

2011 MARKETER SURVEY

BY MELINDA MATTOS

As another year comes to a close, our eighth annual marketer survey provides a glimpse at the current state of the marketing nation.

Over 220 marketers weighed in this year, with a heavy female skew (63% female, 37% male). Just over a third of the votes came from those in the 26-to-35 demographic and another third were 36 to 45, with young'uns under 26 representing 18% of votes. We heard some voices from the corner office, with 7% of participants holding a president or CMO title, while 15% of votes came from VPs or directors of marketing and 64% came from those in managerial roles. A whopping 44% had only been with their current company for one to two years, while 15% had been there over 10.

In terms of salaries, 33% of respondents earn under \$70K, 49% take home between \$71K and \$150K, 13% nab between \$151K and \$250K, and 5% earn more than \$250K.

What did your colleagues think were the top priorities, trends and concerns as we move forward into 2012? Read on to find out.

MY CAREER

In the past year, my salary/compensation (including bonuses) has:

- 47% Increased less than 20%
- 30% Stayed the same
- 20% Increased 20% or more
- 2% Decreased

50%

of respondents describe their level of job satisfaction as high, while 48% say it's average and 2% call it low.

The length of my work week is:

- 51% 41-50 hours
- 34% 51-60 hours
- 8% 40 hours or less
- 6% 61+ hours
- 1% 24/7

The greatest stressor in my job is:

- 42% Balancing work with family obligations
- 14% Keeping motivated/inspired
- 14% Delivering on ROI
- 12% Staying current on industry trends
- 7% Staying current on technologies
- 6% Budgetary
- 5% Other (our favourite write-in answer: "Answering the 150+ emails I receive every day.")

The biggest attraction for me when planning a career move is:

- 56% Opportunity for professional development
- 11% Company's reputation for innovative marketing
- 10% Chemistry with the people I will work with
- 9% Support of senior management for marketing department
- 9% Remuneration/benefits
- 5% Opportunity to advance quickly

THE RISE OF SHOPPER MARKETING

Shopper marketing has steadily picked up steam in the industry, and 2011 was the year it really cemented itself as a core brand-building discipline.

This year, *strategy* expanded its Shopper Marketing Forum, with hundreds of delegates in attendance from retail, manufacturers and agencies, and launched its online Shopper Marketing Report.

Meanwhile, DDB Canada introduced its Shopper DDB division, helmed by



new VP of shopper marketing

Jason Dubroy (formerly of Spider Marketing). And in a clear sign that shopper marketing is more than just a passing fad, Canadian manufacturers invested in building up in-house teams to tackle the new discipline.

"Shopper marketing straddles between consumer marketing and sales, and to be successful, needs to be

integrated into both," says **Nicole Rocheleau**, group shopper marketing manager, GlaxoSmithKline. "Having an in-house specialist or department that is focused on shopper marketing is important because it supports an unbiased and focused approach that can ensure a better balance between the needs of the brand and that of the shopper and retailer."

GlaxoSmithKline began assembling a dedicated shopper marketing team last year and increased its efforts in 2011, which Rocheleau says has not only delivered growth for its brands but also total category growth for its retailers.

Of course, this is just the beginning. As DDB Canada president and COO David Leonard told *strategy* in our November issue, "[Shopper marketing in Canada is] still about three years behind what's going on in the U.S. in terms of sophistication and client budget commitment. But if you think about what online felt like 10 years ago, this is what shopper marketing is starting to feel like in this country."

Moving forward into 2012, Rocheleau says one of the biggest challenges is measurement.

"As organizations push for increased efficiency with limited budgets, shopper marketing as the newer kid on the block is often tasked to deliver strong ROI out of the gate," she says. "While some tactics and executions are easier to measure, the industry is still working to develop tools that can better measure the holistic and longer-term impact of shopper marketing initiatives. As measurement capabilities improve, we will not only be able to use the learnings to improve our programs and their ROI but also build further credibility for how they can drive sales results and help build brand equity."

MY BRAND

In the immediate future, to reach the consumer, the priority for my brand development will be:



28% More strategic partnering to effectively expand reach



18% Media innovation/earned media



18% Have a social strategy



11% Shopper marketing



11% Better product innovation



6% More innovative research

In the past 12 months my marketing budget has:

- 36%** Stayed the same
- 18%** Increased by 6-10%
- 15%** Increased by over 10%
- 14%** Increased by 1-5%
- 8%** Decreased by 1-5%
- 6%** Decreased by over 10%
- 4%** Decreased by 6-10%

MY AGENCIES

Other than your creative agency, which agency partner's support is increasingly important to your brand?

- 30%** Media
- 21%** Digital
- 8%** Research
- 8%** Social media
- 8%** PR
- 7%** Promotional
- 6%** Retail
- 5%** Design
- 4%** Direct marketing

Last year's top three:

- 27%** Digital
- 22%** Media
- 11%** Retail



say that their marketing department has grown over the past year, while 39% say it remained the same and 8% say it shrunk.

Reidin Goode, Director of Marketing, Mattel Canada

Congratulations on being chosen as one of Strategy Magazine's Marketers of the Year!

GCI Group salutes you and wishes you continued success. We look forward to more exciting collaborations!



MY AGENCIES



of respondents describe the relationship with their principal creative agency (including its creative and strategic input) as good or very good, with 8% calling it average and 2% declaring it troubled.

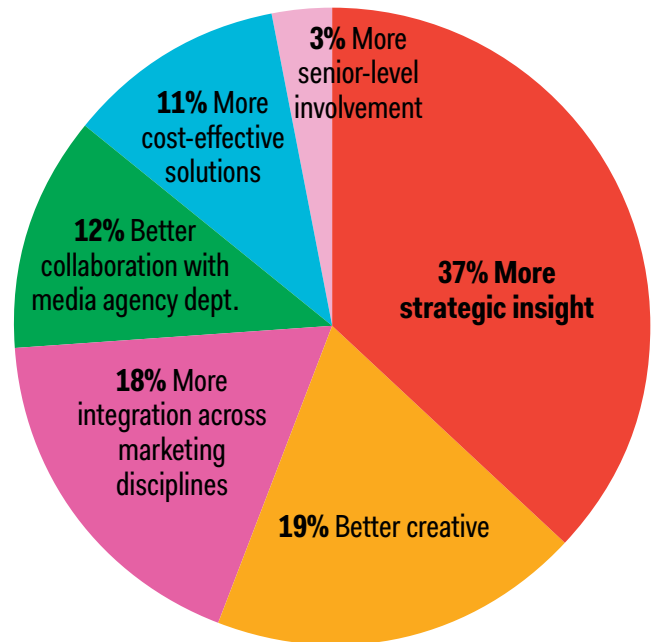
In 2012, involvement of my media agency will:

- 62% Stay the same
- 34% Increase
- 4% Decrease

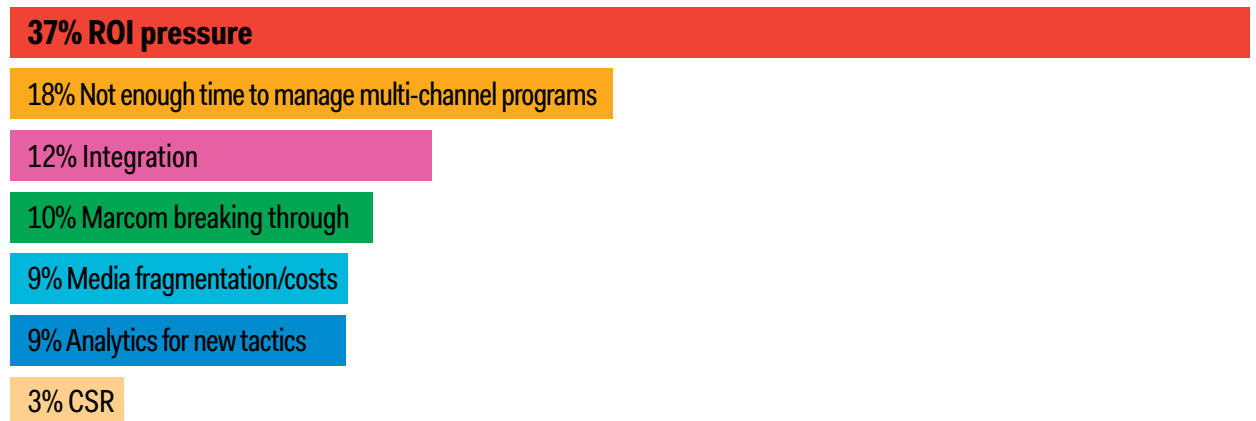
My media agency's strategic input is:

- 76% As important as my principal creative agency
- 15% Less important than my principal creative agency
- 9% More important than my principal creative agency

I am looking for more from my principal creative agency in the area of:



The biggest issue facing the marketing industry currently is:





This year, even the late adopters had to give social media its due. As Steve Mykolyn, CCO at Taxi, says, “We’re in a phase right now where everyone is jumping in the pool. We’ve replaced NBC, CBS and ABC with Facebook, Google and Twitter.”

Everywhere we looked in 2011, there seemed to be yet another brand doing nifty stuff in the social media space. And more and more, we saw that work being handled by in-house teams of online marketing specialists.

“This is media that we update a dozen times a day,” explains **Patrick Dickinson**, SVP of marketing, The Bay. “You need a very well briefed and competent social media team who understands what is newsworthy, what kind of messages your audience is going to find appealing and what they’re going to send on to their networks.”

Social media happens in real time, around the clock, and as Dickinson notes, “The traditional client-agency relationship of review, refine and then deploy is just too slow.”

Unlike many other channels, social media is a dialogue rather than a monologue – and if you start that conversation with consumers, you’d better be sure that there’s someone around to continue it.

“We get good response, we get requests for additional information,” says Dickinson. “We also get customer issues that surface. The challenge is that once you open these channels, you have to be prepared to take the feedback as it comes and respond to it.”

Although The Bay’s social media department was established in fall 2010, Dickinson says it didn’t kick into high gear until 2011.

“We’ve really ramped it up significantly so that it has its own voice and its own staff,” he says, noting that the social media department now consists of three full-time employees. “The degree to which we’re investing in it and really building an audience has started to grow exponentially.”

In addition to the now-mandatory presence on Twitter and Facebook, The Bay

launched a number of new online portals this year. Digital magazine *Beauty: The Guide* spotlights items from the cosmetics department, driving consumers to the



store’s newly revived e-commerce site and in-store promotions. Meanwhile, The Bay’s pop culture and fashion blog,

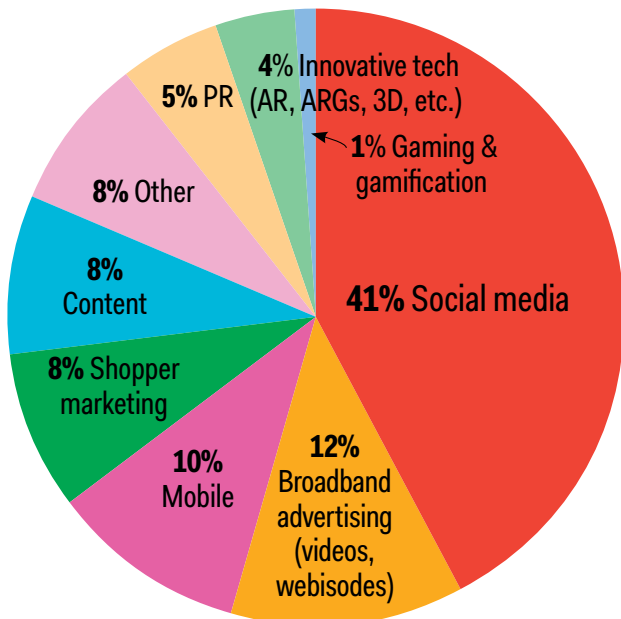
B Insider, reaches out to contemporary fashion influencers by featuring up-and-coming designers, photographers, models and stylists.

Social media has allowed a greater targeting of the fashion lovers that the newly revamped Bay is gunning for under the leadership of Bonnie Brooks.

As Dickinson notes, “Ten years ago, the big issue of the day was one-to-one marketing and really it’s the same trend today.”

As we move towards 2012, there’s no doubt the channels have changed dramatically, but the end goal remains the same.

When it comes to increasing marketing focus, in 2012 we will spend more money on:



LAST YEAR'S TOP AD SPENDERS

1. Procter & Gamble
2. GM
3. Rogers Communications
4. Government of Canada
5. BCE Corporation
6. Chrysler Consolidated Local Car Dealerships*
7. Johnson & Johnson
8. Provincial Government Lotteries
9. Telus Corporation
10. Ford Motor Company*

*New to the top 10.

Off the list this year: Kraft, L'Oréal

All data is national for 2010, courtesy of Nielsen

The biggest ad-spend categories of last year

- 14% Retail
- 11.5% Automotive
- 7.6% Food
- 6.6% Financial and insurance services
- 6.4% Entertainment
- 5.7% Local automotive dealer advertising
- 4.5% Travel and transportation
- 4.5% Telecommunications
- 4.5% Restaurants, catering services and nightclubs
- 3.5% Drug products

All data is national for 2010, courtesy of Nielsen

MOBILIZING MOBILE

Every year the pundits seem to declare that this will be the year that mobile really takes off. So has it?

In our 2010 marketer survey, 14% of participants told us they'd spend more on mobile in the coming year – a number that dropped to 10% in this year's survey. But while mobile continues to take a back seat to the buzzing social media sphere, the growing adoption of smartphones means it's an area that can't be ignored.

This is especially true if your brand is one that reaches out to tech lovers and peddles shiny new gadgets.

"The biggest takeaway for us in 2011 was that we had to up our game in mobile," says **Angela Scardillo**, VP of marketing and communications, Best Buy Canada.

The first salvo was the launch of iPhone apps for sister brands Future Shop and Best Buy earlier this year, which have been downloaded about 615,000



times so far. The apps allow consumers to engage more deeply with the brand, Scardillo says, obtaining store and product info wherever they are – whether they're shopping online from home or using the app in-store to scan a product's QR code for more info.

In early December, Best Buy launched a mobile-optimized website for each brand, customized for smartphones and tablets. As Scardillo points out, not only do the new sites

make life easier for consumers, they also make it easier for the brand to target its offers.

"From a marketing perspective, the mobile-optimized site is fantastic because we're able to see what device and what platform you're accessing our site on," she says. "If you have an iPhone 3 and you're looking at one of our brands' websites, we can send an ad that says, 'Hey, did you consider upgrading to an iPhone 4S?' When you start thinking about technology, we're selling the tools you're using to communicate with us – that's a real benefit for us."

Best Buy Canada's increased focus on the digital sphere was also made evident this year by the appointment of dedicated marketing managers for online and social media. The company is wrapping up the year with digital-heavy holiday campaigns that include Best Buy's Facebook-powered "Pass the Present" (which allows users to send virtual gifts for friends to unwrap) and Future Shop's "Gifvertiser" (a website that lets people create subliminal videos communicating which gadgets they want for Christmas).

Ultimately, Scardillo says, "It's about harnessing the power of our consumers. For me that's big."