

2017 Australian Senior Marketer Monitor



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Introduction.

Introduction.

The Australian Marketing Institute (AMI) and Colmar Brunton are pleased to present the 2017 Australian Senior Marketers Monitor report.

Since 2009 the AMI has worked in partnership with Colmar Brunton to conduct an annual study of Australia's senior marketing professionals.

This report, the eighth in the series, details the results of the most recent survey, providing insight into the sentiment, priorities and behaviours of senior marketers. Additionally the research identifies what senior marketers believe to be the key challenges they face moving forward, as well as the extent to which they are equipped to meet such challenges.

At an overall level the outlook for 2017 is bright, with increased levels of optimism apparent for both the role and influence that marketing teams have, as well as for anticipated budgets.

For commercial organisations maintaining relevance and market share are key priority areas, with a strong emphasis being placed upon the customer. For government and not for profit organisations key areas of focus include social marketing strategies and effective communication to key target audience groups.

More generally, the past 12 months have seen the usage of digital and online channels continue to increase (with associated decline in usage of more traditional channels also apparent).

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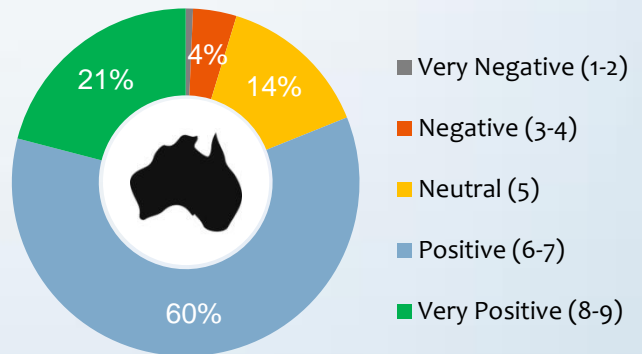
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Results.

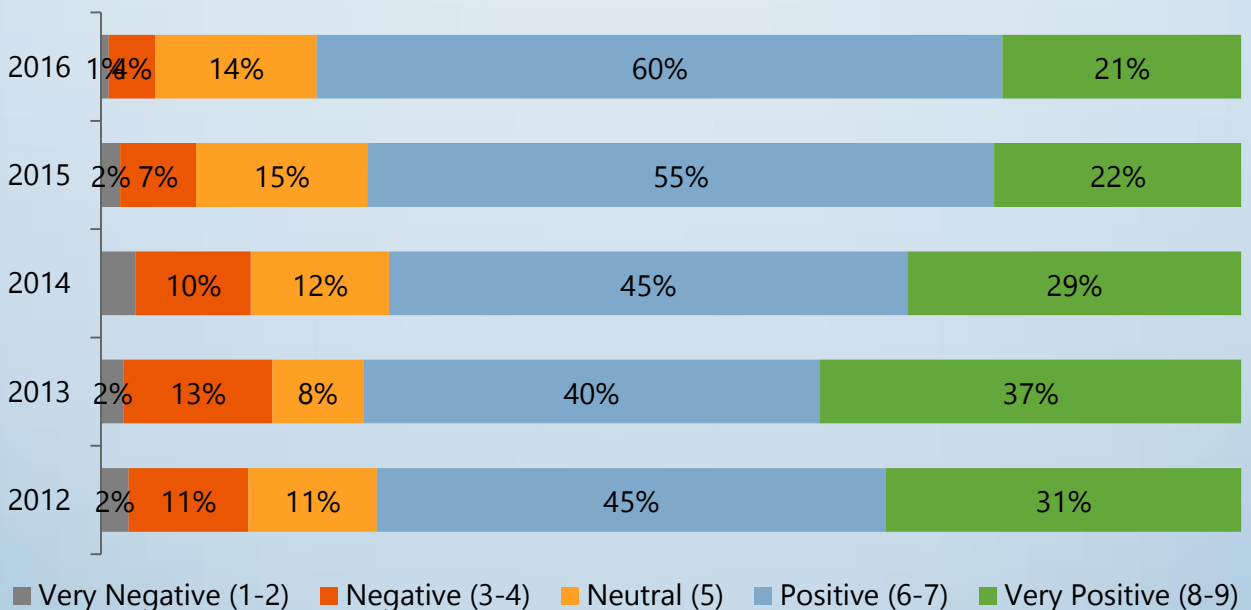
Perceived role and influence of marketing.

Within Australia

At an overall level 21% of senior marketers feel very positive about the role and influence of marketing in Australia today, with a further 60% feeling positive. In comparison only 4% feel negative and 1% very negative.



These sentiment levels are in line with those recorded since 2014.



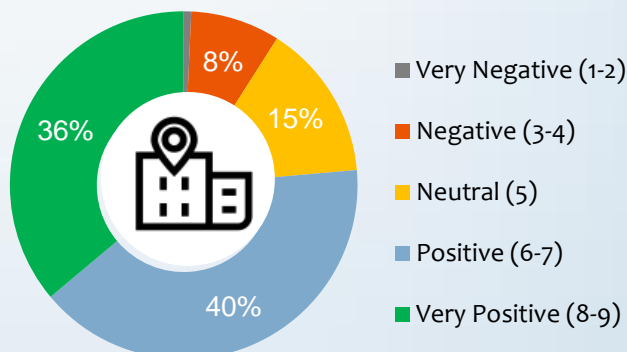
With regard to sector focus, levels of positivity about the role and influence of marketing in Australia are higher among those in not for profit organisations than among marketers in commercial and government organisations.

Q1. How do you feel about the role and influence of marketing in Australia organisations today?

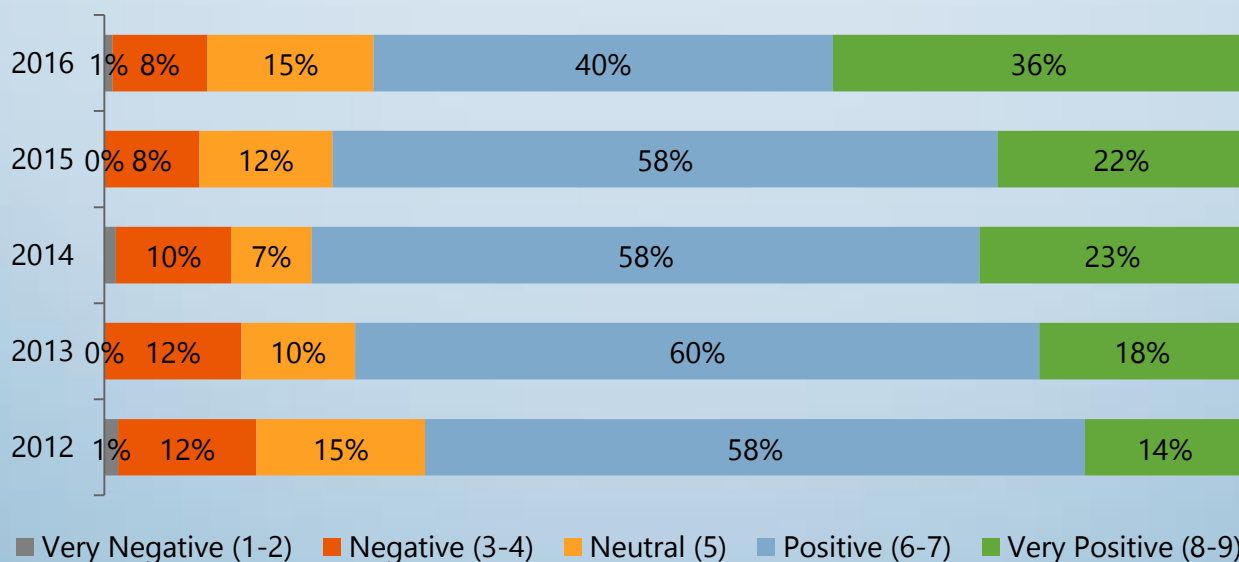
Perceived role and influence of marketing.

Within own organisation

The overall level of sentiment had towards the role and influence that marketing has within own organisation is consistent with that expressed for Australia as a whole (76% net positive 'own organisation' versus 81% net positive 'Australia').



However the strength of this positivity as expressed for own organisation is higher, with 36% of senior marketers stating they are 'very positive' about the role and influence their team / department has. This result represents a significant increase in the level of high positivity when compared to the year prior.



With regard to sector focus, levels of positivity about the role and influence of marketing within own organisation are lowest among senior marketers working for government organisations.

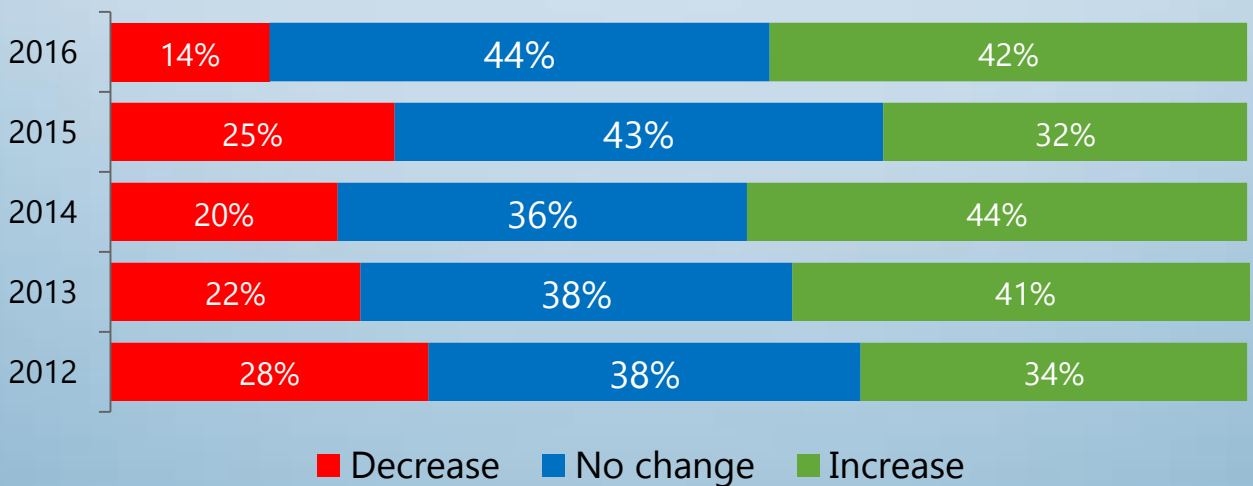
Q2. How do you feel about the role and influence of your marketing department/team in your organisation today?

Budget expectations for 2017.

At an overall level, 42% of senior marketers are expecting their marketing budget to increase in 2017, with only 14% expecting a decrease.

Expect budget to....	DECREASE	NO CHANGE	INCREASE
Overall	14%	44%	42%
• Commercial	9%	47%	43%
• Government	31%	31%	38%
• Not for Profit	25%	38%	38%

These expectations show that senior marketers are more optimistic about budget expectations compared to last year when only 32% expected budgets to increase and 25% to decrease.



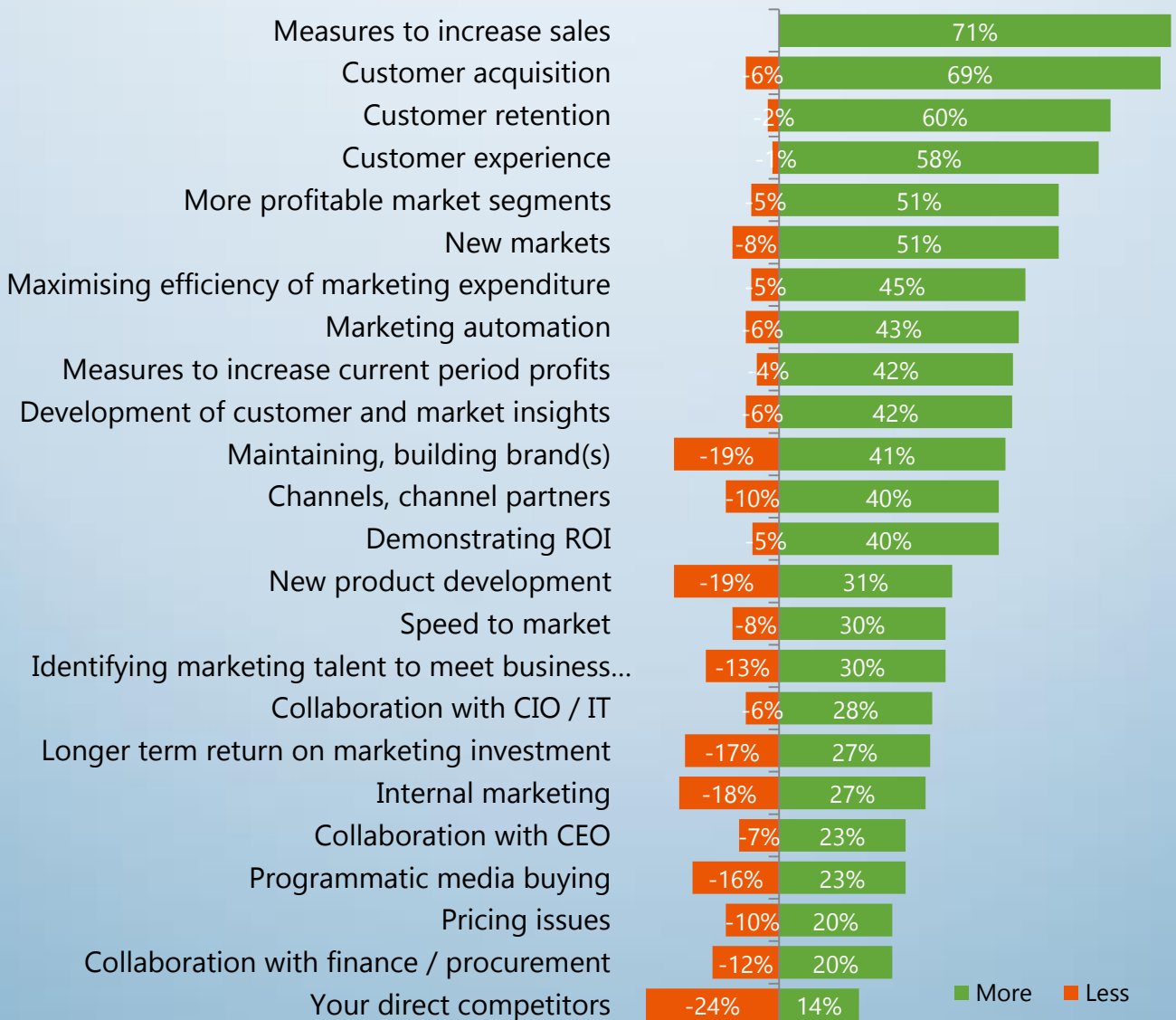
Q3. In 2017, how do you expect your marketing budget to change from 2016? Do you expect it to...?

Changes in marketing priorities.

Commercial.

For commercial organisations measures to increase sales emerges as the key area of increased prioritisation, with this being delivered to by an increased focus on the customer (acquisition, retention and experience).

Focus on direct competitors, new product development and brand activity have had the biggest decline in prioritisation.



Q4. Have your marketing priorities shifted in the past 12 months?

Changes in marketing priorities.

Government / Not for Profit.

Social marketing, customer acquisition and focus upon specific audience segments emerge as being the areas in which there has been the most increased focus among government entities and not for profit organisations

In comparison, the level of focus had on identifying marketing talent to meet business needs and upon marketing automation has declined.



Q4. Have your marketing priorities shifted in the past 12 months?

Challenges being faced.

Commercial.

Acquiring new customers, creating differentiation in the marketplace and effectively getting the message to market, continue to be the top major challenges faced by senior Australian marketers within commercial organisations.

Maintaining current customer base and innovation are also seen to be key challenges.



Q5. What are the major marketing challenges you are facing in your organisation today?

Challenges being faced.

Government / Not for Profit.

Effectively communicating desired messages, engaging key audiences groups and acquiring new customers are the main challenges facing senior Australian marketers in the government and not for profit space.

Stakeholder management, effectively driving behaviour change and measuring the effectiveness of marketing activity and are also seen as key challenges.

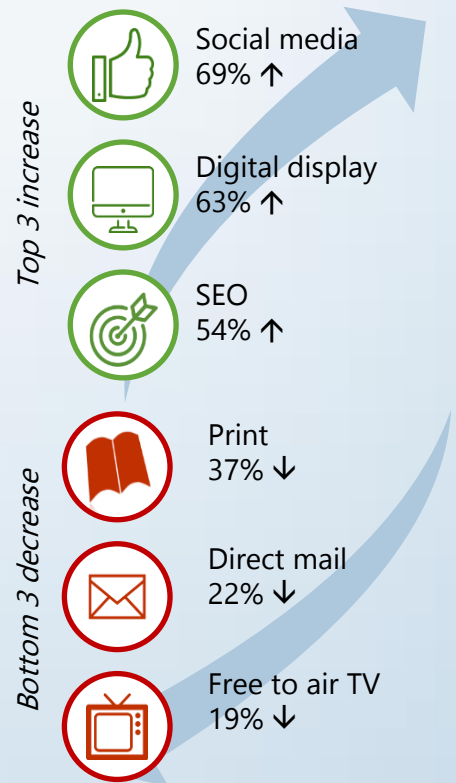


Q5. What are the major marketing challenges you are facing in your organisation today?

Changes in channels being used.

Increased usage of digital channels is apparent, with usage of social media and online / digital advertising increasing for at least six out of 10 organisations, and usage of content marketing and SEO increasing for at least five out of every 10 organisations.

In contrast 37% of senior marketers report a decline in their usage of print advertising over the past 12 months, 22% a decline in direct mail and 19% a decline in free to air television advertising.



	More	Less
Social media	69%	-2%
Online/digital advertising	63%	-4%
Search engine optimisation	54%	-6%
Content	50%	-4%
Face to face marketing	35%	-11%
Public Relations	34%	-13%
SVOD	34%	-3%
Direct Marketing	30%	-16%
Sponsorships	26%	-18%
Mobile advertising	26%	-10%
Viral marketing	24%	-4%

	More	Less
Direct mail	22%	-22%
Outdoor advertising	14%	-15%
Print Advertising	13%	-37%
Radio Advertising	12%	-11%
Retail marketing /distribution	12%	-10%
Point of Sale Advertising	10%	-9%
Sampling	10%	-5%
Pay Television	9%	-14%
Product placement	9%	-5%
Free to Air Television	6%	-19%

Q6. Has your use of different communications channels changed in the past 12 months?

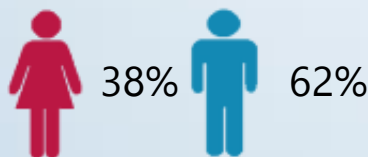
Appendix.

Sample characteristics.

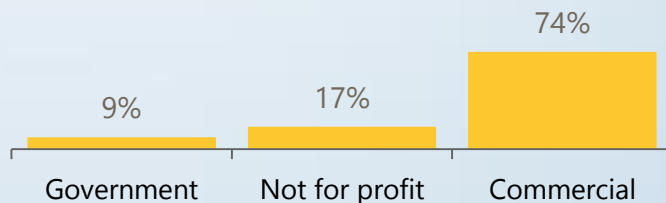
The inaugural study was administered in 2009 with the study then repeated in 2010, 2011, 2012, 2013, 2014 and 2015.

Fieldwork for the 2017 monitor was conducted online between 2nd November – 5th December 2016, with n=108 senior marketing professionals across Australia participating within the survey.

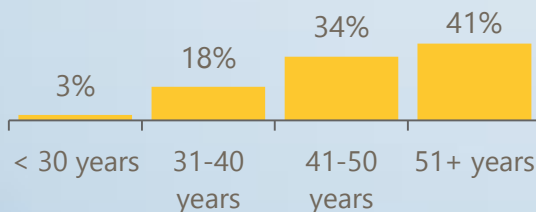
Gender



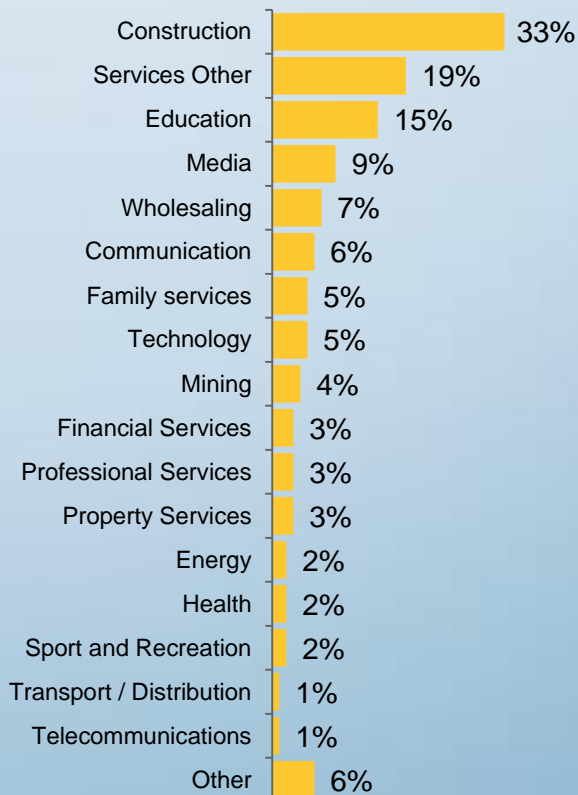
Sector



Age



Industry



State

