

# Summary from Marketing 3.0

# Consumption

- **A – B – C – D**
- **Share of wallet**
- **Changing behavior is Tough**
- **Lazy marketing ?**
- **Tactics –Strategy-Tactics**

# Word of Mouth

- **Consumers taking control, back off**
- **Internet is still for the top end, but they matter**
- **Do not manipulate if you want TRUST**
- **Regularly Awesome/Fresh**
- **NATO**
- **Real Time Opinion Poll/NT**

# Total Brand Experience

- Many points of experience, Physical & Virtual
- We don't sell, we help you buy !
- Owned, Paid, Earned media
- 20 times loyalty if done right.
- E Taylor

# Compressed Consumer Time

- **Share of Voice to.....**
- **Share of Attention/Share of Lifestyle**
- **You don't get a second chance**
- **Surprise the consumer**
- **Fundamentals still the same**
- **Innovation Cycle times have changed**

# Culture-Innovation & Marketing

- **Short term vs Long term balance**
- **Agility, Adaptability**
- **Impact, Influence , Collaborate**
- **VC mindset**
- **Future CMO – Cultural sensitivity, Growth Mindset, Game changer**

# Ecosystem

- **Convergence leads to collaboration**
- **Exhausted your growth runway**
- **Connect and develop helps frog leap traditional thinking.**
- **At the start right now, can explode**
- **Mindset to explore**

# Some Nuggets

- **Strategy vs tactics**
- **Biz Models**
- **Consumers buy brands, not supply chains.**