

## CICO: Introducing the 2022 Global Marketing Trends – Seven Trends Thriving through customer centricity

Marketers are constantly evolving with the world around them. If the last year was about recovering from an unprecedented shock, 2022 is about **Responding**, and for those best positioned, thriving in a **Post-Pandemic World**. CICO explored **Seven Trends** to help marketers and those charged with building dynamic customer experiences rethink their people, data, and experience strategies.

This year, CICO has tailored the Global Marketing Trends to better serve our global audience, by conducting an executive survey across 100 CMO's based all over the globe. According to these findings, CICO explored **Seven Trends** to help marketers and customer experience leaders to rethink their people, data, and experience strategies.

### 1-Purpose – A beacon for Growth

**Challenge:** The expectation that the purpose of businesses should go beyond maximizing profits is becoming more common as organizations **Rethink** everything from product delivery to employee and community engagement.

**Opportunity:** High-growth Brands that **Holistically** commit to an **Integrated Purpose** that mirrors stakeholder needs are gaining a competitive advantage.

### 2-Authentically inclusive Advertising

**Challenge:** As the consumer population diversifies (by race and ethnicity, sexual orientation, or differences in ability, for example), it's imperative for Brands to authentically **Reflect a Range of Backgrounds** within their messaging.

**Opportunity:** The Brands that activate their **DEI** initiatives across the workforce, marketplace, and society are the fastest-growing Brands in our study.

### 3-Building the Intelligent Creative Engine

**Challenge:** As the speed of customer messaging accelerates, the role of marketing becomes complicated. Within the organization, this **Environment is Changing the Skills Makeup** and processes of the marketing function.

**Opportunity:** By rethinking internal team structures and external partnerships, Brands can fuel **Intelligent Creative** and work at the speed of **Culture**. This can range from standing up agile teams that marry creatives with data scientists to **Repositioning Social Influencers** from product spokespeople to creative agents.

### 4-Meeting the Customer in a Cookieless World

**Challenge:** As third-party cookies sunset, marketers should **Rethink their Digital Prospecting, Customer Outreach, and Measurement Strategies**.

**Opportunity:** High-growth companies are often deploying more sophisticated first-party use cases relative to their lower-growth peers, such as dynamic **Creative Optimization** and **Programmatic Media**.



## 5-Designing a Human-First Data Experience

**Challenge:** There's a fine line between helpful and creepy when it comes to deploying customer data. And for marketers looking to build these dynamic experiences, **Numerous Considerations Should be Weighed** to help ensure they are cultivating trust along the way.

**Opportunity:** Marketers can cultivate trust through **Better Customer Data Practices**. This means designing experiences to **Create Value**, doing so with transparency, and, ultimately, empowering the customer to control their own data journey.

## 6-Elevating the Hybrid Experience

**Challenge:** With many businesses looking to invest in hybrid experiences to increase personalization, innovation, and connection, they should consider how these strategies can be both **Coherent and Cohesive as the Proliferation of Channels adds another layer of Complexity to the Process**.

**Opportunity:** By putting human needs at the center and **Rapidly Innovating** with customers as cocreators of the experience, Brands can make their physical and digital experiences as agile and flexible as consumers have come to expect.

## 7-Supercharging Customer Service with AI

**Challenge:** One of the primary methods of assisting customers that rose to importance during the pandemic was **Contact Centers**, as they became a primary conduit for customer interaction. Yet many contact centers are built on antiquated models.

**Opportunity:** Brands can implement and optimize AI within the customer experience to empower, rather than replace, the contact agents and, in tandem, elevate contact centers from cost centers to revenue drivers.

## About this CICO Report

The 2022 Global Marketing Trends Report surveyed 100 CMO's polled 11,500 consumers across the globe and conducted 18 in-depth interviews with executives from **Leading Global Brands**. Our findings explore what Brands can learn from their highest-growth counterparts to thrive amidst the world's **Unprecedented Complexity**. CICO identified **Seven Trends** that marketers and customer experience leaders should be thinking about in 2022.

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