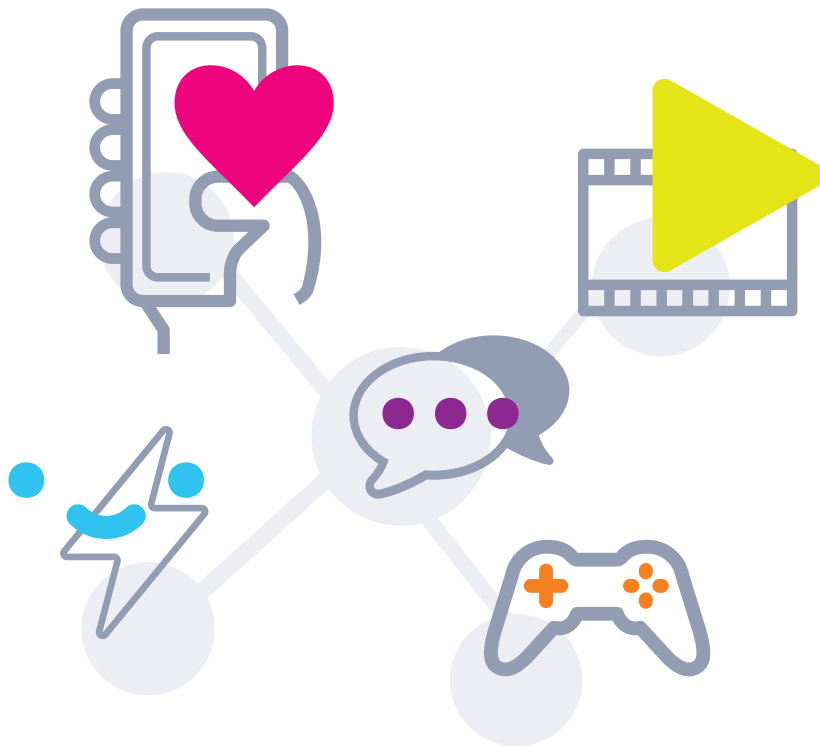


The Priorities and Challenges Facing Marketing Leaders in 2019



Who we spoke to

Here at Incite Group we believe it is impossible for one company to innovate and develop the perfect approach to marketing and customer engagement.

Due to this it is vital that we as marketers share best practice and collaborate on new strategies to know our customers and their journey.

With this in mind we recently caught up with a few marketing leaders to talk about their biggest challenges they are facing up to in 2019 and beyond.



Volkswagen Group

Michal Szaniecki

Managing Director
SEAT and Cupra

VOLKSWAGEN
AKTIENGESELLSCHAFT



Spark Networks

Bart Visser

Director of Brand
Marketing

spark
networks



Aon

Arjen Vissers

Managing Director – Marketing
and Communications

AON



Michal Szaniecki
Volkswagen Group **VOLKSWAGEN**
 Managing Director,
 SEAT and Cupra

AKTIEGESELLSCHAFT

Michal Szaniecki

Could you tell us a bit about your current role and responsibilities surrounding marketing?

As Marketing Director Volkswagen, I had a unique pleasure of shaping & leading the customer journey and customer experience revolution for the brand. In my current role as a Managing Director SEAT & Cupra I joined a great explorative adventure with my team to build incredibly emotional automotive brands, for which the truly motivating nature of customer experience is still to be discovered.

What are your top 3 priorities for 2019 when it comes to your brands marketing strategy?

1. Maximize conversions alongside the customer journey
2. Build emotional resonance to invite more consumers and derationalise the pricing component
3. Build added value for consumers to navigate them to trade-up

What new technologies or trends do you see impacting marketing and customer engagement in the wider industry this year?

AI & ML are well set, now the time has come to gain even more actionability & simplicity with data management & visualization to detect & monetize behavioral patterns in big data quicker than competition. And I'm still waiting for more profound & disciplined use of non-conscious choice savvy & neuroscience in shaping marketing strategies.

How important to your brand is understanding the customer journey and delivering personalized experiences to your customers?

There is nothing more important than that. With the 900 interactions & 3-6 months long process to just 1 transaction – there are plenty of chances to win & lose your consumers along the way. Understanding the customer journey and drivers and barriers along the way directly impacts your P&L.

As a speaker at this year's show, what are you hoping to learn and take away from the summit?

This is always a great opportunity to listen to, share & transplant CJ & CX ideas from diverse industries you would never think to get inspirations from – and to find missing components to your CJ puzzle.

Michal will be speaking at this year's **Brand Marketing Summit Europe**

Find out more here
events.incite-group.com/europe/





Bart Visser
Spark Networks
 Director of Brand
 Marketing



Bart Visser

Could you tell us a bit about your current role and responsibilities surrounding marketing?

As Director of Brand Marketing I spend a lot of time working out how to best grow our portfolio brands and I am lucky enough to be involved with pretty much every step along the way. This means I get to work with various teams to create a narrative around a brand, establishing the visual and copy strategy, translating that into marketing assets, and lastly creating omnichannel marketing campaigns to support the user growth.

What are your top 3 priorities for 2019 when it comes to your brands marketing strategy?

Improvement on Omnichannel marketing – creating a seamless experience for an array of portfolio brands is a daunting task, but essential to ensure marketing efficiencies and improved brand recognition.

Actionable Brand Documentation – Although important for the strategic members of the team, brand documentation can be too cumbersome and create more confusion than clarity. Knowing what's what empowers individuals to make the right decisions faster and keeps the wheels rolling.

Continued testing! Understanding which what formats/channels work for which brands and in which markets is not only a great creative exercise for myself and the teams, it also ensures we continue to improve our marketing strategy and efficiency.

What new technologies or trends do you see impacting marketing and customer engagement in the wider industry this year?

In terms of technology there has been a lot of talk about VR and AR in the past years, and there definitely are some cool examples on how they are being used to expand the customer experience. Personally, I think examples like the AR make up experience from L'Oreal on Facebook is incredibly exciting, and I would expect a great deal more to be done in this area.

The red line however is Story Driven Marketing. Brands have realized they need to create a compelling narrative that excites, surprises and inspires consumers, potentially through 'immersive' experiences. It is easy to see how AR or VR can play a role in this trend, but essentially any technology, new or old, that can be used to tell a compelling story will be able to take the stage and brands will continue to focus on the Storytelling path throughout 2019.



How important to your brand is understanding the customer journey and delivering personalized experiences to your customers?

A fair bit. Since we mainly operate premium online dating brands that are aimed towards helping users find a serious, long term relationship, rather than short terms flings, signing up to our products is a deeply personal and emotional decision. Every person who comes to a stage in their life where they want to find something more meaningful does this for their own reasons, but through a lot of research we have been able to find red lines in specific target demographics and build our brand narrative towards that. For instance, a 55-year-old atheist will be on one of our websites with different expectations and for different reasons than a 24-year-old Christian. Tailoring the messaging, the visual strategy and even the product experience towards those expectations are crucial for us to be able to meet the needs of our users.

As a speaker at this year's show, what are you hoping to learn and take away from the summit?

I am mainly looking forward to getting inspired by and discussing the creative solutions that Brand Marketeers around the world have conjured up to tackle the key issues in our industry.

Bart will be speaking at this year's **Brand Marketing Summit Europe**

Find out more here
events.incite-group.com/europe/





Arjen Vissers

Aon

Managing Director –
Marketing and Communications



Arjen Vissers

What are your top 3 priorities for 2019 when it comes to your brands marketing strategy?

Creating growth and building the brand by deploying a marketing strategy with a structured approach on several (future) client's group (main topics: thematic & industry campaigns and Account Based Marketing). Secondly, creating insights by data & analytics obtained by Marketing Intelligence and finally Identifying & optimizing the buyer journey/user experience.

What new technologies or trends do you see impacting marketing and customer engagement in the wider industry this year?

1. Marketing Intelligence/Data & analytics driven companies
2. Marketing automation integration with CRM
3. Digitalization already for a couple of years

How important to your brand is understanding the customer journey and delivering personalized experiences to your customers?

The customer journey is crucial and the foundation for the approach towards (future) clients. The 'traditional' push campaign and (cold) calling initiatives are diminishing in relevance fast. Understanding (future) clients and following, predicting and adapting their behavior is the key to future success.

As a speaker at this year's show, what are you hoping to learn and take away from the summit?

Over the years I've experienced that marketing maturity differences between companies are growing in a rapid pace. Especially 'traditional' marketing vs 'digital & data' advanced marketing is a clear trend. During the summit I'm curious and interested in the latter group of peers who can share their experiences, pitfalls and successes.



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4 Discussions, One Summit

Map your customers journey and engage at the right time

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Learn from the following brand marketing leaders:



Margaret Franco
Dell
Senior Vice President Europe, ME and Africa



Amber Kirby
Virgin Holidays
Vice President Marketing and Customer Experience



Bastien Schupp
Groupe Renault
Vice President Global Brand Strategy and Marketing



Michal Szaniecki
Volkswagen Group
Managing Director SEAT and Cupra



Gael De Talhouet
Essity
Vice President Brand Building



Andrea D'Aloia
Burger King
Brand Director



Sophie Clark
Radisson Hotel Group
Director Social Media EMEA



Ryan Batty
LinkedIn
Senior Marketing Director for EMEA and Latam



Arjen Vissers
Aon
Managing Director – Marketing and Communications



Stefan Schafer
Huawei Technologies
Vice President of Cloud Marketing and Partnering



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Josie Salkey
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