THE CMO COUNCIL The Peer-Powered Network

Tap Into Marketing's Only Global Network of Insight, Access & Influence





MARKETING'S GLOBAL NETWORK

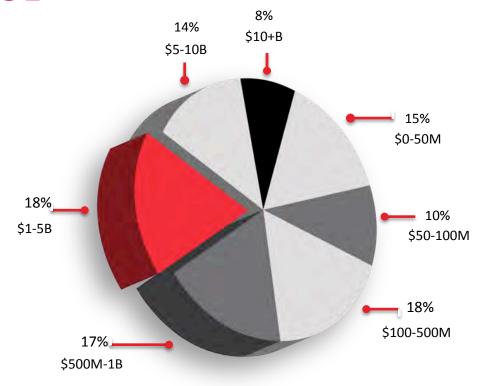
- 10,000+ global members
- Content distribution database of over 67,000+ marketing and industry contacts
- 110 countries represented
- Members control over \$450 billion in annual marketing spend





MEMBERSHIP BY REVENUE

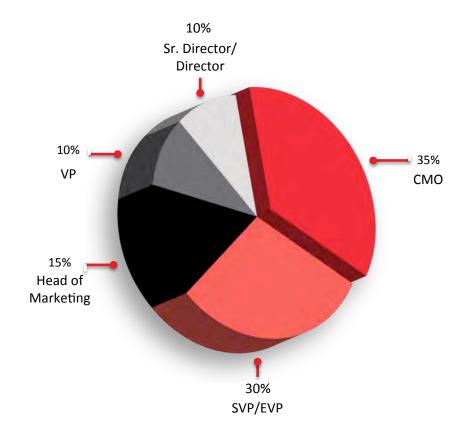
- CMO Council members hail from all sizes of organizations from small fast growth enterprises to leading global enterprises
- 40% of CMO Council membership hail from organization with corporate revenue in excess of \$1 billion USD





MEMBERSHIP BY TITLE

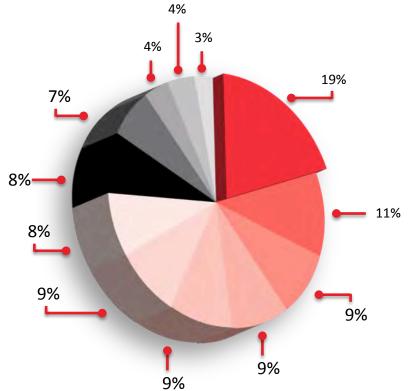
- 80% of CMO Council Members hold CMO, SVP or Head of Marketing Titles
- All CMO Council members are senior marketing decision makers for the business, brand, product or line of business





MEMBERSHIP BY INDUSTRY

- Technology
- Financial Services
- CPG
- Retail
- Travel/Hospitality
- Publishing/Media
- Automotive
- Entertainment
- Professional Services
- Oil/Gas/Energy
- Transportation
- Other





MEMBERSHIP BY REGION





INTERNATIONAL OPERATIONAL SCOPE



- Seven regional advisory boards involving
 500+ marketers
 - (North America, Europe, Middle East, Africa, India, Asia, Latin-America)
- Academic liaison board with 50 international universities
- International speakers bureau
- Global talent sourcing center
- Content syndication network of 2,200 channels
- Affiliations and partnerships with media and associations

OPPORTUNITIES TO NETWORK & ENGAGE

- 74 Dinner Dialogue events around the globe hosting 1,300+ executives in 2015
- 20+ webcasts with 42,000+ views through the year
- CMO Summit Napa attracting 110+ senior leaders across B2B and B2C power brands
- 17 reports & white papers in 2015
- 12,000+ downloads of content from CMOCouncil.org in 2015





DIGITAL & MEDIA BUZZ



- 3,500+ media mentions from June 1 – December 1, 2015
- 210+ unique articles
 - Forbes, Wall Street Journal, AdAge, MediaPost, CMO.com, AdNews (AU), Entrepreneur, ClickZ, CIO Magazine
- 30,000+ monthly site visits, with 15,000+
 new users each month
- 11,000+ followers on @CMO_Council Twitter
- 2,600+ members in private CMO Council LinkedIn group
- New connections in 2016 include regional LinkedIn groups, WhatsApp connections and private mentorship connections on CMOCouncil.org



AUTHORITY LEADERSHIP & KNOWLEDGE TRANSFER

- Monthly Marketing Magnified eJournal
- PeerSphere: The Quarterly CMO Council Journal
- Bi-Weekly news flashes:
 - Required Reading: Highlights important news, events and thirdparty content that should be on every marketer's radar
 - CMO Connections: Key industry and partner events, including CMO Council gatherings and webcasts





2016 AREAS OF FOCUS

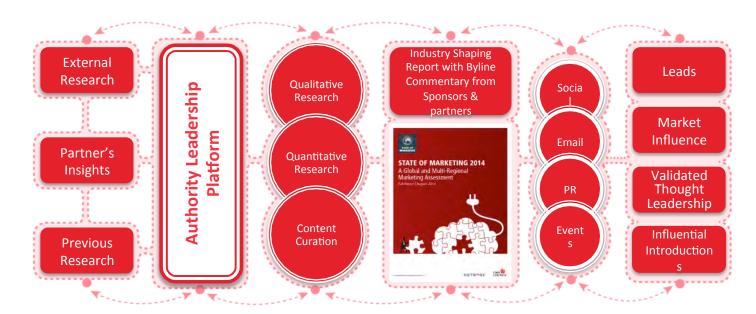


- Competitive Intelligence
- Advanced Analytics & Predictive Intelligence
- Consumer Behaviors and Customer Experience Expectations
- Brand & Reputation Protection
- MarTech Innovation
- Marketing Cloud Impact & Trends
- Cross C-Suite Alignment: CFO, COO and CHRO Partnership
- Marketing Talent Training & Skilling
- Content, Creativity and Customer Engagement
- Mobile, Social and All Things Digital



CRAFTING AN INTELLIGENT MARKET ENGAGEMENT™

 The CMO Council develops multi-level, multi-channel authority leadership engagements to influence decision making and buying behavior





GETTING INVOLVED

CMO COUNCIL PROGRAMS ENABLE PARTNERS TO INFLUENCE DECISION MAKERS

- Gain insight into CMO issues, priorities & intentions
- Build authority leadership and advocacy agendas
- Source strategic value-selling content and enable highlevel conversations
- Empower and equip sales organizations to engage at the CMO level
- Influence CMO spend allocation & purchase decisions
- Develop qualified leads and further one-to-one relationships





THOUGHT LEADERSHIP WHITE PAPER



- Introduce specific platforms or areas of thought leadership intended to spark a conversation
- Length between 10 15 pages
- May involve select interviews with leading marketers, subject matter experts or previously collected CMO Council research data
- Sponsors have opportunity to include branded by-lined commentary
- Sponsorship includes all platform development, content development, paper production and promotion/distribution through CMO Council channels
- Sponsors can utilize the developed content in their external sales and marketing collateral (with attribution to CMO Council)
- Papers promoted thru CMO Council online, social and mobile channels



EVENTS: WEBCASTS



- All content streamed through The CMO Council webinar channel, powered by BrightTalk
- Webinar will focus on an Authority Leadership content platform, developed in partnership with sponsors and partners
- CMO Council manages all aspects of logistics, including speaker recruitment, content management, audience development and moderation
- Past webinars have included executive leaders from HP, Google, Levi's, Motorola, Wells Fargo, AT&T and many other leading brands
- Typically attract between 100 300 registrants



EVENTS: DINNER DIALOGUE



- Executive roundtables with 15 20 leading senior marketing executives
- Discussion revolves around a key issue or challenge facing marketing today
- Each dinner will feature an expert speaker from the sponsoring organization
- Highly interactive, intimate engagements with relevant senior marketing decision makers in a "No-Selling" environment
- Sponsorship includes all content development, audience development, logistics and venue management, event facilitation and hosting costs*
- Events can be hosted globally, but may require additional budget for travel, expenses or venue.



EVENTS: CMO SUMMIT





- Return of the original CMO SUMMIT, produced and hosted exclusively by the CMO Council.
- Elite retreat for marketing leaders including peer-powered keynote addresses, best practice panel sessions and an interactive workshop designed to leverage authority leadership knowledge exchange to solve critical marketing challenges
- Full day sessions with networking, thought leadership and peer-to-peer engagements
- Industry experts and thought leadership to present and stimulate discussion with 100 – 150 executives
- 2015 event hosted in Napa, California with 110+ senior marketing leaders in attendance



AUTHORITY LEADERSHIP VIDEO SERIES





- The CMO Council channel on YouTube, attracts marketers looking for peer-powered content
- Video content is also posted on CMO Council web channels, and can be posted on sponsor websites and channels
- Videos focus on a single area of thought leadership developing custom video interviews and profiles of global marketing leaders
- Sponsorship includes video production, content development and video promotion through CMO Council distribution channels



MEDIA & ADVERTISING: PEERSPHERE









- Peer-inspired, peer-driven, and peer-influenced by global marketing leaders around the globe
- Produced as digital magazine available for iPad and tablet viewing
- Showcases insights, best practices, and commentary from CMO Council members, experts, and academics
- PeerSphere is distributed to the CMO Council's 7,000 global senior marketing members as a complimentary service
- Paid access (\$19.99 per quarter) through both print and digital platforms



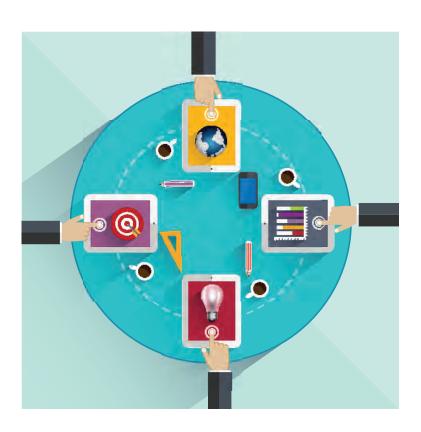
MEDIA & ADVERTISING: MARKETING MAGNIFIED



- Monthly newsletter for the CMO Council
- Features contributed thought leadership content, in-depth interviews and Q&A's with global brand leaders, and updates and news about the CMO Council and affiliated partners
- Available for viewing at www.marketingmagnified.com
- Distributed to all global CMO Council members along with an opt-in subscription base of over 25,000 marketing executives
- Sponsorship includes one leaderboard banner, one premium sponsored content position, and one skyscraper banner



CUSTOM IME CAMPAIGN



- Development of a comprehensive authority leadership platform
- Peer-powered research with quantitative survey and qualitative interviews
- Content generation starting with comprehensive report authored by the CMO Council
- Go-To-Market launch may include webcast, dinner dialogs, video series, infographic, sales training and enablement materials and speaking engagements
- Media relations campaign to capitalize on earned media placements
- Social media campaign via CMO Council social channels



CONTENT PERFORMANCE AUDIT



- The CMO Council's auditing process looks to raise the caliber of content produced in organizations
- Catalogs the impact and influence this content might have on brand awareness, perception, deal contention and buyer/specifier consideration
- Each audit provides an in-depth, integrated view and assessment of content marketing initiatives from strategy, messaging and platform development to content origination, distribution, reach and impact
- Assessments include interviews with key content stakeholders across the organization and external stakeholders including customers
- Content map identifies weak points in activating, educating and embracing customers/prospects across the entire sales funnel



CASE STUDY: SAS



GOAL

Put mobile-first strategy into play as a

key marketing mandate

AUDIENCE

Marketing Executives, VP and above

CHALLFNGF

As marketers look to personalize and

optimize data-led experiences, mobile

is often relegated to a series of

disconnected campaigns. SAS, a leader in data, insights and intelligence has spearheaded a call to action to integrate and maximize opportunity from mobile.

PLATFORM

Getting in Synch With Mobile Customers

STRATEGY

Gain a better understanding of where and how marketers are aligning with the mobile expectations and experiences of their most important customers. Engage in primary research focused on the mandates, challenges and opportunity in mobile. Engage with senior marketing decision makers to make a case for integrated intelligence that informs the mobile experience



CASE STUDY: SAS

BUSINESS OUTCOMES:

- 2 REPORTS
 - 500+ downloads and growing
- Webinar
 - Speakers from Visa, Intuit & Old Navy
 - 186 registered viewers; 46% live participation
 - Audience rating of 4.5 (of 5) stars
- 2 Dinner Dialogs
 - New York & California
 - 30+ senior executives focused on mobile strategy and analyticsempowered experiences









CASE STUDY: SAP (NORTH AMERICA)



GOAL

Create engagements with Marketing

audience at senior levels

AUDIENCE

Marketing, Customer Insights, Digital

executives

CHALLENGE

SAP is a global leader in customer data

and intelligence, but was looking to advance thought leadership in the area of customer experience. With increasing noise in the market around customer experience and the

need for data-driven exchanges, a new approach would be necessary.

PLATFORM

Mastering Adaptive Customer Engagements

STRATEGY

Conducted primary research to establish where key challenges to advancing a data-driven,

customer focused strategy were holding customer experience management strategies back. Engage with senior marketing executives to

discuss where and how people, process

and platforms must align.



CASE STUDY: SAP (NA)

BUSINESS OUTCOMES:

- REPORT
 - 479 downloads
- BEST PRACTICE WHITE PAPERS
 - Four papers
- 4 WEBCASTS
 - 1,390+ pre-registered
 - 41% live view
 - 4.45 (of 5) rating
- 6 DINNER DIALOGS
 - NYC, Chicago, Atlanta, Toronto, San Diego, Seattle
 - Engagement with 120+ senior marketing execs
- Presentations at 2 Advisory Board sessions: NYC, Phoenix















CASE STUDY: ADOBE (ASIA & PACIFIC)



GOAL

Create buzz and opportunity among senior marketers looking to advance digital marketing

AUDIENCE

Marketing, Analytics/Insights

CHALLENGE

Well known for leadership in the creative space, Adobe's Marketing Cloud was not well known across Asia and the Pacific. They needed to raise awareness for

digital marketing, amplify the need for new automation solutions to power strategies and introduce new concepts in advanced digital marketing to a

relatively immature marketing market.

PLATFORM

The Digital Marketing Performance

Dashboard

STRATEGY

Track the year-over-year advancement

and maturation of digital marketing strategy among senior marketing executives across APJ. Establish a

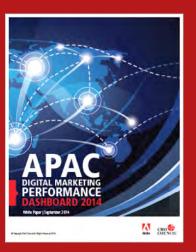
benchmarking tool that tracks key areas of maturity including organizational readiness,

strategy, technology and marketing mindset.

CASE STUDY: ADOBE (APAC)

BUSINESS OUTCOMES:

- Reports
 - 3 annual reports
 - Japan specific paper developed for 2013, 2014
 - Over 1,800 downloads
- 2014 Media Outcomes
 - Over 60 stories across APJ
 - 53% in Tier 1 outlets
 - APAC webcast: 500 registrants
- 2014 Social Reach
 - 296.5k reach
 - 500+ mentions







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Get in Touch to Get More Engaged

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