Chapter 5:

Anticipating Tomorrow

Predicting the capabilities

of the future

Marketing is Now a Reporting Business

Reporting has overtaken Origination as the most carried out function

Regularly Carry-out This Function (Type)

	10 Years Ago			Today		%Ch
1	Originating	73%	1	Reporting	88%	57%
2	Reporting	56%	2	Originating	86%	18%
3	Producing	51%	3	Planning	83%	69%
4	Executing	50%	4	Producing	82%	61%
5	Planning	49%	5	Executing	81%	64%
6	Analyzing	46%	6	Analyzing	74%	62%
		54%			82%	

Source: WARC and PHD 2021

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Looking ahead, a return to creativity

Creativity (Origination) returning to the top—with a predicted increase of six percent

Regularly Carry-out This Function (Type)

	Today				In 10 Years			%Ch
1	Reporting	88%		1	Originating	91%		6%
2	Originating	86%		2	Reporting	90%		3%
3	Planning	83%		3	Producing	90%		10%
4	Producing	82%		4	Planning	89%		7%
5	Executing	81%		5	Analyzing	86%		16%
6	Analyzing	74%		6	Executing	83%		2%
		82%				88%		

Source: WARC and PHD 2021

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Predicting the new roles, that do not yet exist

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1.

Physical Separation:
Spending more time
connecting via screens

Average amount daily time spent on social media
is now 2.25h – internet users aged 16 to 64

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2.

Shallow Living:
Increased multitasking leading to low levels of focus

Online readers tend to read around 50 percent of online content with 111 words, and their eyes follow an F or Z-pattern, drawn particularly
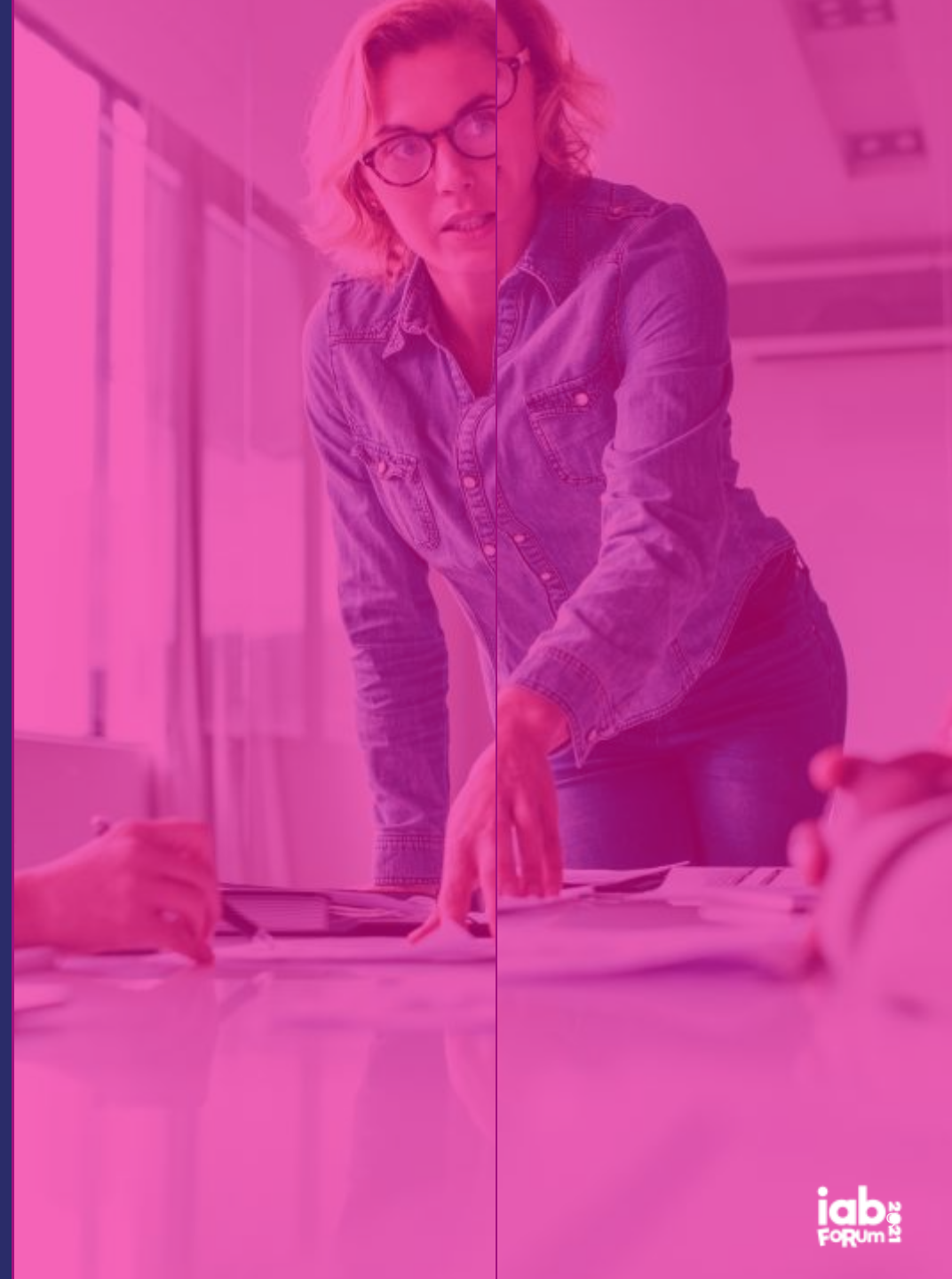
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3.

Trust Dissolution:
Increasing distrust in organizations

EY Future consumer index found that only 17% of consumers trust brands and only 16% trust media companies

2020 Edelman Trust Barometer reports that 78 percent of consumers surveyed claimed they will advocate, reccomend and defend a brand they trust

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4.

Engineered Serendipity:
Ads predict and surface exactly what people want, next

Impulse shopping is now the norm: 71% of consumers shops in micro moments.

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5.

Decentralized Influence:
Everyone is an influencer

3,96 billion people used social media in 2020 (3,91 billion via mobile phone, consuming +37% media compared to desktop)

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6.

Purpose pervasion:
Every brand is showcasing their purpose

70% of consumers are willing to pay up to 37 percent more for companies offering full transparency and traceability in their purpose and operations

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