

Necessity is the Mother of Agility

Scott Ensign

April 21, 2020



The Next 20 Minutes



Agility



Barriers



Innovation



What's Next



Agility



What Agile Means in Marketing

- Self-organizing
- Cross functional
- Iterating
- Focused on highest value activities
- Relevant
- Personalized
- Authentic



Why Agility is Important

Consumers are already there

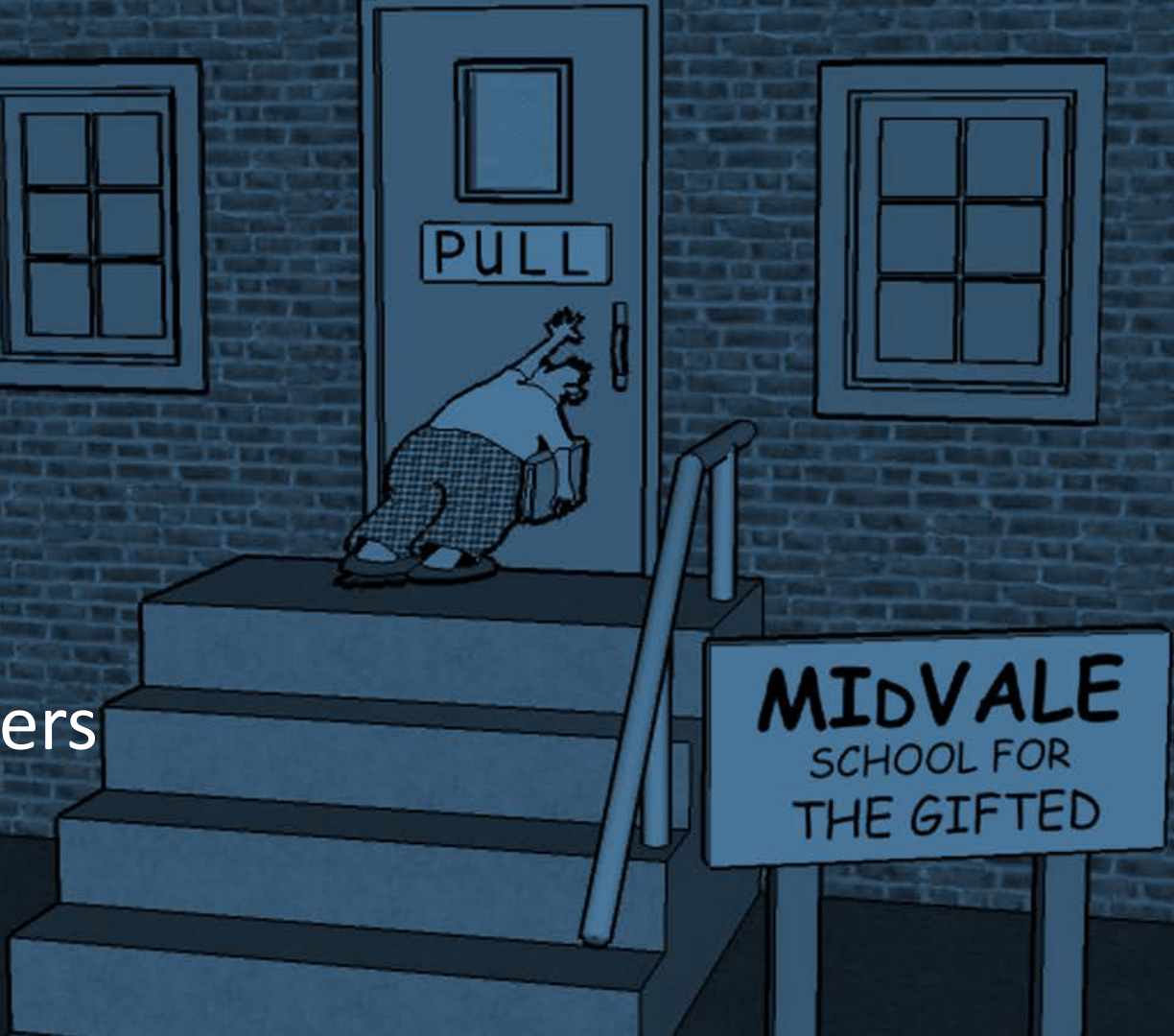
- 72% only engage with customized marketing messages
- 80% only shop with brands who personalize their experience

Marketers are behind

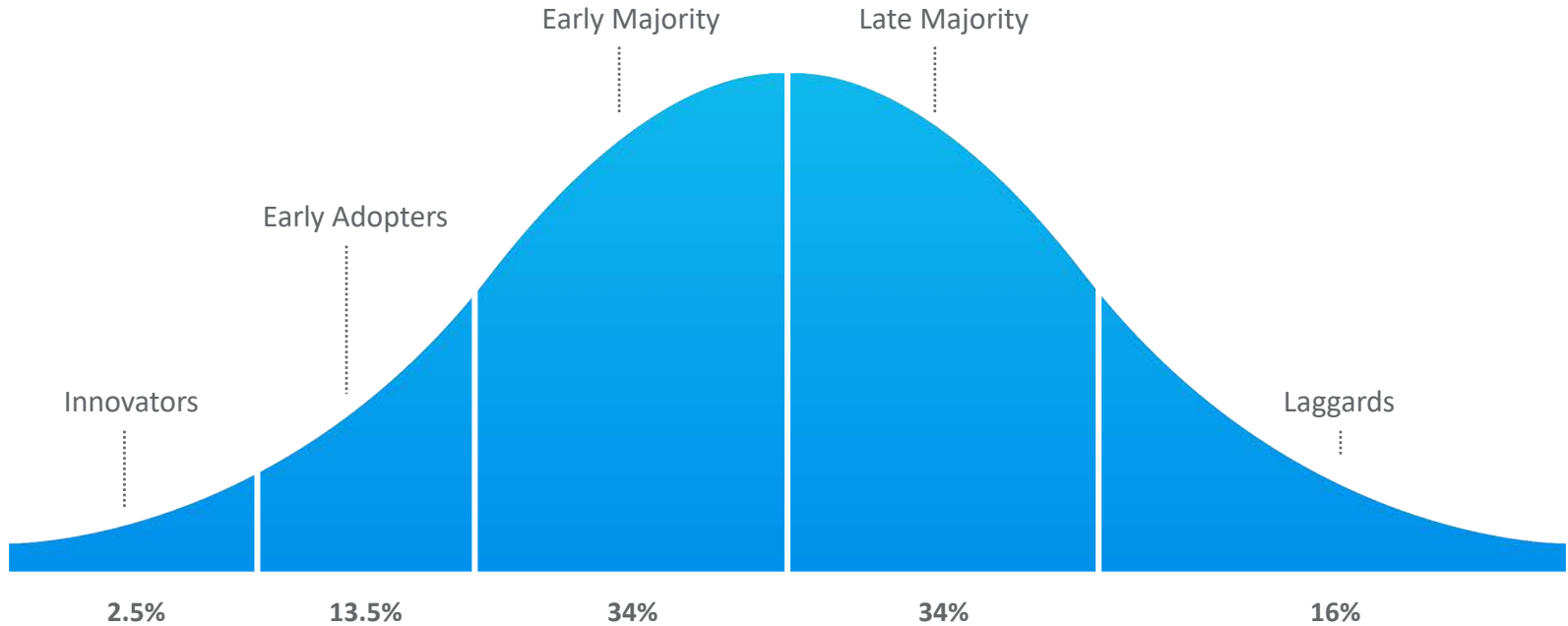
- 63% highly annoyed by generic ad messages repeatedly
- Fewer than 10% of tier 1 retailers believe they are highly effective at personalization




Barriers



Innovation Adoption Cycle





“Our Age of Anxiety is, in great part, the result of trying to do today’s job with yesterday’s tools and yesterday’s concepts.”

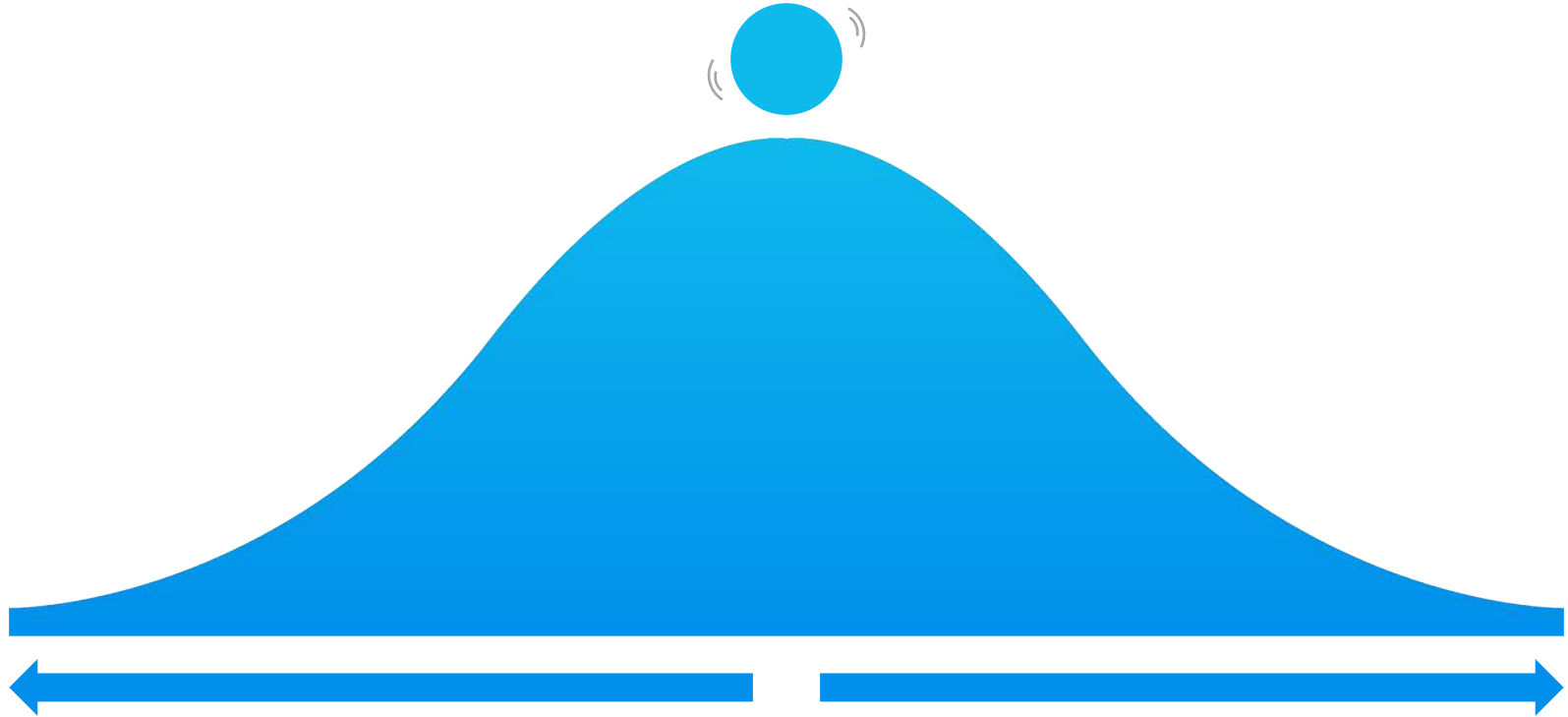
– *Marshall McLuhan*

Things Marketers Love to Hear

- That will have to go through legal
- Someone else holds that budget
- We need to get IT involved
- Those systems don't talk to each other
- We just can't find talent in this market




Unlocking Potential Without Compromise



Innovation



A hiker with a large backpack is running on a rocky trail in a mountainous landscape. The scene is captured in a blue-tinted, low-key style, emphasizing the rugged terrain and the hiker's movement. The hiker is in mid-stride, carrying a large pack, and is positioned on the right side of the frame. The background shows rolling hills and a valley with a river or stream.

“Necessity is the mother of taking chances.”

– *Mark Twain*

Necessity Drives Innovation

- We're suddenly all working from home
- Telemedicine is up 1,600%
- Gyms and trainers are offering free streaming workouts
- Learning is happening virtually
- Projects are getting dusted off
- Brands are suddenly putting out fast, relevant, and authentic content



UR
MEDICINE

Your Questions. Our Answers.

"If I think I have coronavirus can I take ibuprofen?"

Louis J. Papa, MD, FACP
Primary Care Physician

Join us
Budweiser.com/OneTeam

Ryan Reynolds left hundreds of fun voice messages for Mint Mobile users

By admin - March 30, 2020

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13 13WHAM-TV

Black Button Distilling switching to manufacture hand sanitizer

Rochester, N.Y. (WHAM) - Black Button Distilling is changing its operations to help combat novel coronavirus in Rochester and around the U.S..

6 days ago





Everything Was Strange and New



Emerging Technology Will Enable Momentum

5G connectivity

- At least 10x faster speed
- 17x more connected devices
- 30 milliseconds latency - 1

Quantum computing

- Google achievement of “quantum supremacy”
- Exponentially faster than “traditional” computers
- Promise to drive artificial intelligence and automation
- Our generation’s space race

Connectivity and computing power = new possibilities



A “New Normal” Will Emerge

- Things will be introduced back into professional life slowly and intentionally
- Businesses will determine what things should be reinstated
- Models that rely on laggard consumer behavior will fade
- Some longstanding barriers to agility and innovation will be removed permanently
- Marketing will be more agile, personalized, and authentic





It's a Great Time for a Redo

- Rethink structure
- Remove barriers
- Re-engineer for speed
- Reimagine marketing as a value exchange





Questions?

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