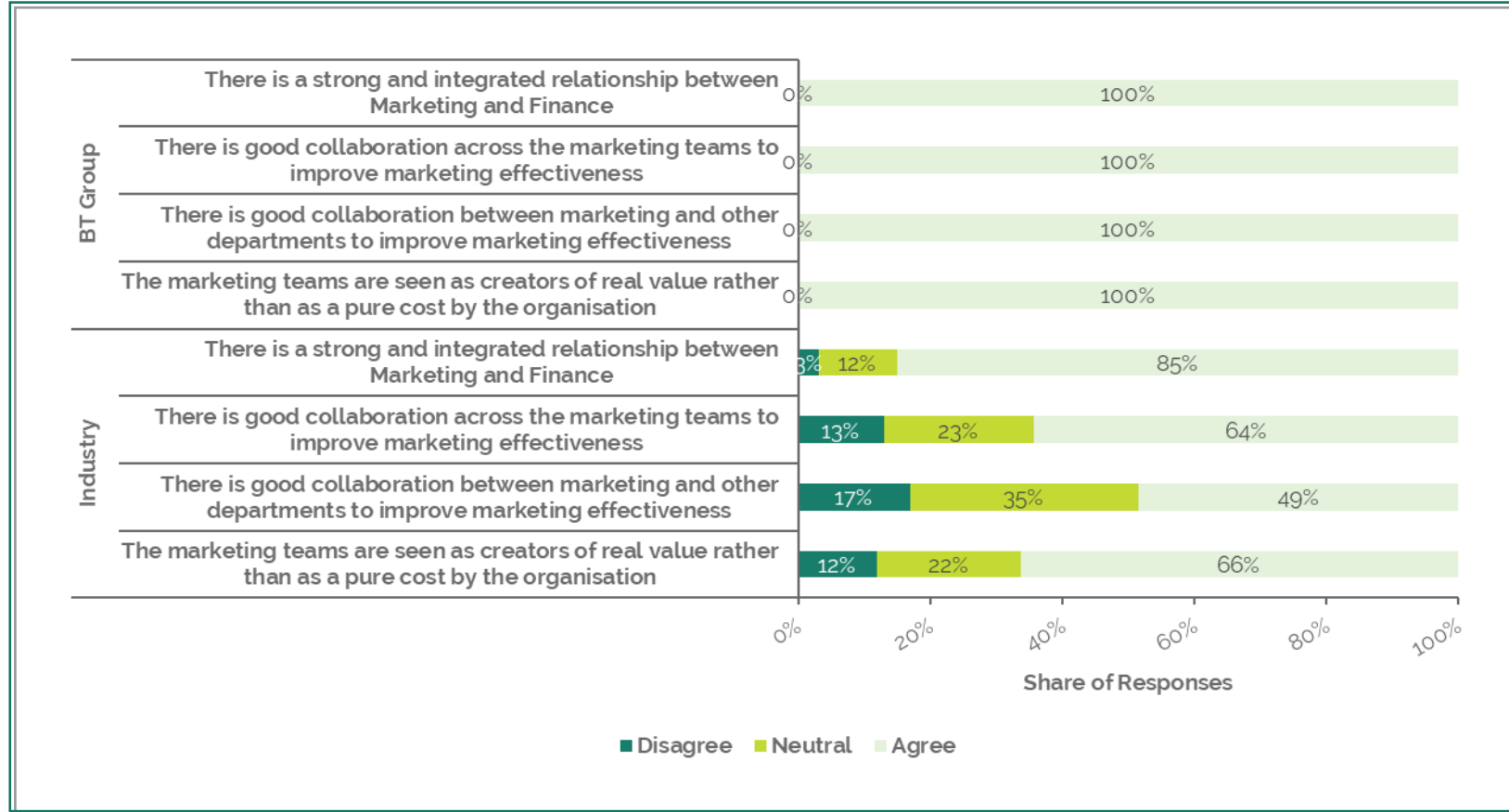
Brand Y's effectiveness approach is bought into both within Marketing and across the organisation

64% of respondents (industry-wide) agree there is buy in to their effectiveness approach across their organisation



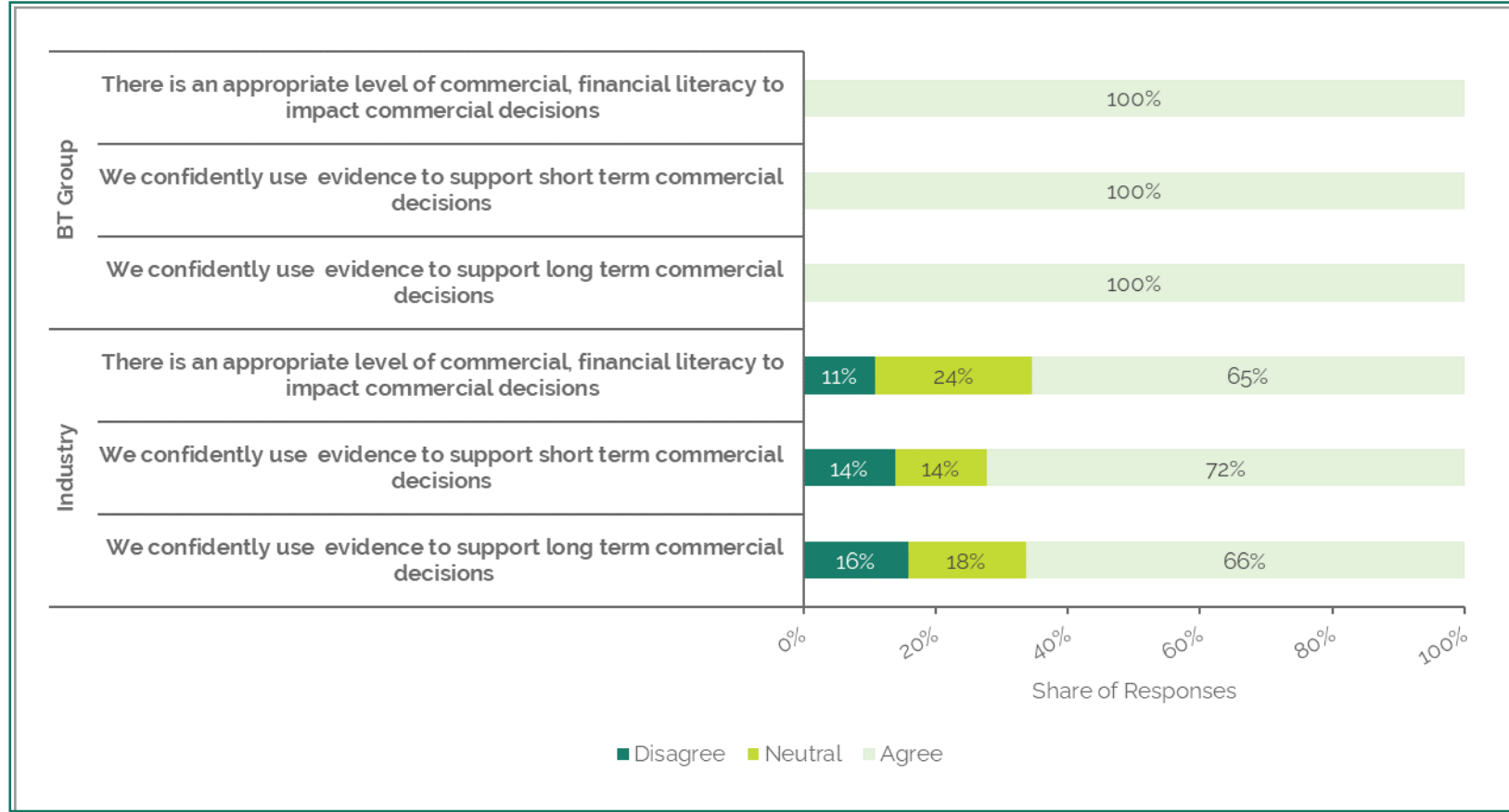
There are strong relationships and high levels of collaboration within Brand Y on effectiveness

At an industry level, **49%** of respondents agree there is good collaboration across their organisation to improve marketing effectiveness



There is good literacy and use of evidence to support both short and long term commercial decisions

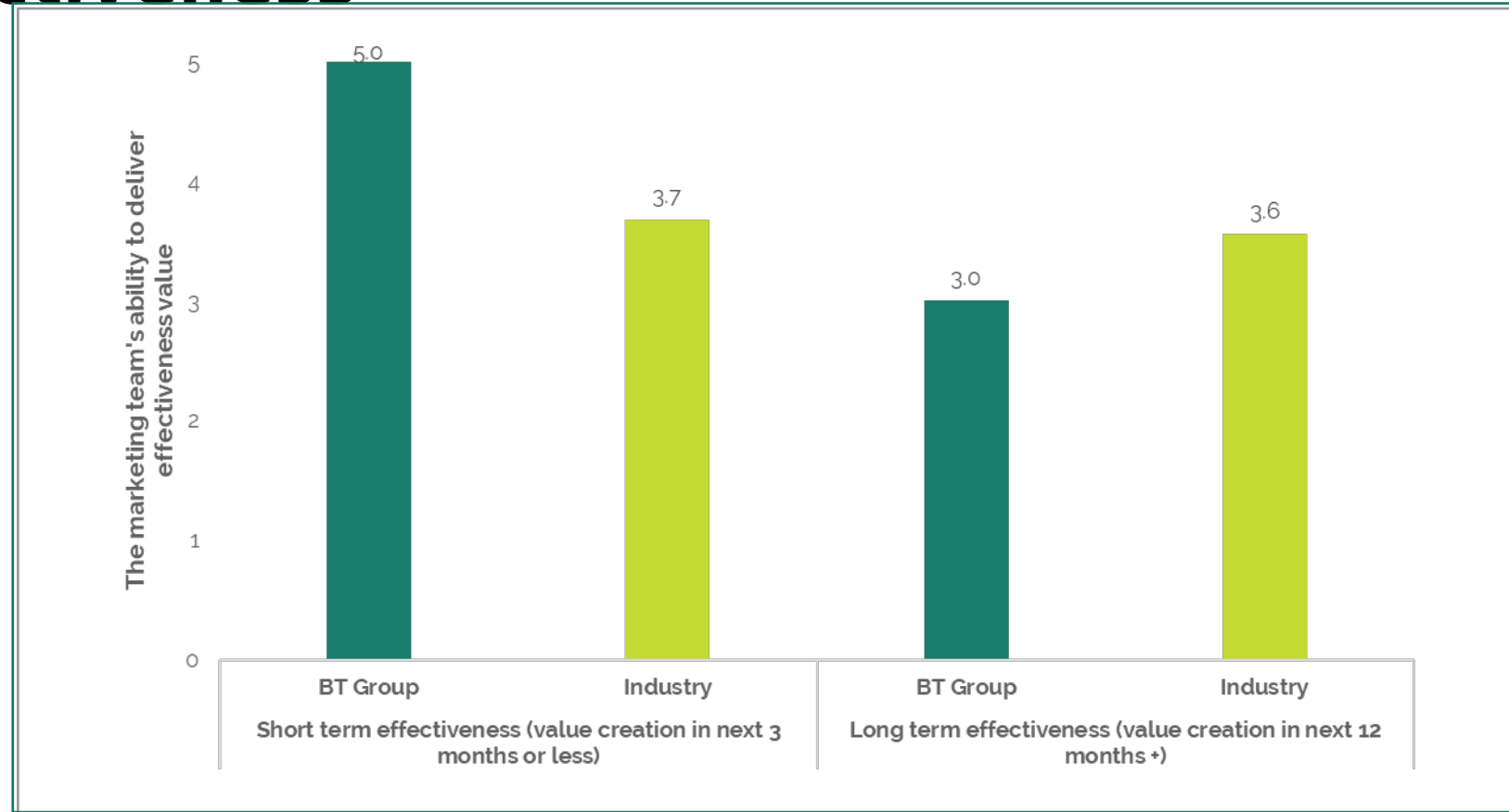
Across the industry there are high levels of literacy and using evidence to support all commercial decisions



Despite the use of evidence to support commercial decisions, Brand Y scores below the industry for confidence to deliver long term effectiveness

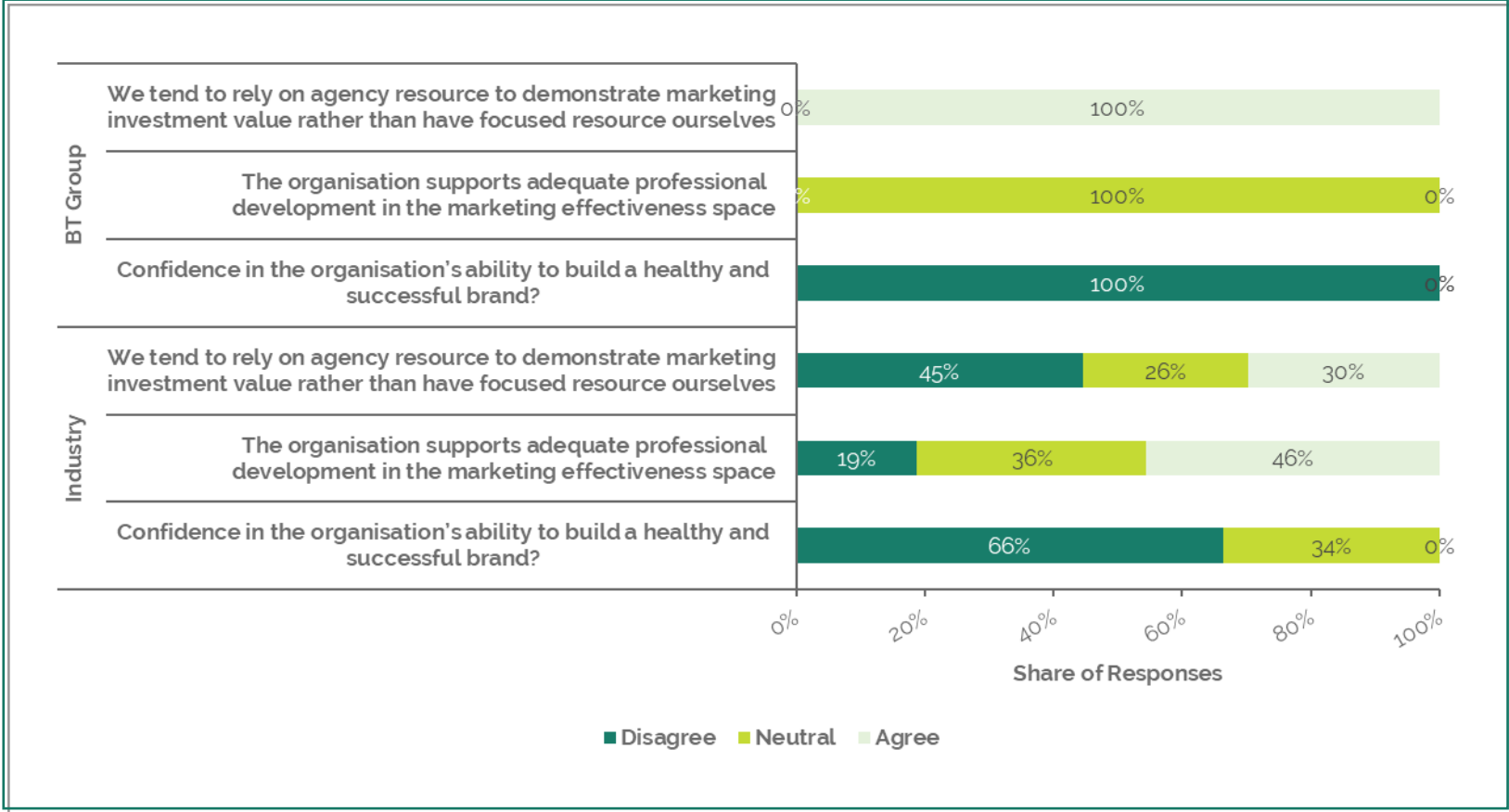
Brand Y is well placed to deliver short term effectiveness value compared to the industry

5.0 v 3.7



Brand Y is more likely than the industry to rely on agency resource to prove marketing investment value

Professional development in effectiveness is an industry wide issue for brands with **46%** of respondents reporting it is adequate.



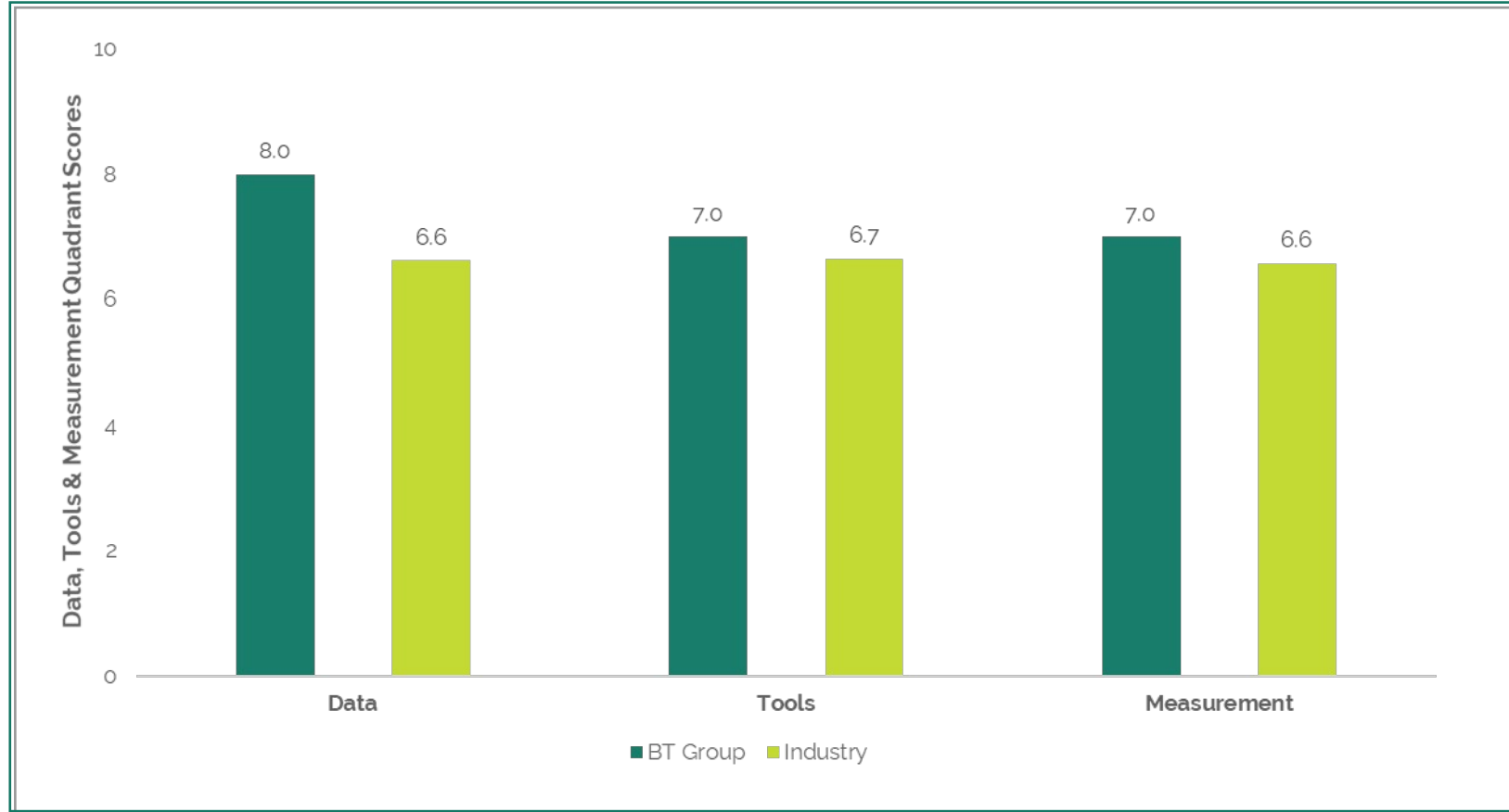
QUADRANT 3

**DATA, TOOLS &
MEASUREMENT**

Brand Y scores above the industry average for each of the elements data, tool and measurement

The biggest positive delta versus the industry is in Data

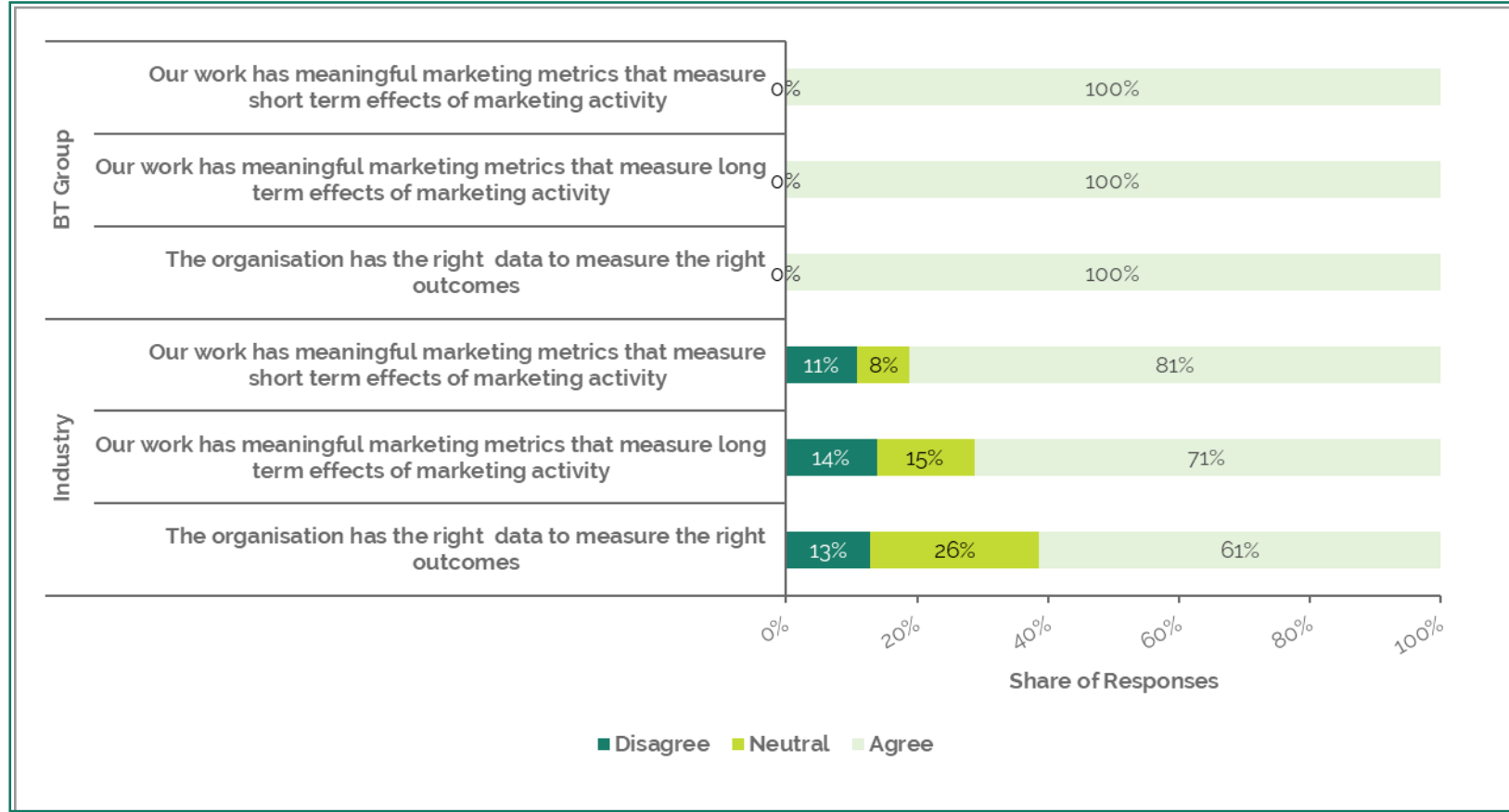
8.0 v 6.6



Brand Y is well set up for measuring the short and long terms effects of it's marketing activity

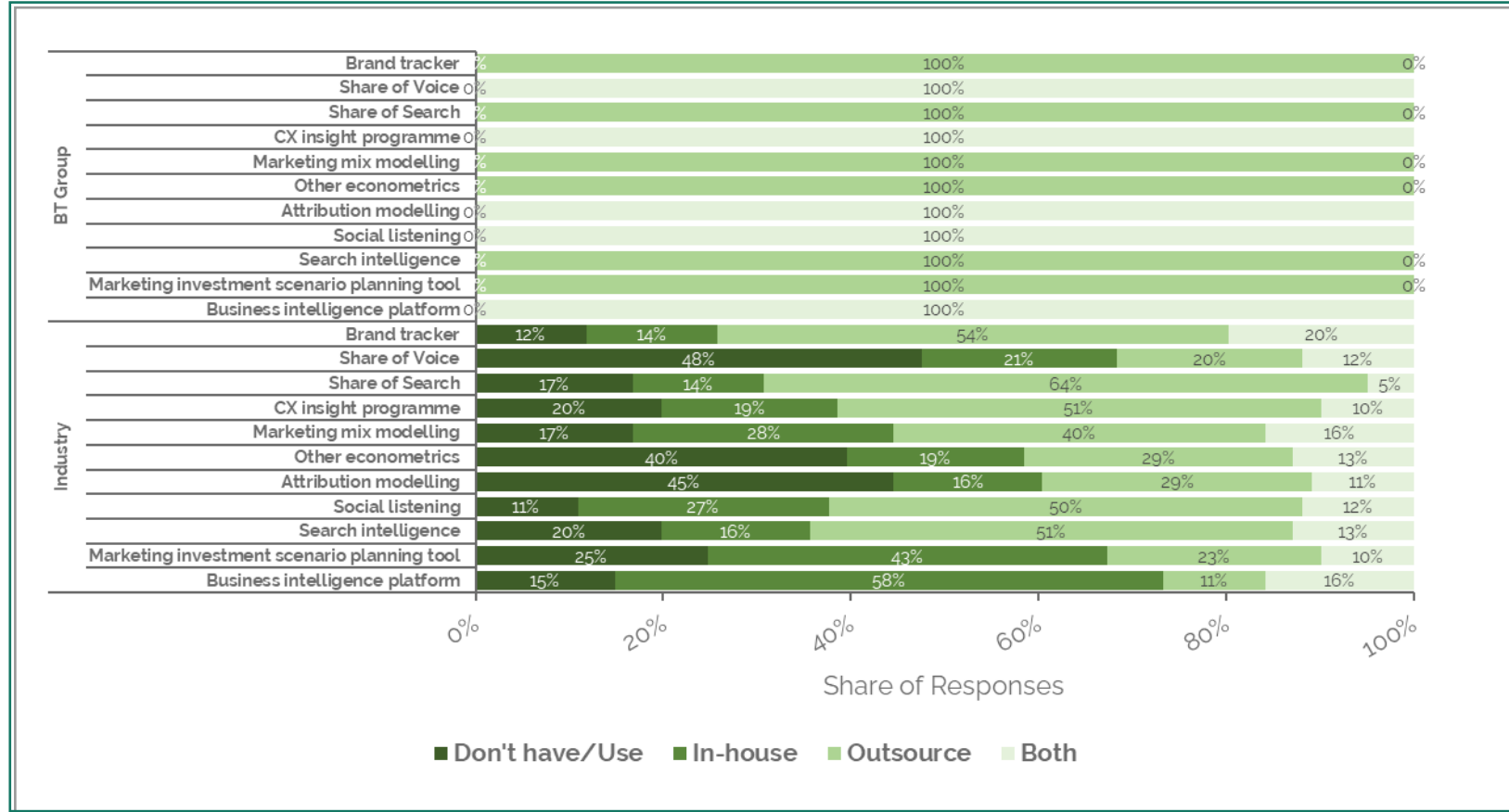
Biggest Data Challenge at Brand Y:

“We have many legacy systems and data sat on different platforms. The business is undergoing transformation to consolidate and streamline this.”



Brand Y uses the full broad mix of effectiveness approaches and capabilities, more so than the industry

The industry has high rates of in-housing for BI platform (58%) and scenario planning tool (43%)

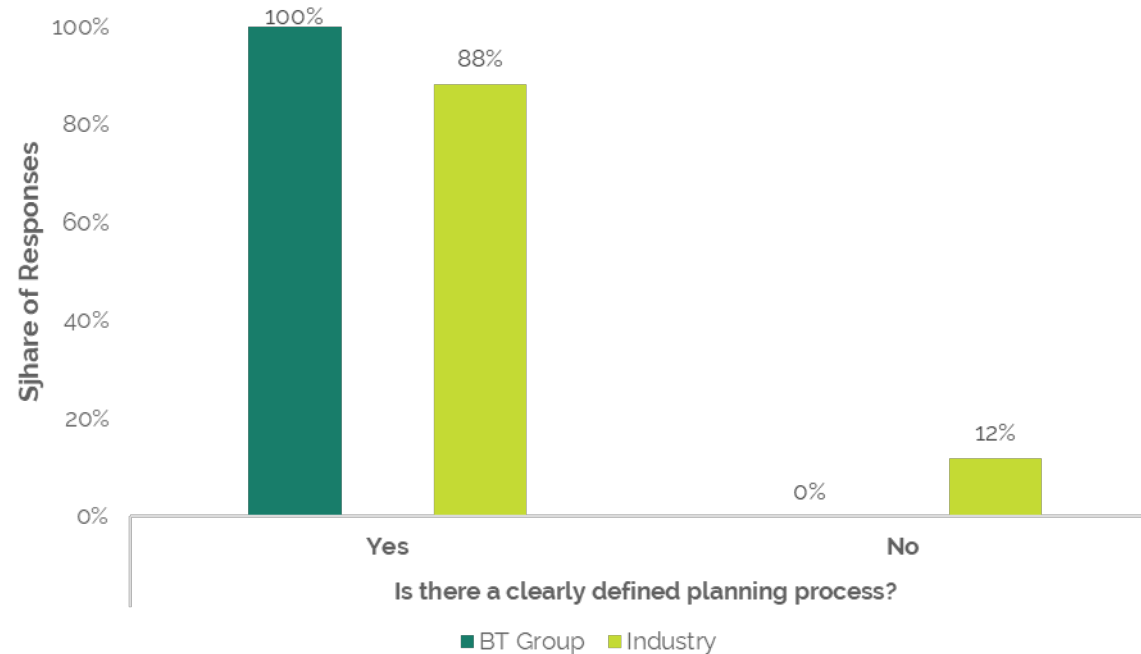


QUADRANT 4

PROCESS

Brand Y has a clear planning process

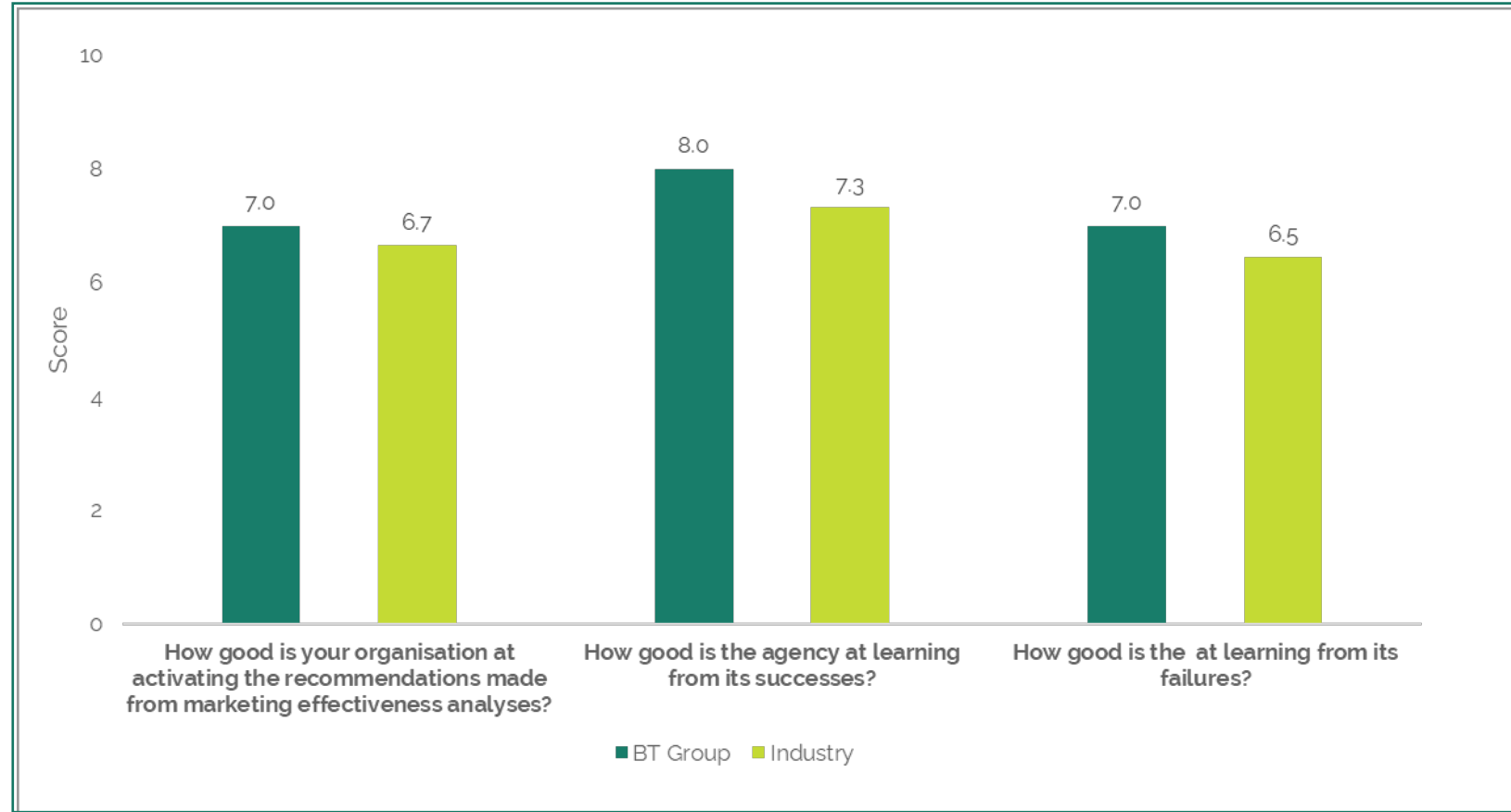
The reported challenge for Brand Y is to “join up the insights and provide them into the planning process in a timely manner”



Brand Y scores higher than the industry average for all key Process elements

The biggest positive delta is in learning from successes

8.0 v 7.3



About the report author



Nick Milne is Founder & CEO of [Go Ignite Consulting](#), marketing effectiveness in-housing specialists and help in three ways:

- 1) The Ignition Plan: building marketing effectiveness roadmaps for brands and agencies
- 2) The Ignition Delivery: delivering the components parts of the effectiveness roadmap, and answering specific marketing effectiveness challenges
- 3) The Ignition Room: the UK's only marketing effectiveness networking community for clientside marketers

Before founding Go Ignite Consulting, Nick gained his effectiveness experience at Samsung where he had responsibility for Customer & Marketing Analytics across Europe and at O2 where he set up the Marketing Effectiveness function. Nick has also been a member of the IPA Effectiveness Leadership Group since 2016.

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