

THE CMO COUNCIL

The Peer-Powered Network

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

March 2017



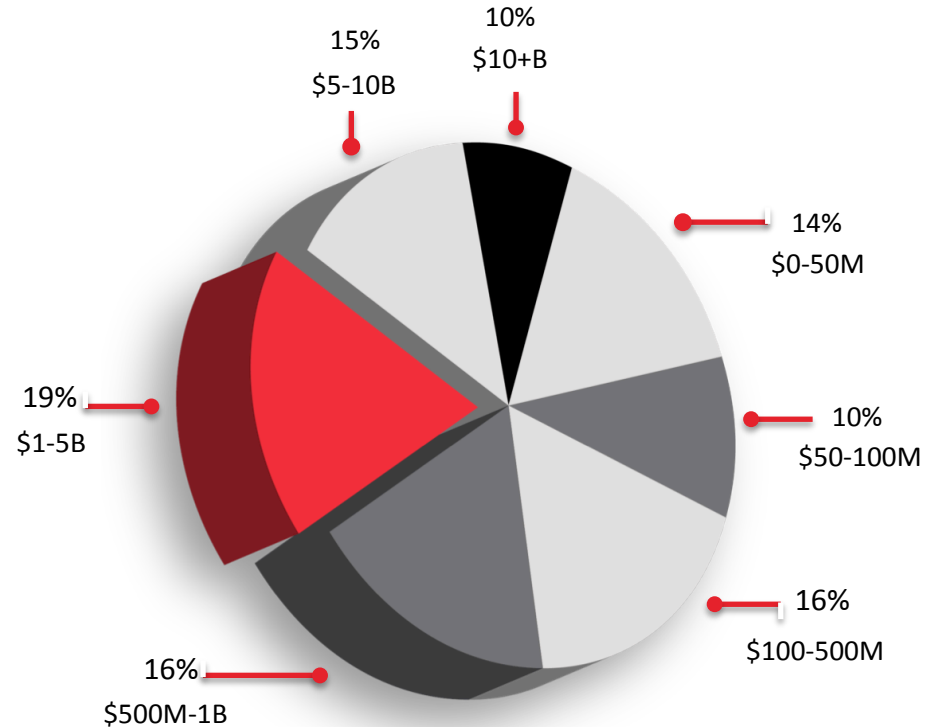
MARKETING'S GLOBAL NETWORK

- **12,500+** global members
- Content distribution database of over **67,000+** marketing and industry contacts
- **110** countries represented
- Members control over **\$500 billion** in annual marketing spend



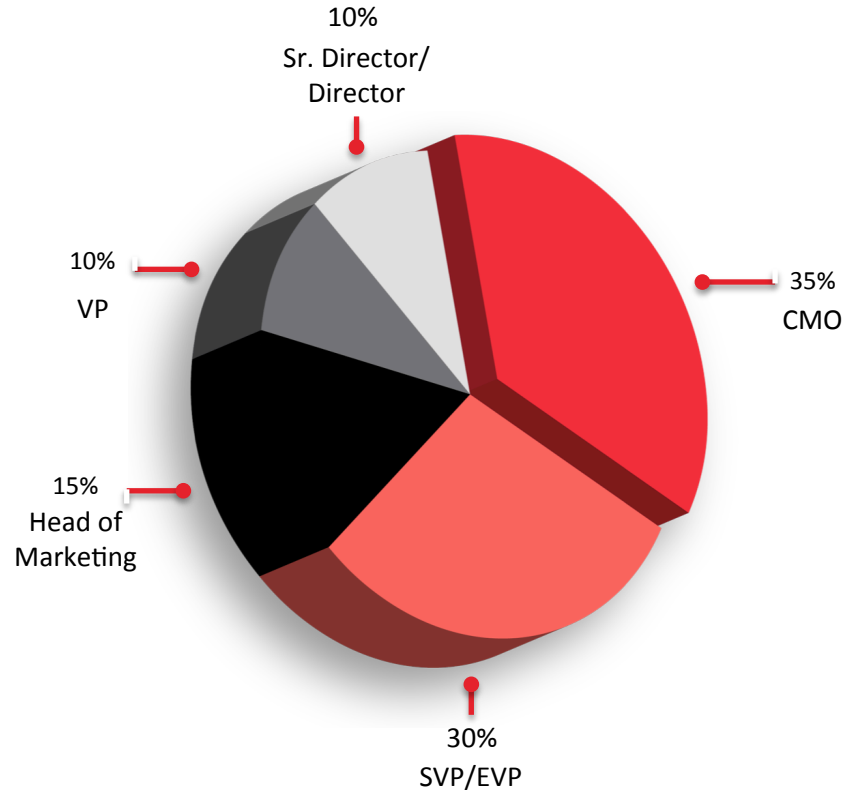
MEMBERSHIP BY REVENUE

- CMO Council members hail from all sizes of organizations from small fast growth enterprises to leading global enterprises
- 44% of CMO Council membership hail from organization with corporate revenue in excess of \$1 billion USD



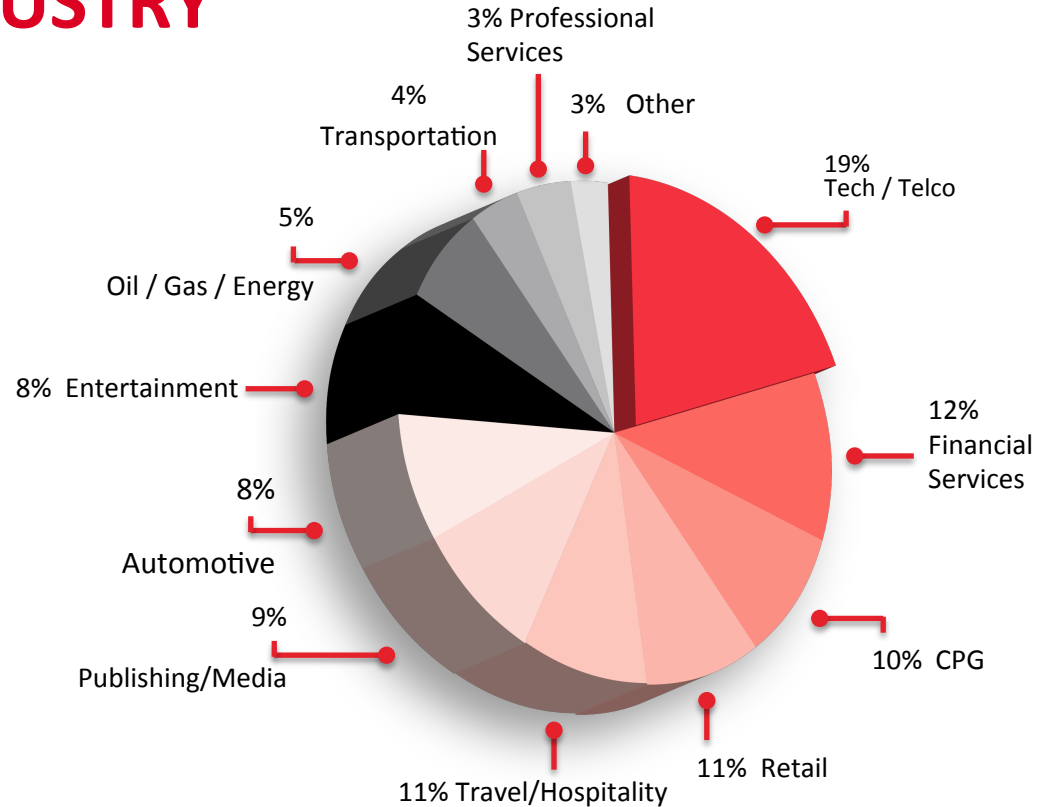
MEMBERSHIP BY TITLE

- 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

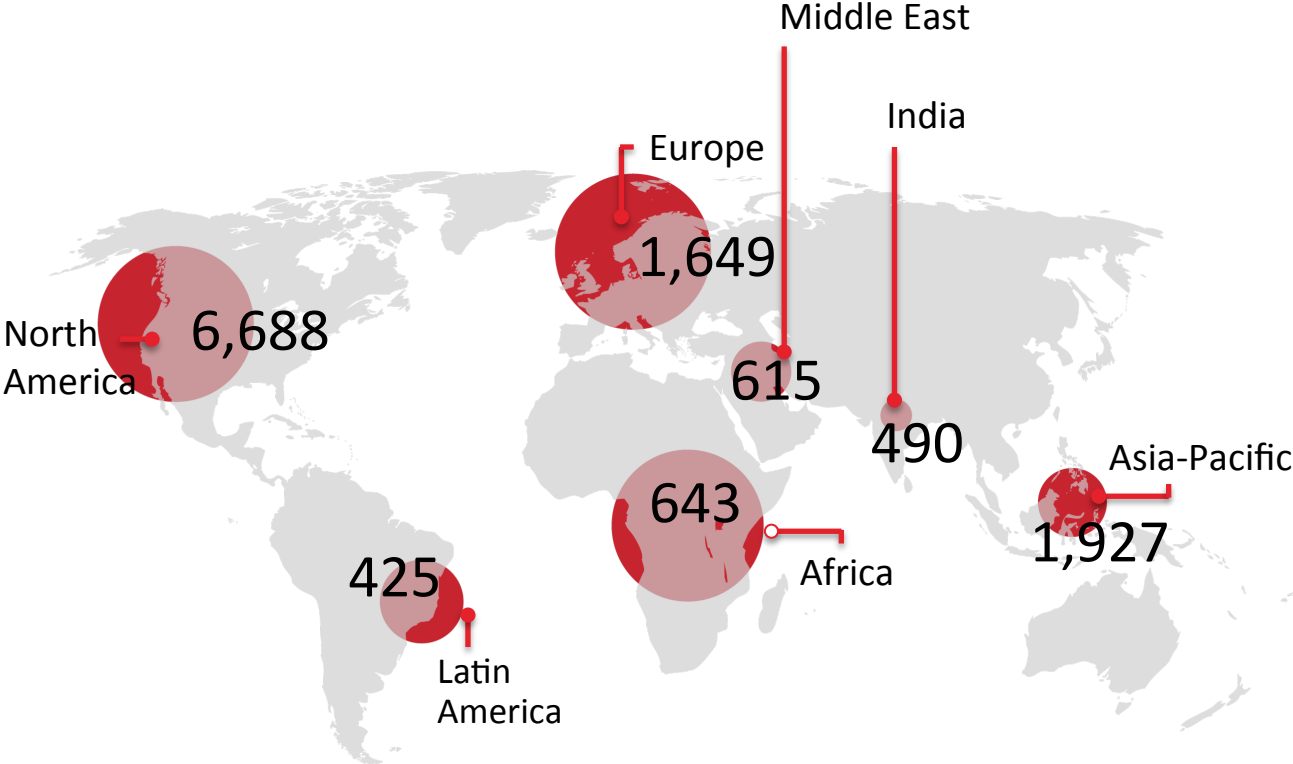


MEMBERSHIP BY INDUSTRY

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



MEMBERSHIP BY REGION



OPPORTUNITIES TO NETWORK & ENGAGE

- **71** Dinner Dialogue events around the globe hosting **1,300+** executives in 2016
- **20+** webcasts with **42,000+** views through the year
- CMO Council Elite Retreat @ SAP Sapphire NOW welcoming **80+** senior leaders across B2B & B2C power brands
- **25** reports & white papers in 2016
- **13,000+** downloads of content from CMOCouncil.org in 2016



DIGITAL & MEDIA BUZZ



- **5,500+** media mentions from June 1 – December 1, 2015
- **300+** 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
- **15,400+** followers on @CMO_Council Twitter
- **2,700+** members in private CMO Council LinkedIn group
- New connections in 2016 included 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 content on every marketer's radar
 - CMO Connections: Key industry and partner events, including CMO Council gatherings and webcasts
- CMOCompensation.com: The first comprehensive global view of senior marketing compensation



2017 AREAS OF FOCUS



- Competitive Intelligence & Marketing Science
- Advanced Analytics & Predictive Intelligence
- Consumer Behaviors and Customer Experience Expectations
- Decision Science & ROI
- MarTech Innovation
- Omnichannel Innovations
- Cross C-Suite Alignment: CFO, COO, Procurement and CHRO Partnership
- Marketing Talent Training & Skilling
- Brand Inspiration Center
- Content ROI
- 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 high-level 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, but does not include original research
- 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.

* Costs vary based on city, country and size of audience

EVENTS: ELITE RETREAT



- CMO Council Elite Retreats gather marketing leaders at a pre-organized function, conference or event
- First Elite Retreat held in 2016 in conjunction with SAPPHIRE NOW event in Orlando, Florida. Attendees from global power brands
- Full day sessions with networking, thought leadership and peer-to-peer engagements
- Content development, speaker recruitment and audience development all provided by CMO Council, including on-site and pre-event logistics and project management
- Venue costs, food, beverage and out of pocket costs not included in fee below

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 12,500 global senior marketing members as a complimentary service

MEDIA & ADVERTISING: CMOCOMPENSATION.COM

The screenshot shows the top navigation bar with the CMO Compensation & Talent Sourcing logo, a 'LOGIN' button, and the text 'An Exclusive Service Provided by The Chief Marketing Officer (CMO) Council'. Below the navigation bar, there are two buttons: 'SEARCH FOR JOBS' and 'SEARCH SALARIES'. The main content area features a large image of people in an office setting with the text 'THE SMART WAY TO TRACK MARKETING PAY'. Below this, a paragraph reads: 'Ever wonder how a compensation package aligns with peers in your industry? How are compensation packages changing in other markets, industries or even regions? Are you offering the right package to marketing leaders? Get your profile started below to become part of the only global benchmark of marketing compensation.'

- Peer-powered benchmark of global senior marketing compensation
- Only global tracker of CMO and marketing compensation
- Currently tracking salaries, benefits and perk packages of over 200 senior marketing leaders
- Talent sourcing center showcasing jobs and opportunities for senior marketing roles globally
- Quarterly reports benchmarking compensation package trends and insights



The screenshot shows a search results page for 'Chief Marketing Officer' in the 'Marketing' category. The page displays search criteria, search results, and benefits received. The search results section shows the following data:

Your Search Results	
Average Base Salary	\$222,884
Average Bonus	\$113,758
% of people who receive bonus	82%
Average total comp	\$36,788

The benefits received section shows the following data:

Benefits Received	
Mobile phone	95%
Retirement/401k/espension	95%
Laptop / personal computer	96%

CUSTOM CONTENT CREATION



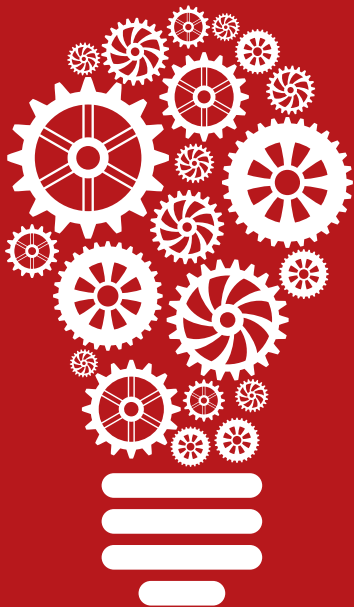
- Development of a comprehensive authority leadership platform
- Peer-powered original research with quantitative survey and qualitative interviews
- Content generation starting with comprehensive report authored by the CMO Council
- Media relations campaign to capitalize on earned media placements
-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

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

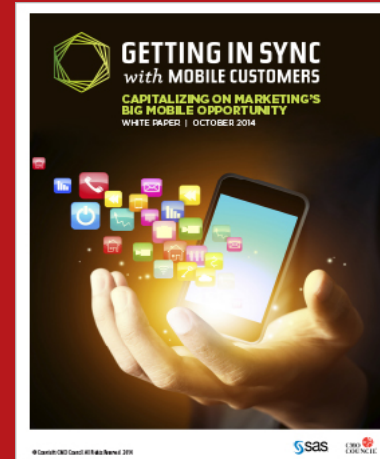


GOAL	Put mobile-first strategy into play as a key marketing mandate
AUDIENCE	Marketing Executives, VP and above
CHALLENGE	As marketers look to personalize and optimize data-led experiences, mobile is often relegated to a series of disconnected campaigns. SAS, a leader in data, insights and intelligence 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

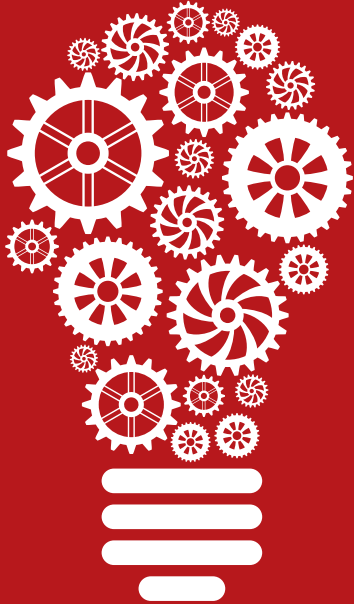
CASE STUDY: SAS

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 analytics-empowered experiences



CASE STUDY: SAP (NORTH AMERICA)

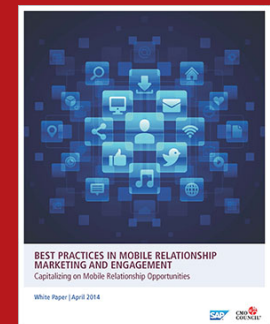
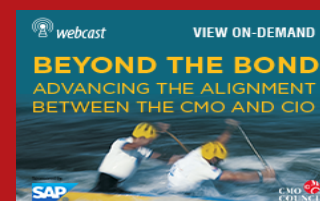


GOAL	Create engagements with Marketing audience at senior levels
AUDIENCE	Marketing, Customer Insights, Digital executives
CHALLENGE	SAP is a global leader in customer data and intelligence, but was looking to advance thought leadership in the area of customer experience. With increasing noise in the 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.

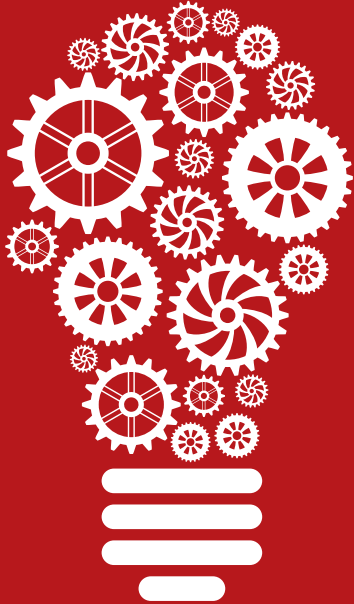
CASE STUDY: SAP (NA)

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



THE CMO COUNCIL

The Peer-Powered Network

Get in Touch to Get More Engaged

Bryan DeRose

VP, Partnerships & Business Development
CMO Council

bderose@cmocouncil.org

408-677-5330

