

ADVAN MARKETING MASTER CLASS 2023

THEME:

**The Fundamentals of
Marketing and Media**

Topic:

- **Fundamentals of Marketing - Business processes, marketing comms and what the positioning of a brand manager should be**

CHRIS WULFF - CAESER

CLUSTER MARKETING DIRECTOR SUB SAHARA
AFRICA, FRIESLANDCAMPINA WAMCO
NIGERIA PLC





Marketing Trends, Fundamentals and Competencies

Imperatives to business and societal success in today's evolving world

Presentation at ADVAN Master Class Session - 19th April 2023

Chris Wulff-Caesar



CHRIS WULFF-CAESAR

Marketing Director Sub-Saharan Africa at FrieslandCampina

Mr. Chris Wulff-Caesar is currently the Marketing Director for Sub-Saharan Africa at FrieslandCampina. He joined the management team of FrieslandCampina WAMCO in Nigeria in 2018 and has been steering the company's marketing organisation, brand strategy and continued growth of the its flagship brands that include Peak and Three Crowns. He holds a BA (Honours) Degree in Economics from the University of Ghana and an MBA from the Edinburgh Business School of the Heriot Watt University in Scotland, United Kingdom.

He is a proven marketer, commercial operator and business leader with over 20 years working experience in both local and international roles for ABInBev, SABMiller and Unilever. His career has seen him accrue a wealth of experience in managing the primary assets of these leading FMCG organizations; its brands and people.

Prior to joining FrieslandCampina, Chris was Marketing Director West Africa (Ghana & Nigeria) at ABInBev and a member of the Board of Directors for Accra Brewery Ltd; Ghana's foremost brewery. During his tenure at both SABMiller and ABInBev, he led the establishment and growth of a formidable portfolio of brands like Hero, Trophy and Club Beer which transformed their respective markets to wrestle share away from incumbent competitors. Whilst also at SABMiller, Chris held the positions of Category Expansion/Innovation Manager for Africa based in Johannesburg (2010 - 2012) and Marketing Director for Ghana (2007 - 2010).

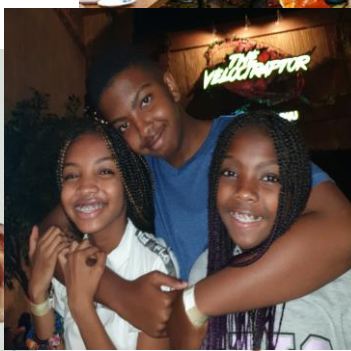
Chris is a fellow of National Institute of Marketing Nigeria (NIMN) and an Associate member of the Advertising Practitioners Council of Nigeria (APCON). In 2019, he was awarded the prestigious Marketing Personality of the Year at the Marketing Edge Awards. He was also adjudged one of Marketing World Africa (MWA) Top 50 Africa Marketing Leaders in 2021. He is skilled in marketing management, business and strategy planning, innovation management, trade marketing and execution amongst others.

Chris is based in Nigeria but he remains connected to his home country Ghana through his involvement in organizations that target the development and establishment of infrastructure for primary school education. Chris is also a member of the Changing Lives Endowment Fund (CLEF) which is a non-profit organization set up to influence access to quality education for disadvantaged students with great potential.

He is married to Anita and they have 3 children. He loves to travel the world, a master BBQ griller and is an passionate Manchester United supporter.



Changing Lives Endowment Fund



for each other



Crisp and Refreshing CLUB



A white ceramic cup filled with a frothy coffee beverage sits on a matching saucer. Two golden-brown cookies are stacked on the left side of the saucer. The entire set is placed on a light-colored wooden surface with visible grain and some dark spots. The background is softly blurred.

Presentation Outline

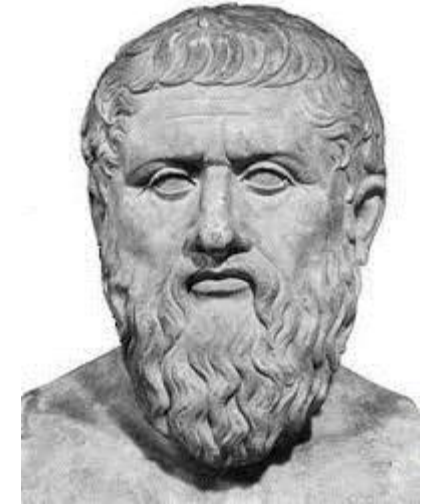
1. Introductions/Acknowledgements
2. Some caveats to establish - “Marketing 101”
3. Key Global Consumer Trends
4. Quiz
5. Key Principles for Business
6. Quiz
7. Key Competencies to succeed as a Marketer
8. Final Quiz
9. Wrap Up/Q&A

Welcome

Opening Thoughts

“... a free man ought not to learn anything under duress. Compulsory physical exercise does no harm to the body, but compulsory learning never sticks in the mind.”

- Plato



1. I have no clue how to lecture but I am pretty sure I know how to tell a few stories
2. These stories are based on personal experiences and may not be the current views of the businesses/brands I present
3. I am also no expert in the Nigerian competitive landscape, nor strategy but I do know a thing or two about 2 essential liquids in Nigeria - beer and milk
4. I may indulge in free advertising of my brands on some of my slides



Caveat 1: The “ADV” in ADVAN means **Advertisers**; not Advertising

This difference should be very important to every Marketer, you’re not only an advertiser

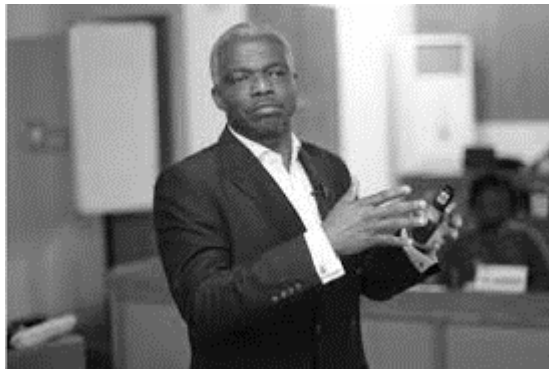
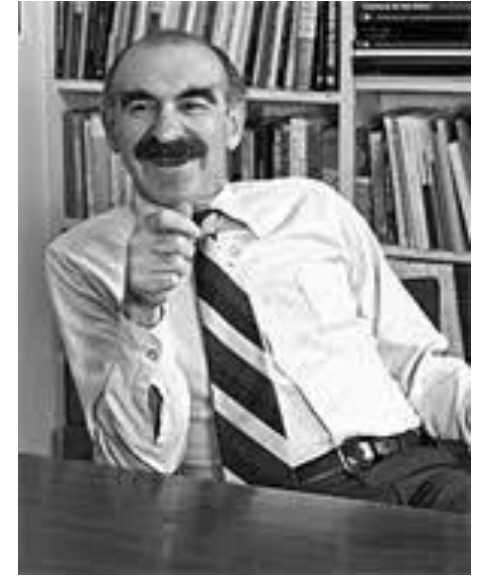
MARKETING	ADVERTISING
Tends to cost less	Can cost significant amounts of money
Attracts customers organically	Targets customers with a broader sweep
Takes a personal approach to messaging	Targets all consumers in the same way
Often hosted by the entrepreneur	Often hosted in other media
Longer buying cycle	Shorter buying cycle
KPIs include brand awareness, improved relationships, social shares, web traffic, and more	KPIs typically boil down to sales and conversions
Designed for customer acquisition and retention	Designed primarily for customer acquisition
Can include two-way communication between the brand and the consumer	Involves strictly one-way communication from brand to consumer
Focus on creating new content and messaging	Focus on repeating the same content and messaging



Caveat 2 : It starts and ends with the consumer Consumer/Customer = Marketing = Business = Society

... “the purpose of a business is to create and keep a *customer. There can be no corporate strategy that is not in some fundamental fashion a marketing strategy, no purpose that does not respond somehow to what people are willing to buy for a price.”

- Theodore Levitt



... “whoever is paying for a good or service to use is your consumer. “

- Doyin Salami

Brands that survive over time have a clear IDEA and PURPOSE and completely gets who they are talking to

CONSUMERS build brands like a bird builds a nest.... Out of scraps and straw they find scattered around

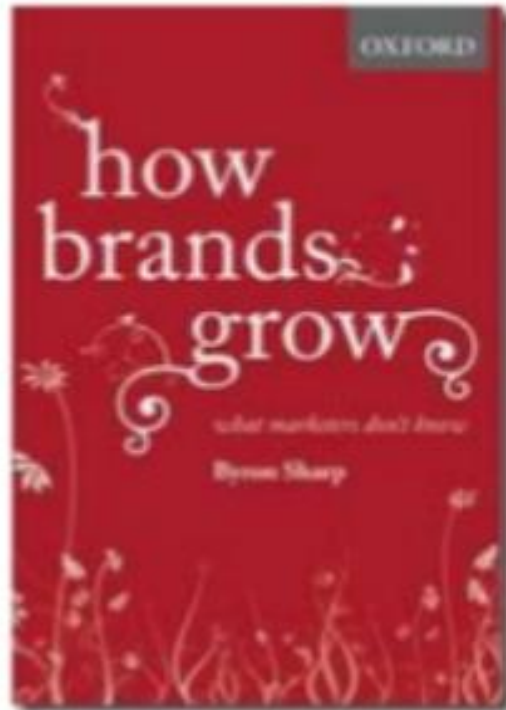
[Simon Clift - Ex Chief Marketing Officer at Unilever](#)

Brands are owned by consumers!

My prevailing philosophy on growth



Byron Sharp's 7 Rules for Brand Growth



1. **Continuously reach all buyers of the category** (communication + distribution) – don't ever be silent.
2. **Ensure the brand is easy to buy** (communicate how it fits with the user's life).
3. **Get noticed** (grab attention & focus on brand salience to prime the user's mind).
4. **Refresh & rebuild memory structures** (respect existing associations that make the brand easy to notice & easy to buy)
5. **Create & use distinctive brand assets** (sensory cues that get noticed & stay top of mind).
6. **Be consistent** (avoid unnecessary changes, whilst keeping brand fresh & interesting).
7. **Stay Competitive** (keep the brand easy to buy & avoid giving excuses not to buy).



I don't think our fiduciary duty is to put shareholders first. I say the opposite. What we firmly believe is that if we focus our company on improving the lives of the world's citizens and come up with genuine sustainable solutions, we are more in synch with consumers and society and ultimately this will result in good shareholder returns.

— *Paul Polman* —

AZ QUOTES



6 CLEAN WATER AND SANITATION

7 AFFORDABLE AND CLEAN ENERGY

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

11 SUSTAINABLE CITIES AND COMMUNITIES

Topic of the Day

Marketing Trends, Fundamentals and Competencies
Imperatives to a succeeding sustainably in today's evolving world

12 RESPONSIBLE CONSUMPTION AND PRODUCTION

13 CLIMATE ACTION

14 LIFE BELOW WATER

15 LIFE ON LAND

16 PEACE AND JUSTICE
STRONG INSTITUTIONS

17 PARTNERSHIPS FOR THE GOALS

A hand is pouring milk from a Peak brand carton into a bowl of cereal. The carton is blue and white with the word 'Peak' in a large, blue, cursive font. Below the brand name, it says 'SINCE 1954'. The carton also features a small illustration of a mountain peak and a cow. The milk is being poured into a white bowl with a green rim, which contains cereal. A spoon is visible in the bowl. The background is slightly blurred, showing a pink and white striped cloth and another bowl of cereal.

Do you think the world has
changed since COVID?



“IN THE MIDST OF
CHAOS,
THERE IS ALSO
OPPORTUNITY.”
- SUN TZU

Inspirationfeed.com

Marketing must be a lighthouse to steer business through any weather

TOP 10 GLOBAL CONSUMER TRENDS 2023

1

Authentic Automation

2

Budgeteers

Control the Scroll

3

Eco Economic

Game On

4

Here and Now

5

Revived Routines

She Rises

6

The Thrivers

Young and Disrupted

Technology for Life (not the other way round)

1

Authentic Automation



- Technology is everywhere. From lights at home to store checkouts, but technology can't match human nuances.
- **Consumers still want a personal touch** and human connection.
- According to Euromonitor's International Voice of the Consumer: Digital Survey, fielded in March/April 2022*, 58% of global consumers were comfortable talking to a human to address customer service questions.
- This is compared to 19% talking to an automated bot on a company's website in 2022.
- Businesses need to embrace Authentic Automation to strengthen the shopping journey, as customers could feel disconnected from the brand if the company relies too much on tech.

Experience is everything

” **People will forget what you said,
people will forget what you did,
but people will never forget how
you made them feel.**

Maya Angelou

The health of your brand depends on how customers feel about you, and positive feelings come from positive experiences.



The tech is delivering

Innovations around IoT, conversational AI, MR and ML continue to connect all parts of our lives, in our homes, workplaces and throughout every moment of our day.

From home assistants that suggest the best route to avoid traffic, to smart cars with integrated conference call capabilities, to mobile apps that detect when our blood pressure is too high, a growing world of data will give marketers new insights to have more meaningful conversations.

75% of executives believe they risk going out of business in the next 5 years if they don't scale AI.

Accenture, AI Built to Scale
2019 4

80% of businesses have some form of AI in production within their organization.

Accenture Fjord Trends
2020 5

4. <https://newsroom.accenture.com/news/failure-to-scale-artificial-intelligence-could-put-75-percent-of-organizations-out-of-business-accenture-study-shows.htm>

5. https://www.accenture.com/_acnmedia/Thought-Leadership-Assets/PDF-2/Accenture-Fjord-Trends-2020-Report.pdf#zoom=50

Fast forward

COVID-19 created a trial by fire for technology.

As people embraced the virtual, virtually overnight, technology proved itself to be a lifeline for many.

Customers now see it as friend not foe, and they know it's capable of so much more.

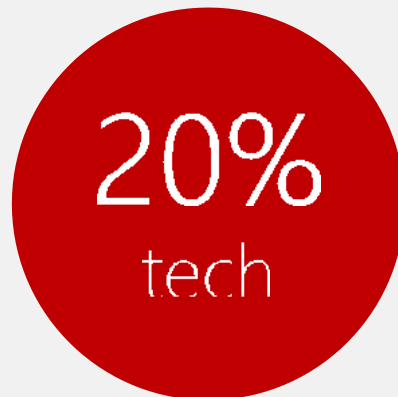
But there are more disruptions around the corner...

” **We’ve seen two years’ worth of digital transformation in two months.**

Satya Nadella
CEO of Microsoft

Digitalization is not **(only)** about technology

Digital transformation?



Why now? Digital convergence

Since 2010





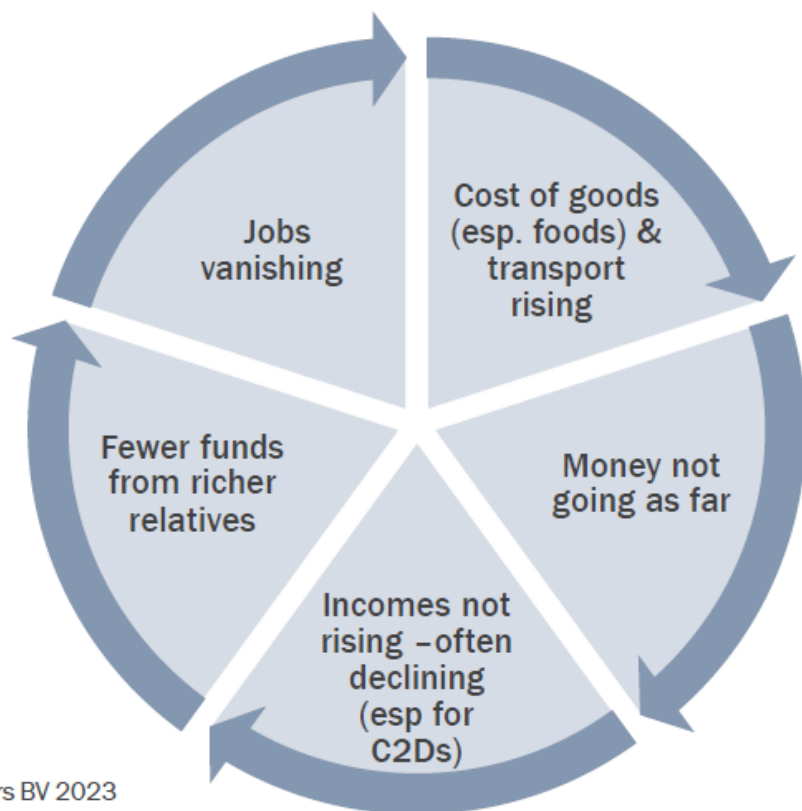
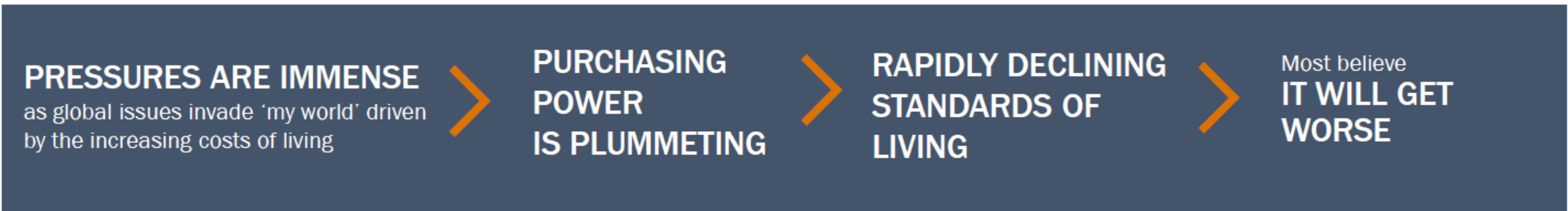
Case Study – Etisalat UAE
Technology for Life
(not the other way round)

Thrift is our reality

- Economic shocks, record-high inflation and supply shortages continue to drive up the cost of living.
- Financial stability is under threat. Consumers must decide between paying more for everyday essentials, trading down to lower-cost alternatives or foregoing items entirely.
- Budgeteers are likely to switch to e-commerce to avoid transportation expenses and find deals.
- In 2022, the top reason consumers shopped online was to get the best price as saving money is top of mind.



Today, all our people were feeling the financial pinch



"You know, I went to the market with N10,000 and what I bought with it felt like I had misplaced my money"
C2 NGA

"Now, you work like an elephant, to eat like an ant"
D NG

"My older children are now living with my family (her parents)... they can better care for them"
C2 GHA

"My husband lost his job... less money for cooking but we can't eat well like before... thank God for my friends (in the community) who will help me out"
C2 IVC

Life today is incredibly tough for all... but in Ghana & Nigeria, it just feels more raw & living standards seem to be collapsing faster



ANGER

...but underlying optimism



Carrying on, to some degree

- Government intervention is liked
- Is still saving some little money



SHOCK

...reeling



Still recall better times

- No government help- feel let down
- Unsure where to turn / what to do



RESIGNATION

...will find solutions

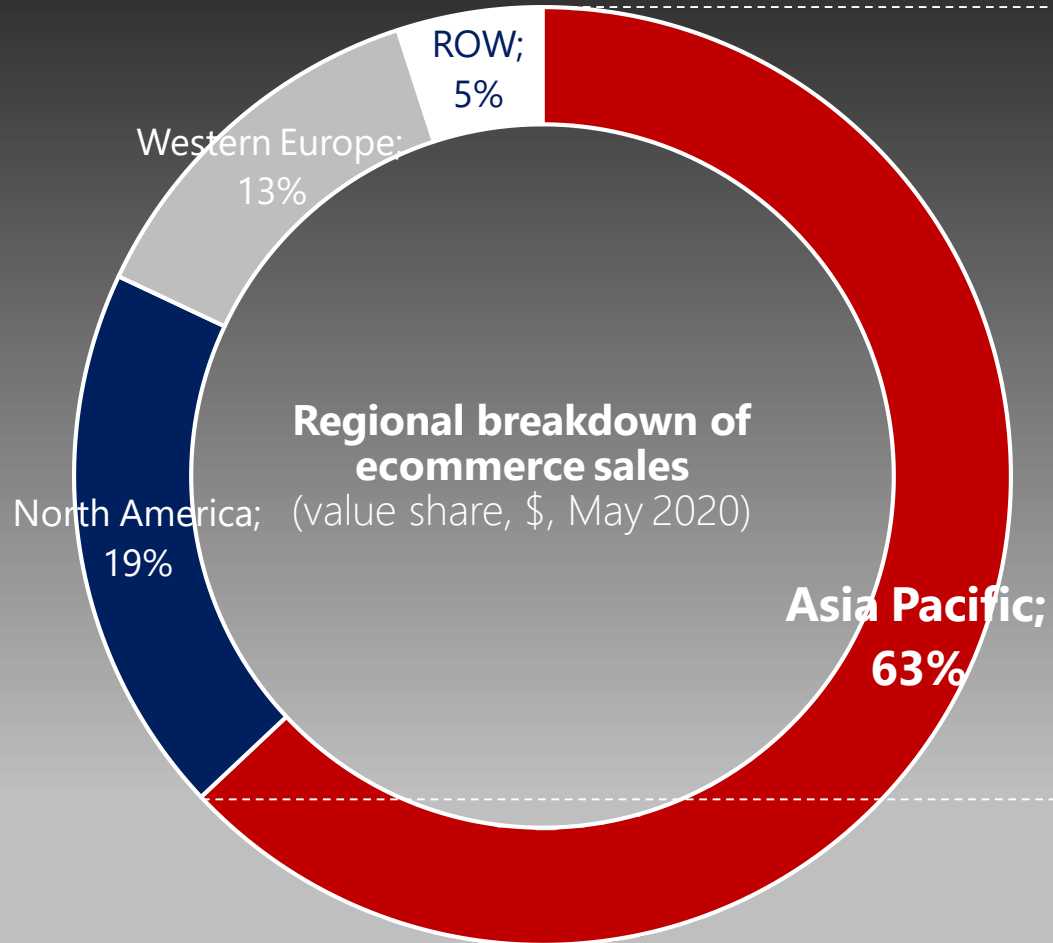


But it's never been this bad

- No government help- and none expected
- Everyone is left to their own devices

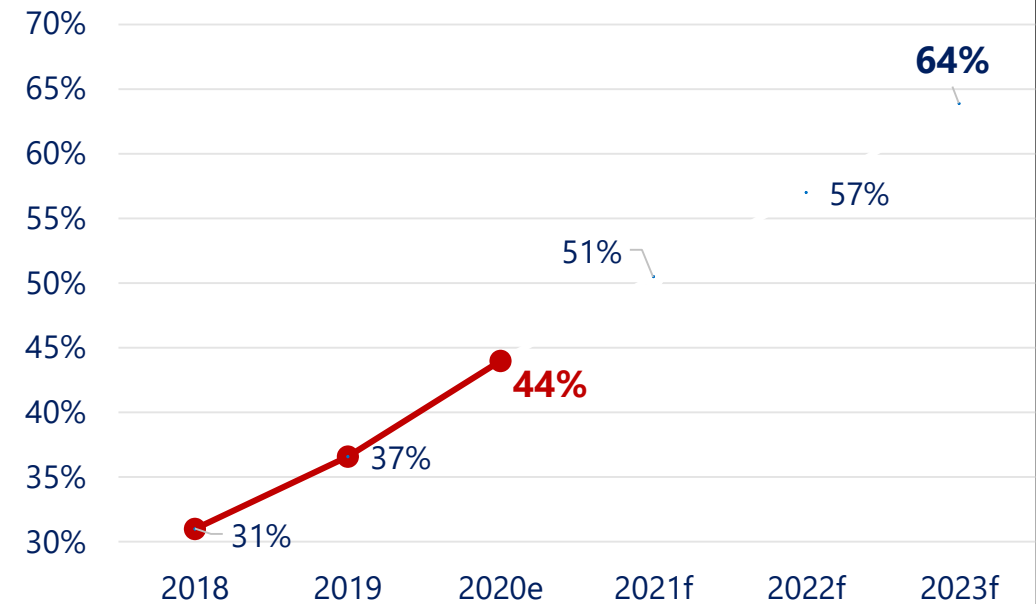
But the underlying belief is that things will not get better; with Ghana seemingly in the worse situation

e-commerce on its way to becoming #1 sales channel in the world



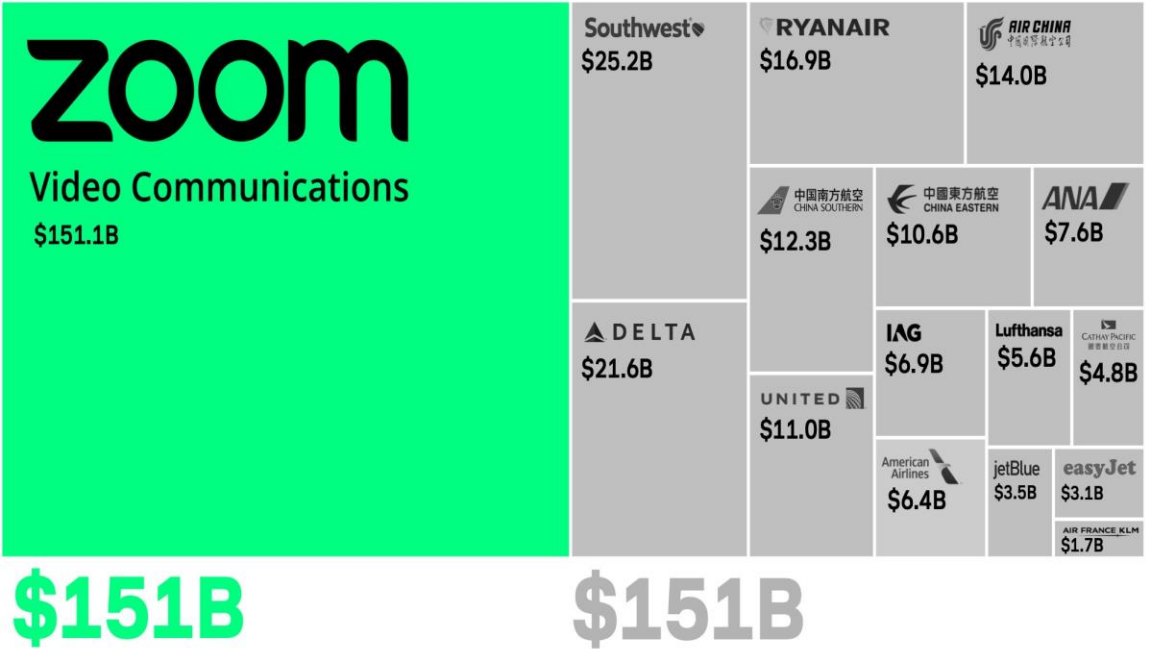
Retail ecommerce in China as % of total retail sales 2018-2023

(\$ trillions, % total retail sales)



Covid-19 accelerated the surge to digital and created significant advantage

Market capitalization of Zoom Video Communications vs. the 15 biggest airlines



Notes: Airlines selected based on # of passengers transported in 2019; market cap as of Oct. 26, 2020
 Source: Lufthansa Innovation Hub, TNMT.com, Yahoo Finance



10 LARGEST PUBLIC U.S. RETAILERS IN 2020
 MARKET VALUE, JULY 1 2020, USD



Marketers must use brands to make life better for their consumers in every little way.



Be ready to find
the BEST answer



A large, golden quiz stand with a circular top. The top features the text 'WHO WANTS TO BE A' at the top and 'MILLIONAIRE SPECIAL EDITIONS' in the center, with a blue and gold geometric pattern. Below the top are seven numbered input fields (1-7) for answers, each consisting of a small circle with the number and a larger white rounded rectangle. The stand is on a white cylindrical base.

WHO WANTS TO BE A

MILLIONAIRE
SPECIAL EDITIONS

WHO WANTS TO BE A

1

2

3

4

5

6

7

Q1



According to Euromonitor's International Voice of the Consumer: Digital Survey, what percentage of consumers were comfortable talking to an automated bot on a company's website?

★ A: 58%

★ B: 61%

★ C: 4%

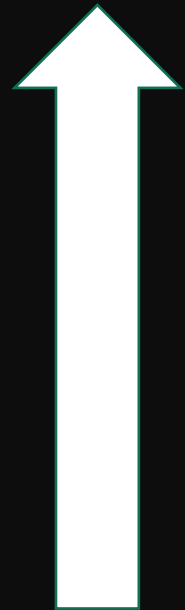
★ D: 19%

There's a WIN-WIN in being ECO conscious

Putting
the eco in
economy.

...we always look for “what’s in it for me?”

- Saving takes precedence. The cost-of-living crisis is causing consumers to look for ways to conserve energy and keep utility fees low.
- Consumers continue switching to energy-saving products, eating at home, reducing appliance use and limiting travel.
- These cutbacks help limit consumption, which means less waste, but also draw people towards green alternatives like energy-efficient products, repairing, renting or shopping for second-hand products.
- According to Euromonitor International 34% of global consumers were willing to buy secondhand or previously owned items in 2022.



Decisions

Insights

Information

Observations/Data

**Look beyond
What
You see**



Here and now

4

Here and Now



- The past few years have felt like a perpetual crisis. Consumers dealt with a pandemic, inflation, and economic downturn.
- They were forced to make substantial sacrifices along the way. 'Here and Now' is about living in the moment.
- Consumers don't know what tomorrow brings and aren't wasting time. Time, health and bliss become important.
- Price tags are still relevant, but products that let consumers enjoy the 'Here and Now' have an emotional benefit that makes them potential big-ticket purchase decisions.
- Productivity, personal growth and joy are reasons to buy. Smart splurges and affordable luxuries let consumers reasonably indulge to unwind or cope with the world.

Revived routines

5

Revived Routines

Three words: out and about.

Consumers are returning to reality after the C-19 pandemic. They're eager to get on with their lives despite the uncertainties ahead. They are looking for fun.

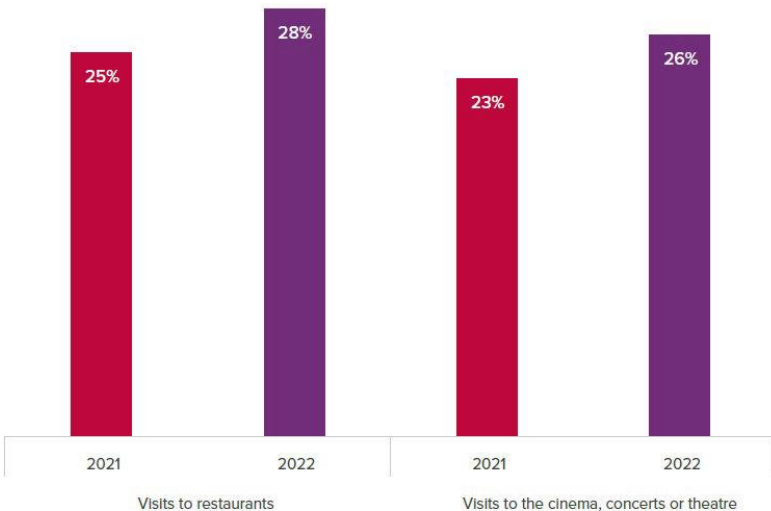
Concerts are making a comeback. Nightlife has been revitalised, and restaurant reservations are on the rebound. From exercise classes to happy hours, consumers are resuming their in-person social gatherings to get back on track.

According to Euromonitor's International Voice of Consumer: Lifestyles Survey**, 39% of global consumers said more of their everyday activities would be in person over the next five years.



Percentage of Consumers That Planned to Increase Social Outings

% of respondents



Source: Euromonitor International Voice of Consumer: Lifestyles Survey
Question: In the next 12 months, do you intend to change any of the following habits?





OBPPC is a critical element of shelf-savvy marketing.

For each **Occasion**, it defines the optimal **Brands**, in the appropriate **Packages**, at the right **Prices**, in the target **Channels**.



The feeling's mutual

Get the customer experience right and they'll reward you with loyalty.

Some say happy customers spend 140% more, others say 300% more,¹ but everyone seems to agree that they spend more.

Get it wrong and they'll vote with their feet, and make sure others do too: because experience has an echo.

Nearly 90% of executives in the Forbes Global top 500 companies believe improved customer experiences will be the key battleground over the coming years.²

1. <https://www2.deloitte.com/content/dam/Deloitte/us/Documents/process-and-operations/us-cons-the-true-value-of-customer-experiences.pdf>
2. https://signal.co/resources/digital-marketing-trends-2017-report/?utm_source=smartbrief&utm_medium=paid&utm_campaign=marketing-predictions-2017-us
3. <https://www.mediapost.com/publications/article/297414/cmos-are-positioning-for-ceo-job.html>



Three Crowns Evaporated Milk

THE HEALTHY CHOICE

Three Crowns

Low Cholesterol
28 mg

Filled Evaporated Milk

7 16200 607544

Three Crowns Evaporated Milk is a rich, creamy milk product that is perfect for use in a wide variety of recipes. It is made from high-quality milk and is a great source of protein and calcium. It is also a good source of vitamins A and D. Three Crowns Evaporated Milk is available in a variety of sizes and is a great choice for anyone looking for a healthy and delicious milk product.



Be ready to find
the BEST answer



A large, golden-colored quiz stand on a white base. At the top is a circular logo with the text 'WHO WANTS TO BE A' at the top and 'MILLIONAIRE SPECIAL EDITIONS' at the bottom. Below the logo is a vertical column of seven numbered input fields, each consisting of a small circle with a number and a larger white rounded rectangle for text entry.

1

2

3

4

5

6

7

Q2



Which of these luxury fashion brands uses Pinatex for its leather goods?

★ A: Hermes

★ B: Paul Smith

★ C: Channel

★ D: Calvin Klein



What Are Competencies?



The Skills, Knowledge & Abilities that YOU need to **SUCCEED** in your current role, and to **GROW** within the organisation



Enabling Capabilities

(i) Project Management (ii) Partnering Externally (iii) Commercial Technology

SKILLS FRAMEWORK



1. Explore with Empathy & Curiosity
Developing a deep understanding of people across their whole lives and the connected worlds they live in



2. Generate Powerful Insights
Turning empathic understanding and data into powerful, actionable insights that drive real growth through sustained behaviour change



3. Transform Data Into Action
Constantly analysing market information to inform fast, bold decision making and action



4. Craft & Champion Purposeful Brands
Crafting purposeful brands, inspiring others through stewardship to build brand communities to express them perfectly



5. Create Focused Growth Strategies & Plans
Defining strategies and plans that make clear choices and set a clear direction and destination to grow our brands and our business



6. Pioneer And Partner For Breakthrough Ideas
Pioneering and partnering to generate breakthrough ideas and translate these into concepts that deliver on our strategies



7. Design Bestseller Product Experiences
Designing and nurturing product (and packaging) experiences which attract shoppers, delight consumers and make a positive USLP impact



8. Create Engagement Through The Consumer Journey
Creating effective engagement through the consumer journey that builds brand love and inspires people to buy, use & recommend



9. Lead & Inspire Bold, Effective Creative
Crafting bold, effective creative work for communication that is Authentic to the brand, Relevant to consumer's lives and that has Talkability built in



10. Execute Brilliantly, Track & Optimise
Executing the plan brilliantly, tracking against clear KPIs rigorously and being agile to optimise 'in flight' to achieve targets

SKILLS FRAMEWORK

What are the 4 skill levels?

BASIC APPRECIATION (BA):

The level of expertise required to discuss main elements of the skill area with others

WORKING KNOWLEDGE (WK):

The level of expertise required for direct involvement in decisions and actions in the skill area

FULLY OPERATIONAL (FO):

The level of expertise required to personally perform and lead the great majority of activities of the skill area

LEADING EDGE (LE):

The level of expertise required for significant development of the skill area

How do I build a 70/20/10 Development Plan?

70 LEARNING ON THE JOB

Identify the projects within your day-to-day work where you can accelerate your learning through doing.

Use 'on the job' how-to guides and self-learning resources to help you deliver high quality work.

Read and watch stimulating and thought leading materials from external experts.

20 LEARNING FROM OTHERS

Ask your line manager to coach you on specific skills, helping you find your own answers to challenges, or ask for advice from other experts around the business.

Improve the quality of your outputs by taking part in team-based facilitated or leader-led Live Action Workshops (LAW).

Take part in leader-led team training sessions.

10 COURSES

Formal courses can also play a role in your Development Plan.

For further details about courses for specific skill levels please refer to the crafting Brands for Life Marketing Hub and Learning Hub.

For today I will like us to focus on 3 Competencies

Data
Insights and
Analytics

Creativity at
the Core of
Execution

Commercially
Agile and
Financially
Shrewd

“We spend so much time thinking about how marketing works, how social media works, how targeting and technology works, but we’ve taken our minds off a more important question: how do people work?”

Rory Sutherland

Data-driven insights fuel better experiences

To be empathetic, personal and nimble—the pillars of one-to-moment relationships—brands need powerful insight into how their audience is thinking, feeling and behaving. But with the move towards a cookie-less society, that task will become far harder.

Additional challenges

There are some common obstacles that get in the way of a joined-up experience:

Valuable data is trapped in silos: It's stored in different places, in disconnected documents, with different levels of detail. Insights get lost in translation.

Decisions aren't always made through a customer experience lens:

- The CTO/CIO knows what technologies can deliver but may not understand the kind of insights needed.
- The CMO needs insights but may not know how to extract them from the company's existing assets or what new investments need to be made.

The choice is overwhelming: With more than 8,000 martech companies,⁸ and an ever-evolving AI, IoT and ML landscape, it's no wonder decision makers are feeling swamped.

Skills gap: Access to new technologies is one thing, having the capabilities to get the most out of them is another.

Organizations are looking for trusted, expert partners to help them extract more value from existing data and get the best insights from new technologies .

Marketers use only 61% of the functionality available in their martech portfolio.

The Annual Gartner CMO Spend Survey 2019-2020⁹

⁸ <https://chiefmartec.com/2020/04/marketing-technology-landscape-2020-martech-5000/>

⁹ <https://www.gartner.com/en/marketing/insights/articles/4-key-findings-in-the-annual-gartner-cmo-spend-survey-2019-2020>

Who's responsible for insights?

Customer experience is, of course, everyone's business and requires true collaboration.

90% of organizations view the CMO as the connective tissue between different lines of business.

Adobe, 2019¹⁰

But someone needs to take ownership of creating a single source of data-driven insights to fuel innovation and inform every touchpoint with the consumer.

Traditionally, marketing has been the voice of the consumer within the organization, and—as data insights are the muscle behind increased personalization—there's never been a better time for marketing to take control of the data and choreograph insights to improve customer experience.



Today

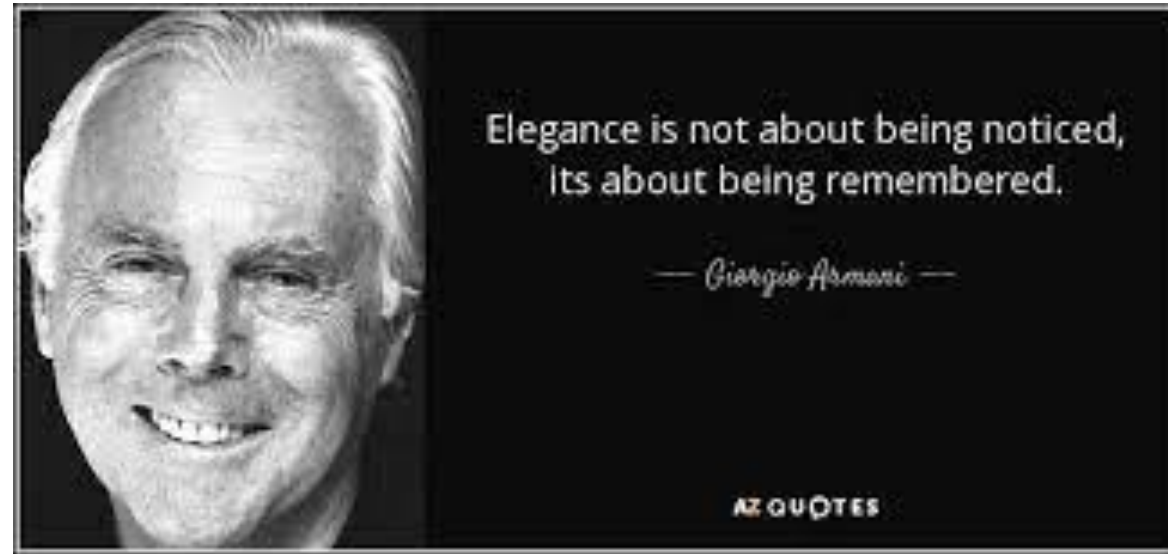


Tomorrow



Caveat 3: Creativity is one of the building blocks of our chosen craft

This is what prompted my choice of this competency?



(A)ttention



(B)randing



(C)ommunication

Our clients want us to *do more work in less time.*



Drives
purchase intent,
clicks and traffic,
sales, ...


30
%

Creative Effectiveness is determined by how the human brain works.

1. **Attention**
Get noticed and hold attention
2. **Branding**
Promote the brand and be consistent
3. **Ease of Processing**
Be brain-friendly
4. **Strategic Fit**
Land your message, fast.
5. **Emotional Engagement and Persuasion**
Activate emotions and trigger action

So Marketers (and partners in IMC) must be at the cutting edge of being creative

Evaluating any Creative

Cut Through 


Cuts through the clutter and grabs your attention

Clear 

Has a clear and simple selling message directly connected to the brand narrative

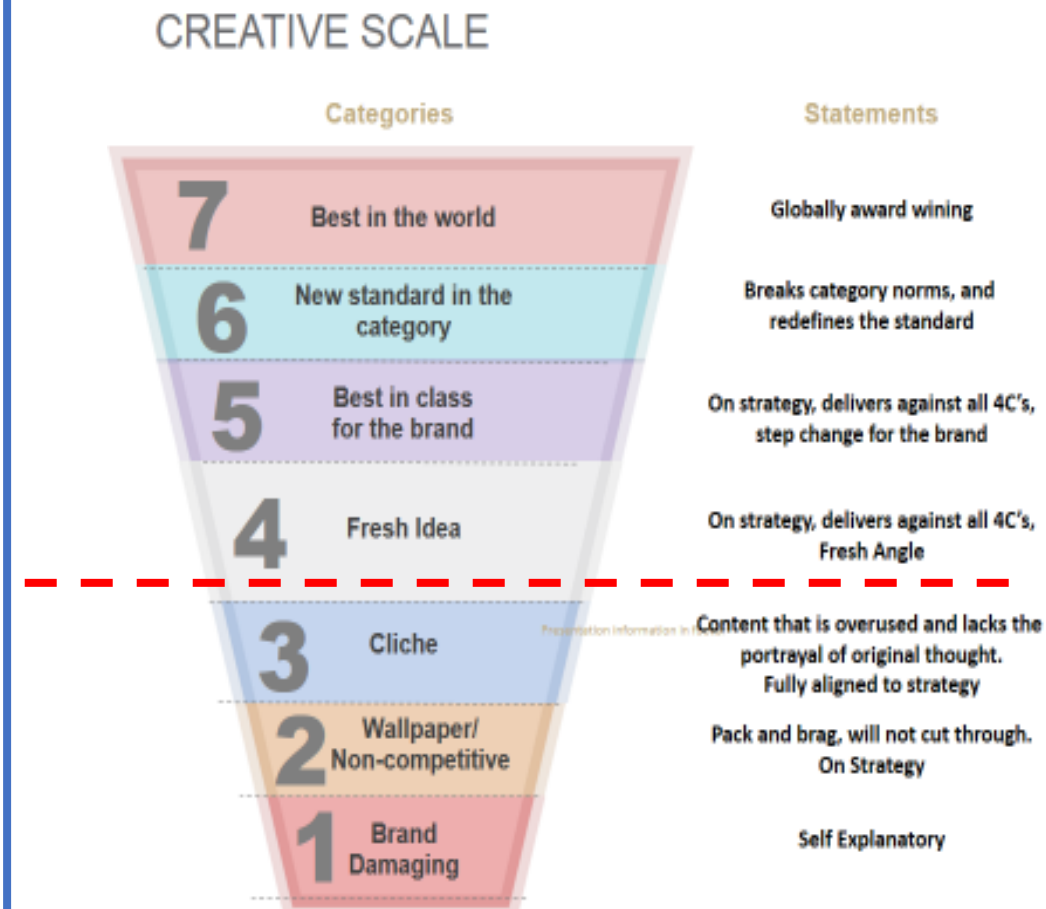
Compelling 

Elicits an appropriate emotional response

Consistent 

Reinforces our distinctive brand identity and narrative, and builds/reinforces relevant brand memories

Mutual Agency/Client ambition



Basically, ALL Marketing must be creatively integrated
All the 4Ps or 7Ps must be connected

Creativity at
the Core of
Execution



**THE ONLY STRATEGY YOUR CUSTOMER
OR COMPETITOR EVER SEES IN THE
MARKETPLACE IS WHAT YOU EXECUTE**

FORMER CEO OF P&G

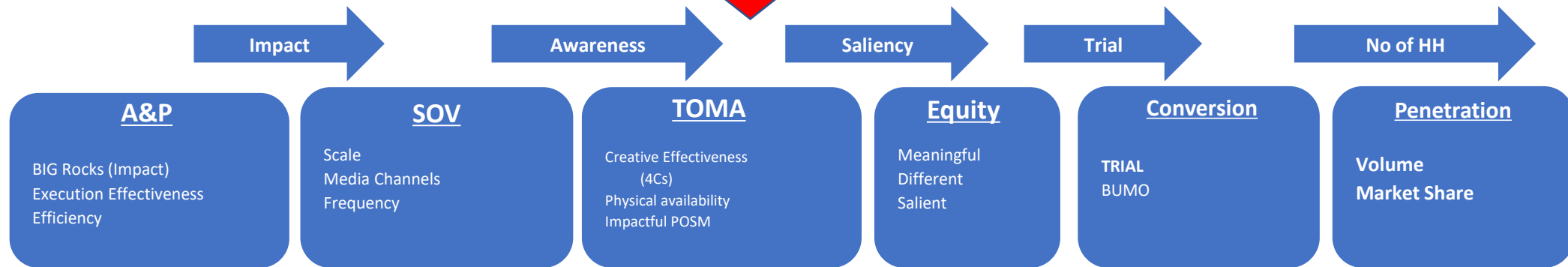


“Not everything has to say everything,
but everything has to be said!”

Charlie Hiscocks

(ex-colleague)

CREATIVITY drives efficiency and effectiveness of the Integrated Marketing Communication Agenda



Be commercially agile and operationally shrewd

Commercially
Agile and
Financially
Shrewd

1. Ensure the “science” of marketing practice leads
2. Your strategy is in your product/service
3. Wield your pricing sword with circumspection
4. A&P investment is great to have but not a God given right
5. Everyone has to become a front line person; that’s where real ideas and innovation bubble to the surface
6. The right people, agencies and partners always make a difference
7. Let data create transparency and guide you to the “fish”
8. Benchmark all the time
9. Speed up decision making
10. Learn and re-emphasize basics

ADVAN must remain a dependable “Lighthouse” for all of Nigeria

“Lighthouses don’t go running all over an island looking for boats to save; they just stand there shining.”
~ Anne Lamott



The key “Tenets” of ADVAN

1. **Visionary Thought Leadership** –in influencing necessary change in the nation’s marketing space.
2. **Knowledge Sharing and Capacity building**
3. **Stakeholder Engagement** to influence Industry policies.
4. **Data, Research and Insight** in advocating for the needed information which aids effective planning



Build a holistic appreciation of your business offering

Overall, marketers must be guided by business purpose,

1. Always think **Long Term**
2. **Rekindle the Basics** in our vocation
3. **Eliminate Waste** with surgical precision
4. **Feed your growth** through cost efficiency
5. In spite of the environment, have an expansive **Growth Mindset**





Be ready to find
the BEST answer



A large, golden, 3D-style quiz stand. At the top is a circular logo with the text "WHO WANTS TO BE A" at the top and "MILLIONAIRE SPECIAL EDITIONS" in the center. Below the logo is a vertical golden column with seven white, rounded rectangular input fields. Each field is preceded by a small white circle containing a blue number from 1 to 7. The stand sits on a white, cylindrical base.

1

2

3

4

5

6

7

Q3



In the Skills and Competencies Framework, which of these is not a skill level?

★ A: Lead Instructor

★ B: Working Knowlege

★ C: Basic Appreciation

★ D: Fully Operational



Thank You

Reach for your Peak