Meaningful Marketing Framework

Belgian
Association
of Marketing

The **Meaningful Marketing Framework**
Towards more relevance at the heart of brands & marketing

The **Meaningful Marketing Framework** (Journey/Manifesto)

is an evolutive guide to thriving and growing in the digital era.

It aims to inspire and help marketers and brands to fundamentally reassess what they do in a world where relevance defines success.

Use it to guide your journey towards meaningful business growth.

The Meaningful Marketing Framework

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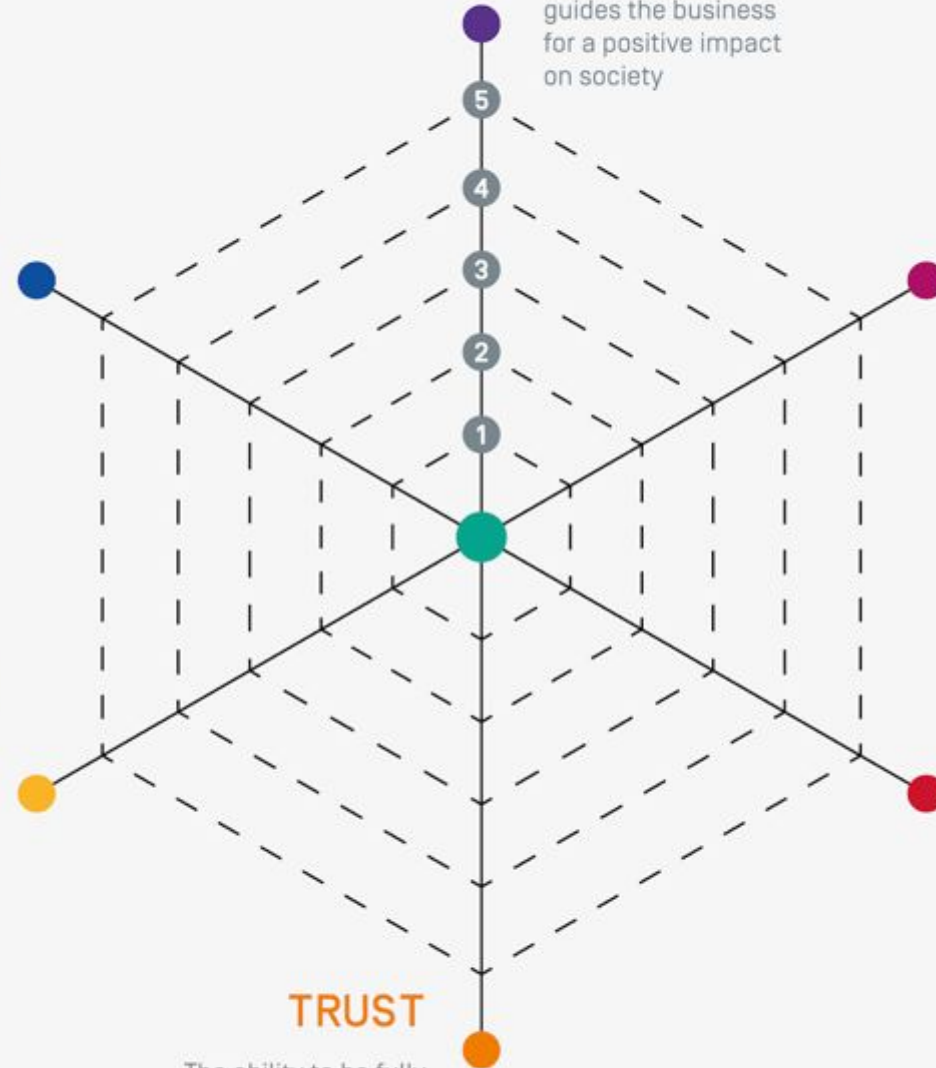

PURPOSE
A set of goals which guides the business for a positive impact on society

HOLISTIC
The ability to engage all parts of its broader ecosystem with its purpose

COLLABORATION
An "open organisation" that drives a customer centric value proposition

SHARED VALUE
A business strategy that links economic, societal and individual value

PERSONAL
The capability to deliver solutions based upon single individual needs

TRUST
The ability to be fully transparent and deserve the customer's confidence

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Purpose

Purpose

A purpose is a set of goals which guides the business for a positive impact on society.
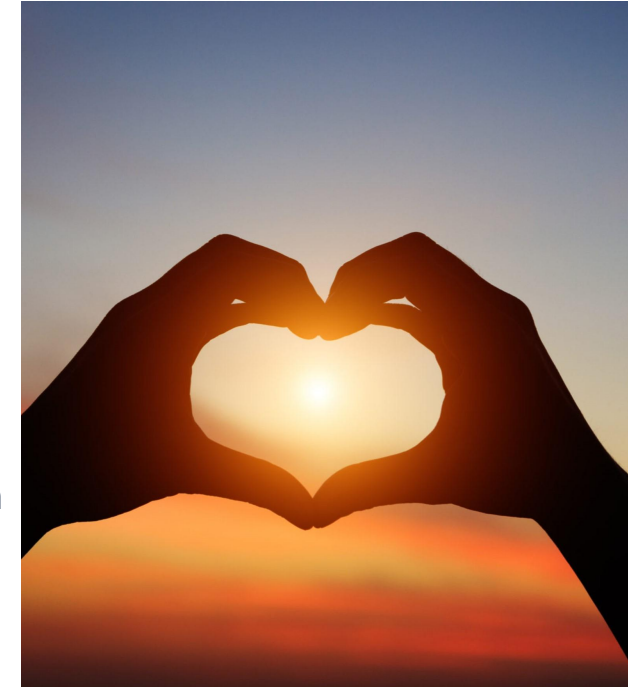
Purpose

The "higher purpose" of the organization and its role in society

We are currently undergoing a massive societal shift. It touches every aspect of economic, social and political life, from climate change to Gilet Jaunes and #MeToo.

While these movements will evolve and be replaced by others, brands cannot afford to ignore the fundamental changes happening nor their role in contributing to and engaging in them.

Although it is not within the power of all businesses to directly solve a societal challenge, such as curing cancer, every business can contribute to making the world a better place, from tackling stereotypes and gender inequality to helping eradicate child slavery.

Identifying your higher purpose goes beyond Corporate Social Responsibility. It is not a nice to have; purpose has become a prerequisite of future success. Purpose drives your organization and its meaningful growth, as does empowering your employees to contribute in meaningful ways to your purpose.

Purpose - Self Assessment Levels

Definition
A purpose is a set of goals which guides the business for a positive impact on society.

How does your company work with its purpose?

1. Our organization does not really have a company purpose, or this purpose does not have a positive societal impact.

2. Our organization is currently working on the purpose definition.

3. Our organization has a purpose and it is mainly used for branding in our external communication.

4. Our organization has a purpose and it is embedded in all the aspects of the marketing mix.

5. Our organization has a purpose and it is the North star for all decisions in the organization.

Holistic

Holistic

Holistic is the ability to engage all parts of its broader ecosystem with its purpose.

Holistic

Looking beyond the organization to the broader ecosystem.

Your <u>purpose needs to be embedded in the whole organization</u> and shared with the external world. It defines how you interact with all stakeholders, internally and externally.

Marketers are the first purpose ambassadors. Their mission is to create the spark and drive the change so that every employee becomes a purpose ambassador and every ecosystem partner understands what your organization stands for.

Embedding purpose in your organization means <u>breaking down silos and building bridges between business units and people.</u>

Embedding purpose in your broader ecosystem involves engaging with partners in your own sector but also partners in other sectors, your customers and wider society. Delivering meaningful experiences in the digital era involves them all.

From products and services to business strategy and accounting: every stakeholder must know and recognize the purpose of your brand.
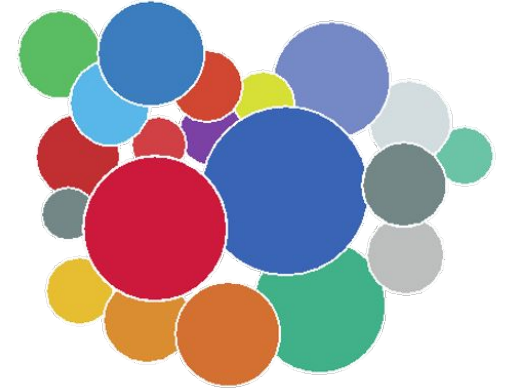
Holistic – Self Assessment Levels

Definition
Holistic is the ability to engage all parts of its broader ecosystem with its purpose.

Does your company look beyond its organization and share its purpose with a broader ecosystem?

1. We have a purpose. It does exist on paper, but we do not engage anybody. We do not really work on it on an everyday basis.

2. We do engage our marketing department only; purpose in the whole organization but is limited to the organization only.

3. We do engage our purpose in the whole company.

4. We develop and/or we do share our purpose with our company and direct stakeholders.

5. We engage our purpose with our entire ecosystem in and beyond our sector: we share it with competitors, state, policy makers, academics, regulators,

Shared Value

Shared Value

Creating shared value is a business strategy in which companies link economic value for the organization, societal value and individual values.

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Shared Value

Creating new value for your customers, brand and society.

Traditional business models are being challenged and reinvented. <u>Making a profit is no longer the only goal</u>. We are evolving to the next level. If brands want to make a profit in the future, they must share more than just a commercial relationship with their stakeholders.

There is nothing wrong with making a profit! Rather, today we have an opportunity to use the enormous financial power of business to have a <u>greater societal impact</u>.

Shared values should serve the organization, its employees, customers, society, and ecosystem partners.

Shared values help brands to stay relevant. <u>Brands can leverage their economic power and shared values to tackle societal issues in meaningful ways.</u>

These values must also be relevant to your brand. Choices need to be made in function of where your organization is now and where it wants to be in the future. What is achievable for your organization? By when? How?
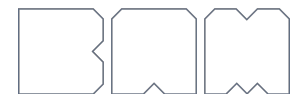
Shared Value – Self Assessment Levels

Definition
Creating shared value is a business strategy in which companies link economic value for the organization, societal value and individual values.

What is the main "motivation" of my company?

1. Our organization's growth is driven by short term profit only.

2. Our organization's growth is driven by long term perspectives (market share, etc.).

3. Our organization's growth is driven by long term perspectives including social/environmental goals.

4. Our organization's growth is driven by integrated shared value in our value proposition.

5. Our shared value proposition has an impact on the entire category/sector.

Trust

Trust

Trust is the ability of the organization to deserve the confidence of the customer.

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Trust

Respect for the client and brand authenticity

Approaching customers with the sole purpose of selling more is a thing of the past. People now expect businesses to offer them fair and ethical products and services, and respectful communications.

This is the correct way to build a lasting relationship with your customers. If your brand shows them respect, they will respect your brand. Promise what you deliver and deliver what you promise. Across all channels.

To build trust in your brand, you must be authentic. Every interaction should support your purpose and shared values. For example, demonstrating your social responsibility, respecting data privacy, transparent communications and listening to all stakeholders in your ecosystem. And also avoiding pushy commercial selling techniques plus ensuring a human touch in every interaction...

Building genuine communities around your brand, from customers to employees, is another way to create powerful groups of external brand influencers who speak with one authentic voice.

And while many new digital marketing tools may seem tempting, they first need to pass the test of whether or not they align with your brand's purpose and shared values. Will they increase or decrease the trust customers have in your brand?

Trust – Self Assessment Levels

Definition
Trust is the ability of the organization to deserve the confidence of the customer.

How do you make it happen?

1. Our organization does not make particular efforts to deserve customer confidence.

2. Our organization claims consumer confidence, but the value chain is not traceable nor transparent.

3. Our organization does particular efforts for making our process transparent and traceable.

4. Our organization succeeds in getting our entire value chain fully traceable and transparent.

5. The way the value proposition is generated by the whole ecosystem, is fully transparent and traceable.

Personal

Personal

The capability of your organization to deliver solutions based on needs of single individuals.

Personal

Using data and technology to deliver personalized and seamless experiences

The digital tools we have at our disposal are capable of delivering previously <u>unimagined experiences</u>. These technologies and the data feeding them are means to an end but not objectives in themselves. First, you need to decide what experience or outcome you want to achieve, and then choose the technology.

In a noisy world of endless choices, it's all too easy to overwhelm the people you most want to reach. Aggressively pushing your products and services in order to stand out from the crowd will result in people opting out. And in the digital world, this happens in one click of the mouse.

<u>Listen to your customers and then propose quality solutions that meet their changing needs and expectations in a personalized way.</u> Technology is a powerful tool to achieve this and to make the shift from a push attitude to a pull attitude.

Data is the lifeblood of digital technologies. <u>Gathering data</u>, crunching data and structuring data enables you to create better and more personal touchpoints. But customers also need to know you handle data with respect. Make sure you have the necessary data management governance in place to avoid misuse or breaches and grow trust in your brand this way.

Personal - Self Assessment Levels

Definition
The capability of your organization to deliver solutions based on needs of single individuals.

Up to what level can you customize your solution?

1. In a minimum way. One size fit all.

2. In a segmented way, our organization adapts it to each segment.

3. On a one-to-one base: based on anonymous individual data, our organization delivers adapted solutions to each customer.

4. On a one-to-one base, our organization   delivers the solution and tries to take into account the input of the individual customer.

5. On a one-to-one base, the customer decides, and our organization is able to deliver a fully customized solution to the individual customer.

Collaboration

Collaboration

Collaboration Is the ability to open its processes and way of doing to internal and external parties for delivering a superior customer centric value proposition.

The Meaningful Marketing Framework

Collaboration

## Open-minded thinking and co-creation

With a higher purpose, shared values, and a broad ecosystem, brands have access to collective intelligence that can help them shape the personalized experiences customers want. Listening to your stakeholders is fundamental. Understanding how customers use your existing products and services will help you to build better solutions in the future.

More and more people today are looking <u>for total experiences</u>, unlike those traditionally offered by many brands and organizations.

For example, we no longer buy a simple plane ticket. <u>We buy a total journey</u> from our doorstep to our final destination with everything in between to make that experience complete (taxi, insurance, travel guide, hotel, etc.).

To respond to this trend, brands and organizations must be <u>open to co-creating with all the partners in their ecosystem, even with their competitors</u>. Trust between partners will result in better and more relevant products and services in the future.

Co-creation and collaboration are powerful and productive ways to access ideas you may not have even thought of and accelerate them into products and services that differentiate your brand.
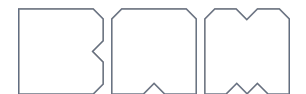
Collaboration – Self Assessment Levels

Definition

Collaboration Is the ability to open its processes and way of doing to internal and external parties for delivering a superior customer centric value proposition.

To what extend does the marketing practice drives collaboration and co-creation in your ecosystem (including external company stakeholders)?

1. There are few collaborations between departments in our organization. This ability is not used in our organization neither in our ecosystem.

2. The collaboration in our organization is limited to few departments.

3. All business units are collaborating in our organization around the same value proposition.

4. Collaboration is organized: we use thinking and collaborative decision processes inside our company.

5. We use collaboration on a wider scope than our company. The collaborative processes are used with the external's stakeholders of the company in our ecosystem.

Thank you

Questions?
fleur.parnet@marketing.be