

Dokumentation från blädderblock

Vision: Become marketing led!

Mission: Based on customer insights, define the strategy, secure cross-functional and geographical alignment to ensure flawless execution in order to deliver business goals.

Reason to be:

STRATEGY

- P → Product/execution
- P → Placement
- P → Price
- P → Promotion

CHALLENGES

- P → People (capabilities+behaviors)
- P → Processes (info, communication)
- P → Physical evidence (branding)

THE WHAT THE HOW

MARKETING & STRATEGY LED

CLAIM WHAT IT MEANS

→ FROM → TO

GOVERNANCE:

- SALES LED
- P&A Portfolio
- PRODUCT
- PROJECT DRIVEN
- SMOGAS/BASIC
- BUFFE OF LAUNCHES

MARKETING "WHAT" (SMOGE flow)

MARKETING

SOLUTIONS CATEGORY/FUNCTIONAL CUSTOMER DRIVEN

CONDITION EXECUTION

MARKETING "LEGACY"

- LAUNCH EXCELLENCE
- LINE OF SIGHT
- COMMERCIAL CAPABILITIES

FUNCTIONAL [(US) FRANCHISE]

MARKETING BUDGET

ORGANIZATION:

- TALENT
- SALARY
- PPR

~~PORTFOLIO~~

- ALIGN "SHARED" MARKETING RES.
- COMMUNICATIONS
- DIGITAL
- COM. CR.
- TRAINING (? (C.M.S.))
- BRANDING (Plan)

LÖSEN: 1231

"ROLE OF MARKETING"

- PORTFOLIO PLANNING
- LAUNCH PLANNING
- PORTFOLIO PROFITABILITY
 - PRICING
 - SALES, & P
- STRATEGY
 - BASED ON CUSTOMER INSIGHTS
 - LAUNCHES & STRATEGIC INITIATIVES
- EXECUTION
 - STARTING POINT?
 - ENDING POINT?
 - REACH INTO LOCAL ORGANIZATIONS?

CLT vs MARKETING?

- MARKETING LED
- CROSS FUNCTIONAL WAY OF WORKING → FRANCHISE
- WHAT DOES IT MEAN FOR R&D AND OPERATIONS?
 - SHOW EXAMPLES OF HOW IT COULD/SHOULD WORK.
 - THIS IS HOW WE SEE THIS.
 - GET ENDORSEMENT (EDK + BM)

2x 2020
↓
STRATEGY LED
↓
Focus

