



# INSIGHTS FROM CMOs

## May 2009

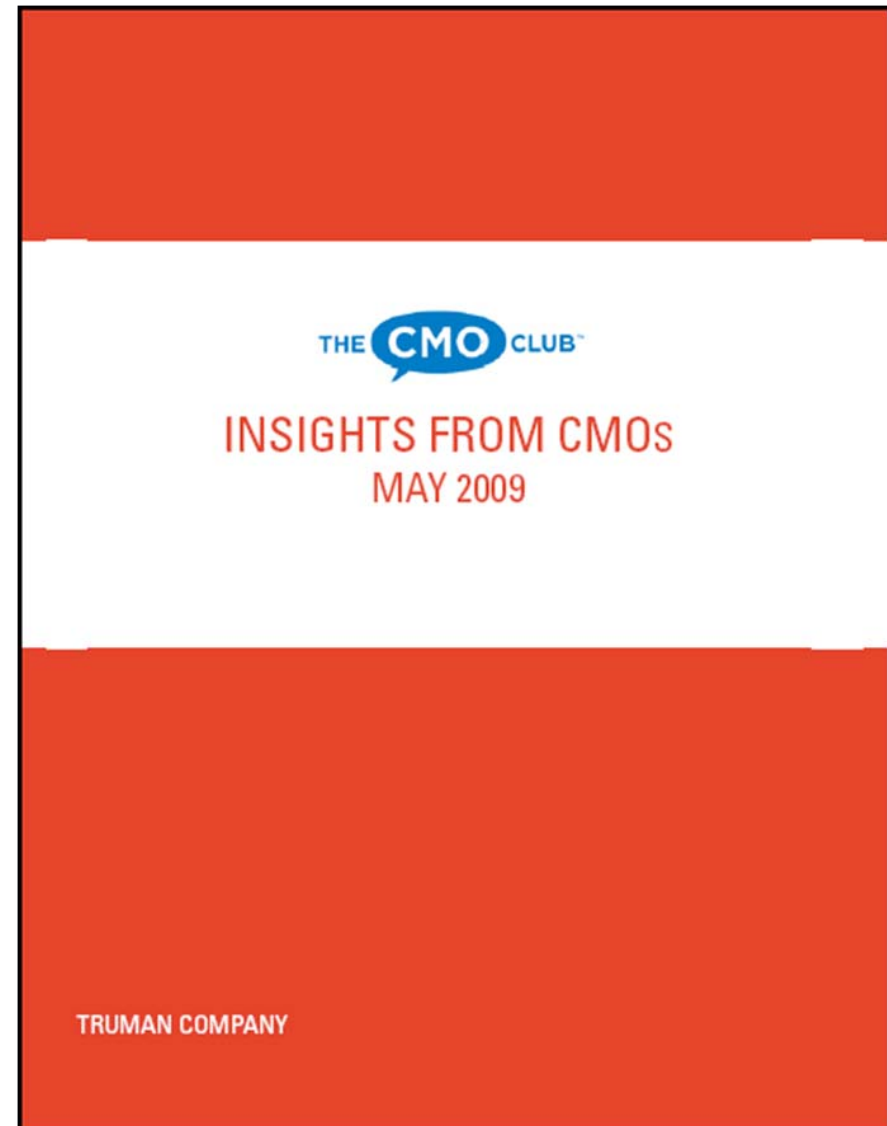
THE FOLLOWING **PREVIEW** HAS BEEN APPROVED FOR  
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In the Spring of 2009, Truman Company held conversations with CMO Club members to gain insight into their **key challenges and priorities.**

This presentation, given at the May 2009 CMO Club Summit, previews the key findings.



CMO CLUB LEADERS



Mitch Bishop



Phil Clement



Jean Foster



Mike Hogan



Chuck Martz



Heidi Melin



Ram Menon



Margaret Molloy

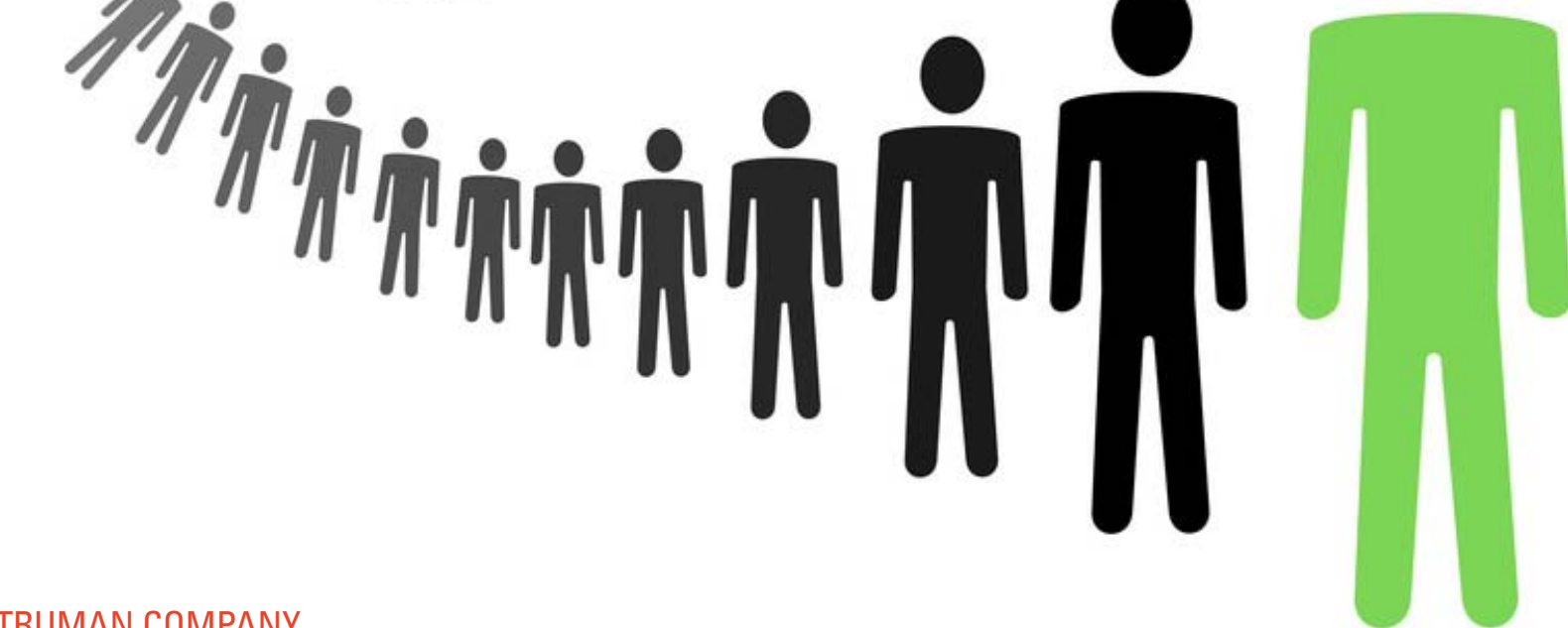
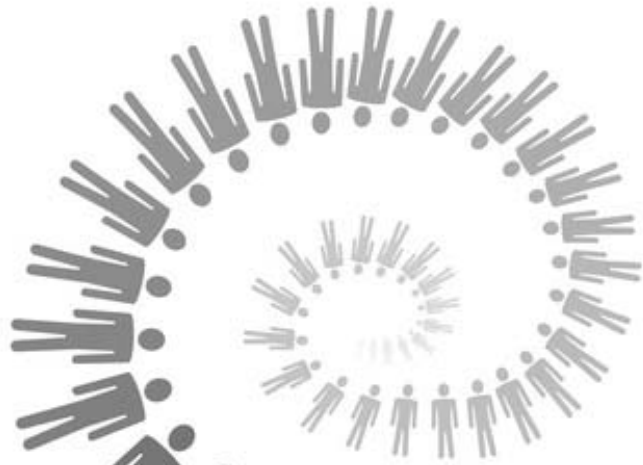


John Moser





# Drive the Business With the Voice of the Customer



“Marketing has responsibility for the **voice of the customer.**”

“It’s marketing’s job to make sure that the **consumers** are at the **center** of the process.”

# Link Marketing Investments to ROI and Business Value





“Every time I sit down in front of the CEO or the CFO, I should act like I’m pitching an idea to **venture capitalists.**”

# Be an Agent of Change



FROM

TO

Selling Products

Selling Relationships

Technology-Centric

Customer-Centric

Mid-Level Buyer

C-Suite Buyer

Marketing as Expense

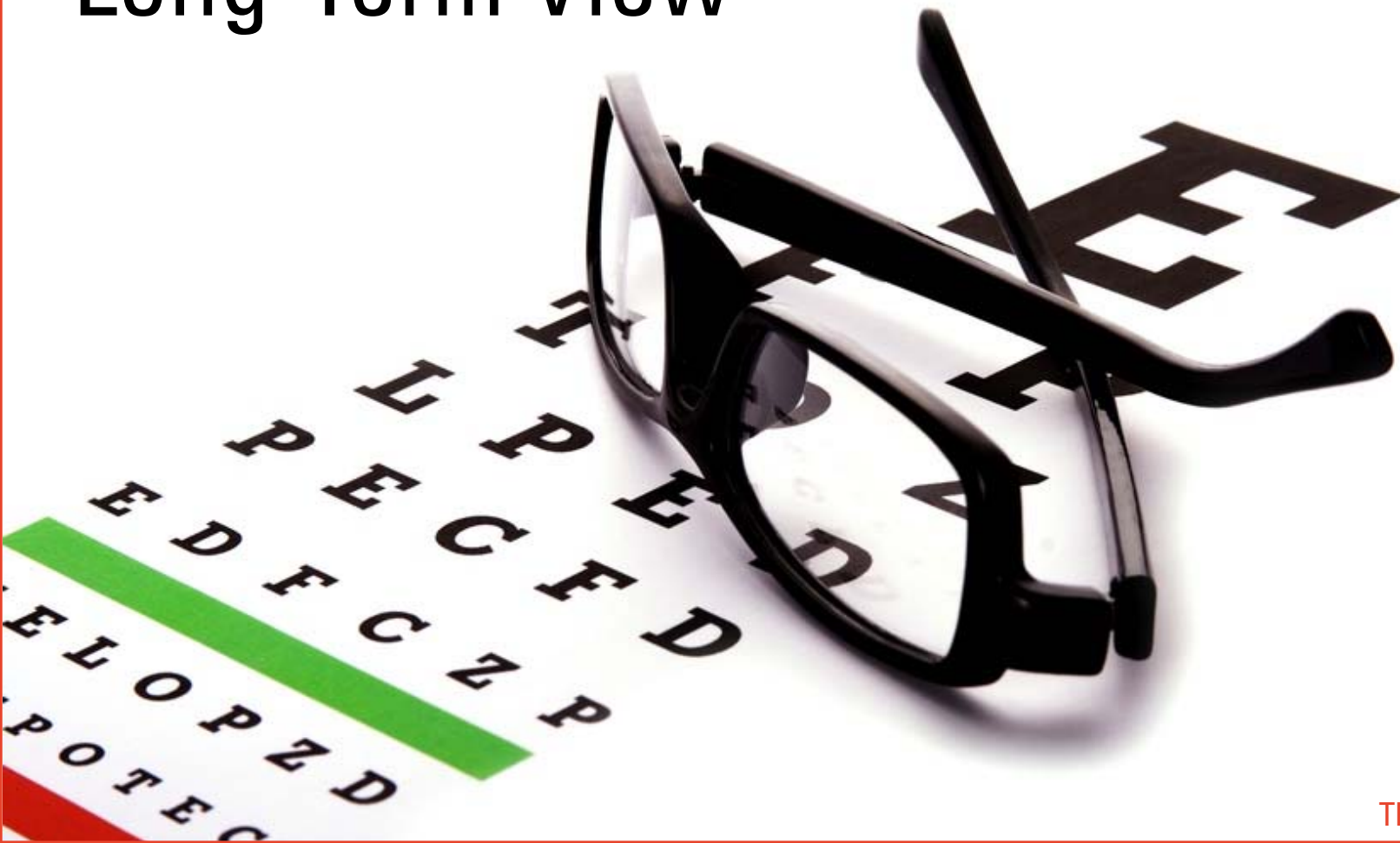
Marketing as Investment

# Engage Internal Stakeholders as Customers and Investors



“Spend **50%** of your time educating your internal stakeholders on the value of marketing, and **speak in their language.**”

# Drive Short-Term Revenue with a Long-Term View



“The number one challenge as a marketing leader is striking the **right balance** between the **longer-term** strategic focus and **shorter-term** initiatives.”

# WHERE TO FOCUS





# WINNING IN THIS ECONOMY

“The best ideas”

“Agility and response time”

“Process to bring new products to market”

“Doing more with less”

“More demand-generation vs. awareness”

“Be closer to the field sales organization”

“Target our customer better”



“**Data** is the rock that I stand on with regard to sales.”

“If you can’t **measure** it, don’t do it.”



“Marketers need to build credibility by providing a clear **line of sight** for every marketing dollar spent through to the results.”

## SEAT AT THE TABLE



“The ability to demonstrate deep understanding of the **customer** gives the CMO a **seat at the table.**”

# MARKETING = SELLING



“I don’t talk about **marketing** much.

I talk about **selling.**”



“Customers do not want to be marketed to; they want to be involved in an authentic dialogue.”

Thanks to Pete Krainik and all of our participating CMOs!



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**May 2009**

*Available on The CMO Club Member Site*

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