

The background features a dark blue field with a large, glowing sphere in the center-left. This sphere is composed of numerous thin, intersecting lines and dots, creating a network-like structure. A bright, teal-colored light streak curves around the sphere. Scattered throughout the background are many small, bright blue dots, resembling stars or data points.

MARKETING PLANNING FOR 2022 AND BEYOND

AGENDA

- The context around us leading into 2022
- 2022 Building blocks for every marketer
- Gain AI Advantage in 2022
- Start preparing the new digital realm

CONTEXT AROUND US

COMPETITIVE ENVIRONMENT

Rising marketing spends leading to higher cost of customer acquisition and customer retention

TECHNOLOGY PROLIFERATION

Fast adoption of disruptive technologies leading to a surge in emerging IT Solutions

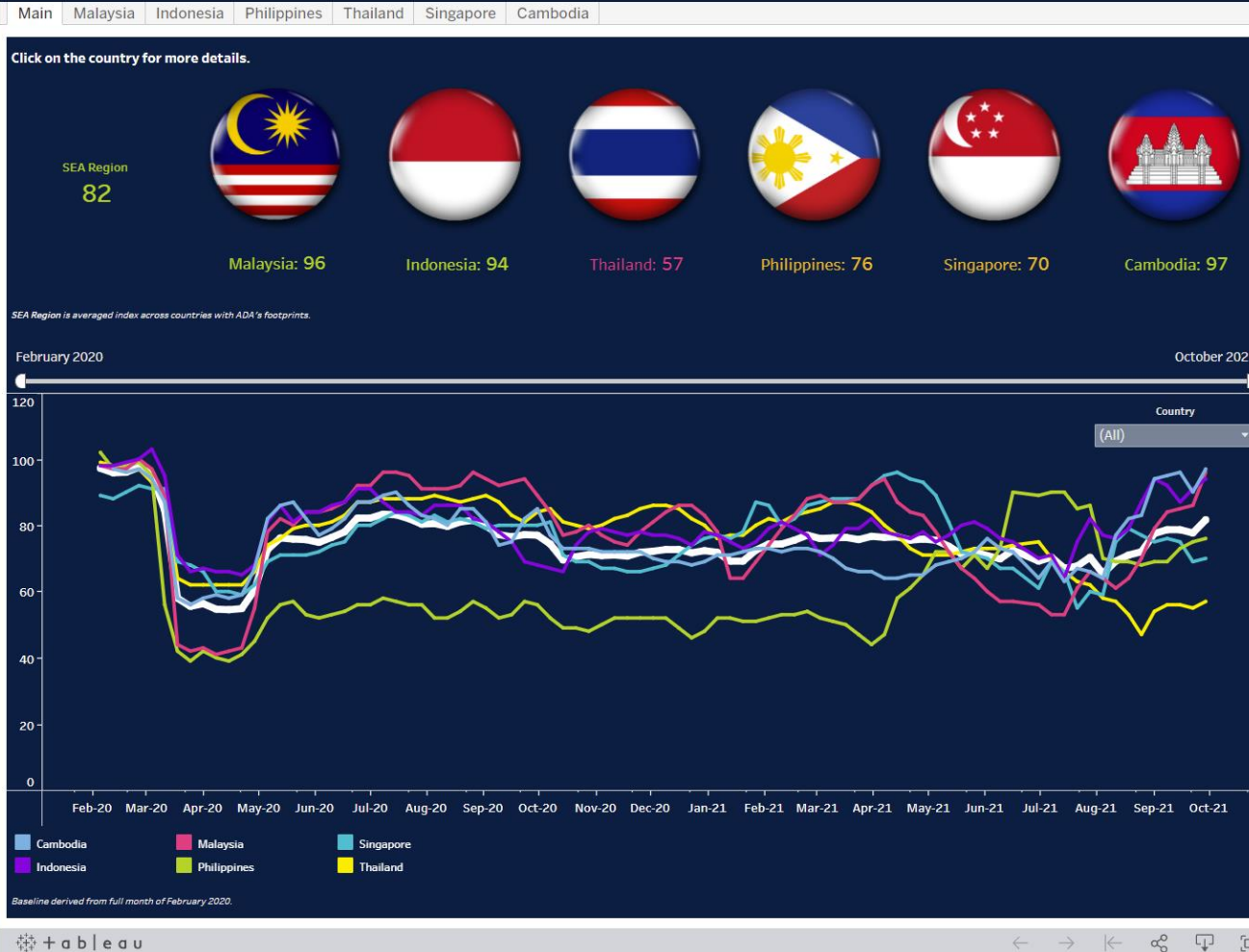
WAR FOR DIGITAL TALENT

Increased skills gap for driving digital and data maturity

ROAD TO RECOVERY IN SOUTH EAST ASIA

Majority of South East Asia markets are on a strong recovery path

Southeast Asia Dashboard

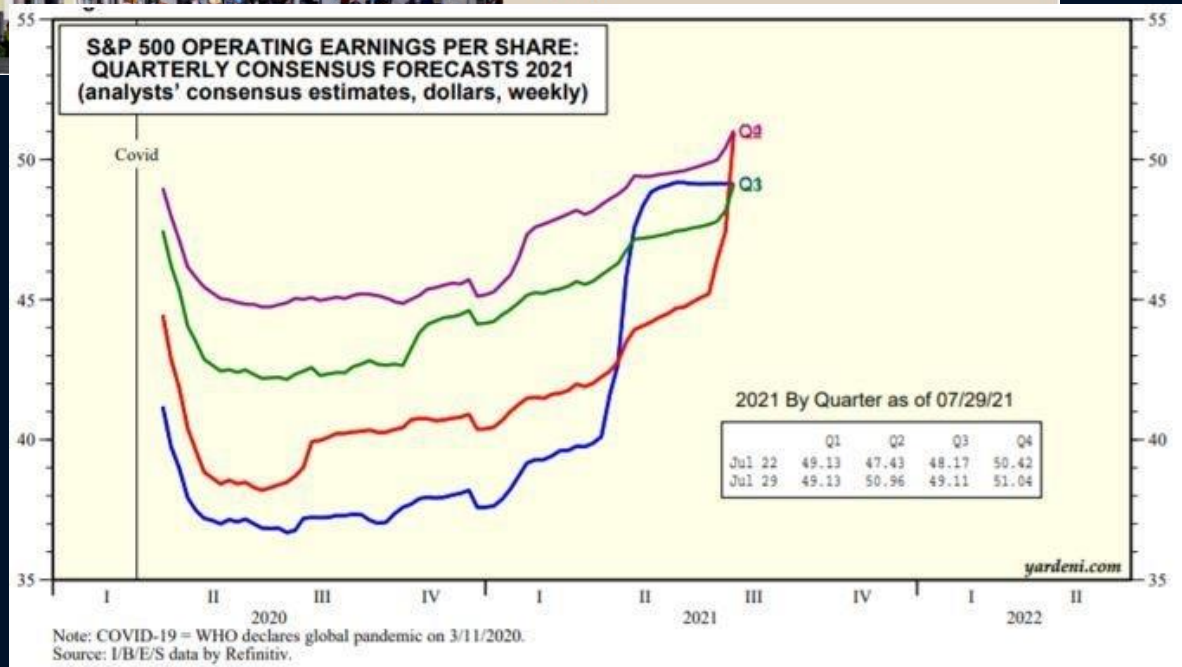


SCAN ME



HIGHER CORPORATE PROFITABILITY

Higher earnings growth leading to expanded marketing budgets



ESTIMATED EARNINGS GROWTH IN S&P 500



IMPLICATIONS FOR 2022



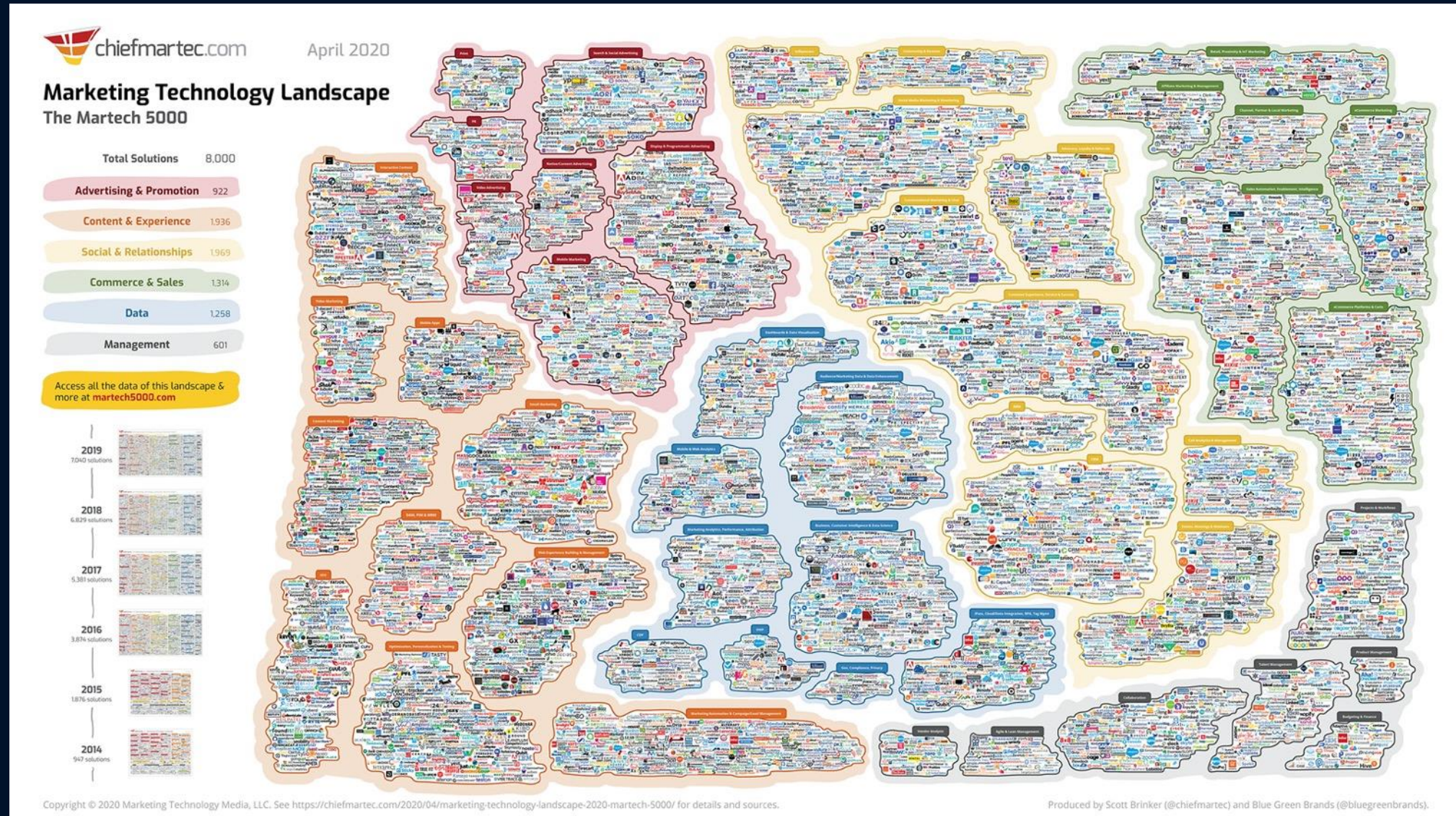
Expanded Marketing budgets

Stiff competition for digital consumers

Higher cost of customer retention

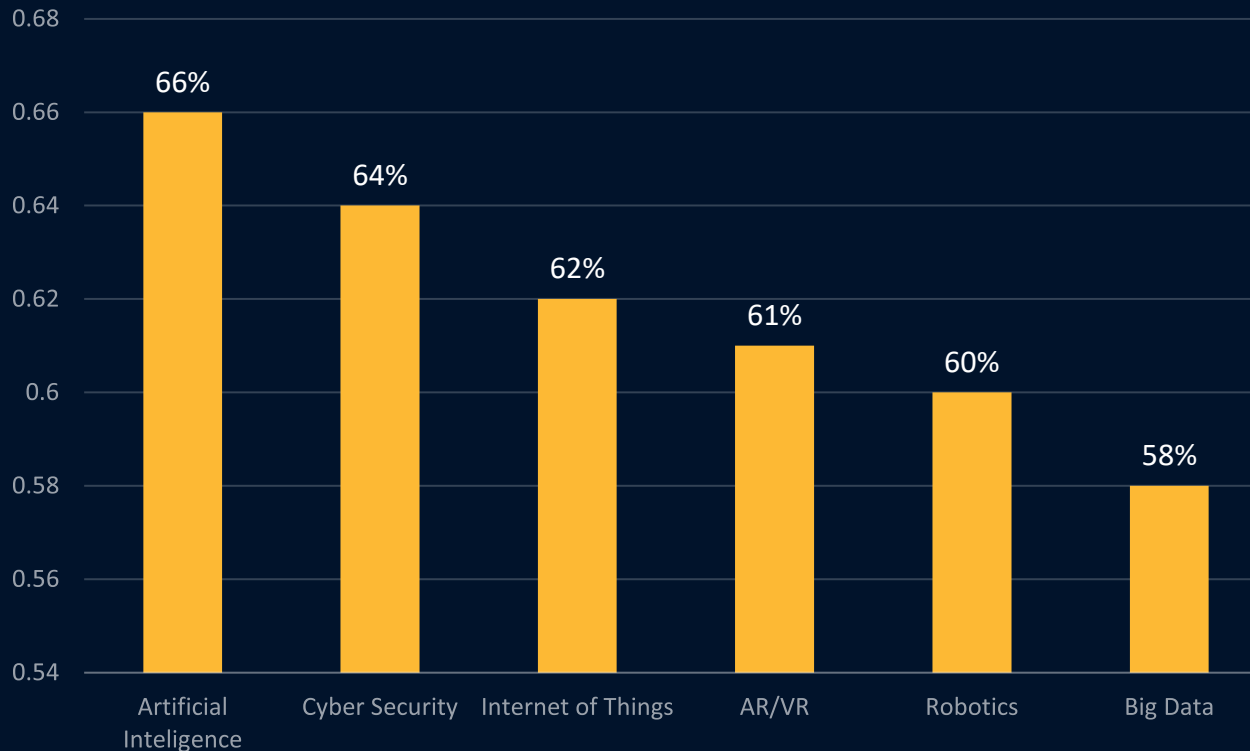
TECHNOLOGY IS ABUNDANT AND AFFORDABLE

Technology solutions have proliferated from 947 solutions to 8000



HYPER DEMAND FOR DIGITAL TALENT

Demand vs available talent in digital and data



86%

Planned to increase or maintain hiring as a result of the pandemic.

69%

of global organisations struggle to find talent with the right technical skills.

Source:

<https://managementevents.com/news/mind-the-talent-gap-bridging-the-it-shortage/>

<https://www.gartner.com/en/newsroom/press-releases/2019-01-17-gartner-survey-shows-global-talent-shortage-is-now-the-top-emerging-risk-facing-organizations>

<https://www.manpowergroup.com/workforce-insights>

A PERFECT STORM HAS ENGULFED THE CMO



Every customer interaction is via digital



Every Brand is a Media owner



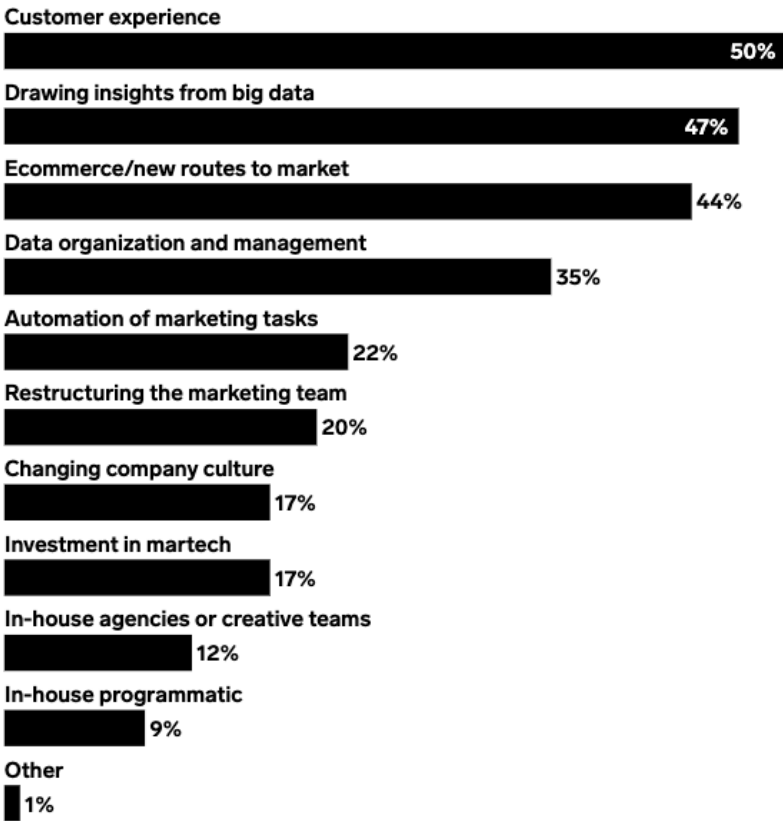
Every data point is actionable

Business lean in to digital engagement / transformation

Less expensive tech is enabling platform ecosystems

Data with media & creative is being activated more aggressively.

Which Elements of Digital Transformation Will Be Most Important to Client-Side Marketers and Agency Executives Worldwide in 2021? % of respondents



Source: WARC, "The Marketer's Toolkit 2021," Dec 1, 2020

263283

eMarketer | InsiderIntelligence.com

YOUR 2022 MARKETING PLAN



DIGITAL BLUE PRINT

Drive end to end Data & Digital maturity for tangible business outcomes



AI INVESTMENT

Throw out the old playbook and start experimenting with AI tools.



PREPARING FOR BEYOND

Prepare for a new digital realm



THE **DIGITAL BUILDING BLOCKS** EVERY
MARKETER IS PUTTING TOGETHER

MAJOR DIGITAL TRANSFORMATION NEEDS

Digital Marketing Transformation is rapidly accelerating the industry growth in new vectors

#1



BOTTOM OF FUNNEL FOCUS

- eCommerce sales initiatives from media and content investment
- Renewed demand for data-driven adtech and performance specialists

#3



PLATFORM-CENTRIC IMPLEMENTATION

- Shift towards existing and emerging walled gardens e.g., Facebook, Google, Tiktok, Line and other Super Apps
- Pegging on enterprise platforms to build capabilities e.g. Google Marketing Platforms, CDP, Teradata

#2



ACTIVATION OF 1ST PARTY DATA AT THE CLIENTS

- First party data use seen as hedging strategy when 3rd party data use maybe limited
- Shift towards public cloud and martech availability creating opportunities for activation

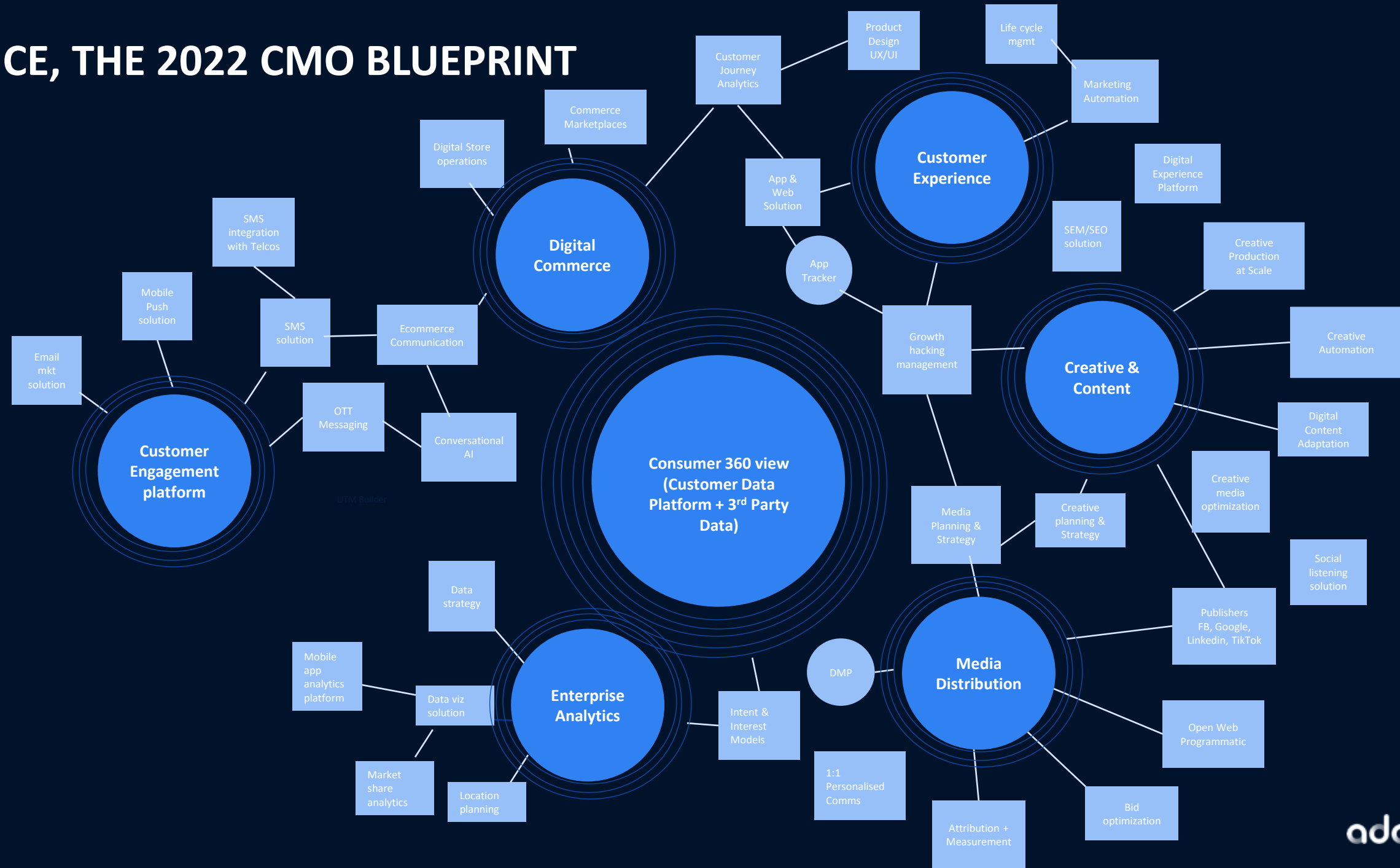
#4



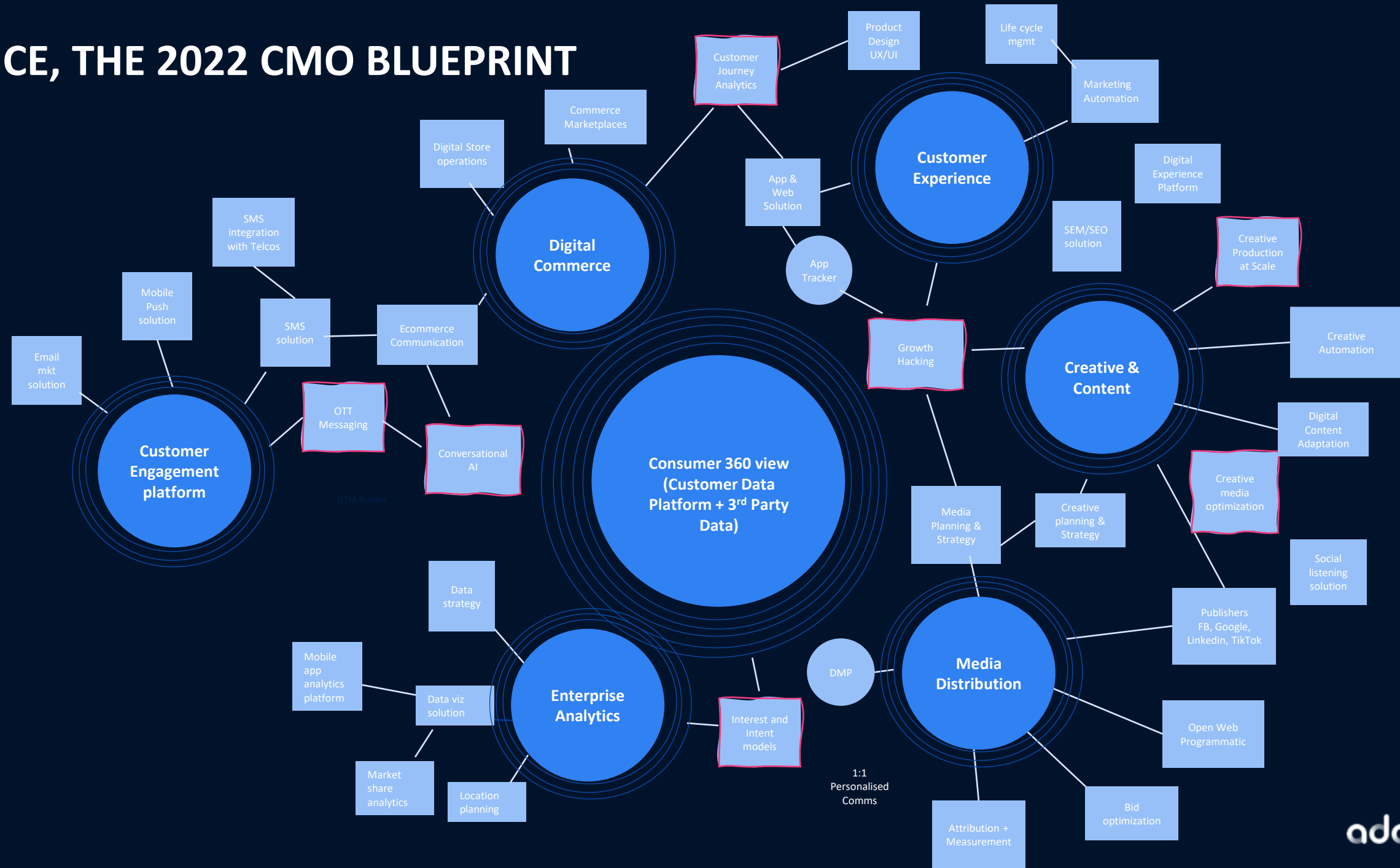
NEXT GENERATION MESSAGING

- Conversational 2-way messaging between brands and consumers via WhatsApp, Viber, Line
- Multi-channel messaging with usage of bots in enterprises

HENCE, THE 2022 CMO BLUEPRINT



HENCE, THE 2022 CMO BLUEPRINT



REIMAGINE YOUR TALENT

What does your **2022 marketer** look like?

CURRENT

FB/Google
Programmatic
SEO/SEM
Adtech tools
Attribution
Analytics
Reporting



2022 MARKETER

Digital Psychology
Digital Analytics
Customer Funnel
Experiment Design
Automation and APIs
Platforms and algorithms
Lead Generation
Digital Content Marketing
Research tools
Front end Coding



The background of the slide is a dark blue overlay on a photograph. The photograph shows a person's hands interacting with a large, transparent digital display. The left hand is pointing at the screen, while the right hand is holding a stylus. The screen displays a faint, light-colored diagram that appears to be a flowchart or a process map with various boxes and connecting lines. The overall tone is professional and technological.

AND LEVERAGE **AI & ML** TO GAIN
COMPETITIVE ADVANTAGE

IMPEDIMENTS TO AI ADOPTION

| BARRIERS TO ADOPTION | PERCENTAGE OF RESPONDENTS |
|------------------------------------------|---------------------------|
| Lack of education and training | 70% |
| Lack of awareness | 46% |
| Lack of resources | 46% |
| Lack of talent with the right skill sets | 43% |
| Lack of strategy | 42% |
| Lack of understanding | 38% |
| Lack of technology infrastructure | 35% |
| Lack of the right data | 31% |

70% of marketers lack AI education and training.

Source: [2021 State of Marketing AI Report](#)

2022 AI IMPERATIVES

Trend towards AI into marketing stack is accelerating

AI-LED DEEP LEARNING

*Autonomous Media execution,
Conversational AI, 1:1 Personalised Content*

CREATIVE & AI PARTNERSHIP

*Automation in Content, Site
personalization, Creative at scale*

MEDIA AUTOMATION

*Uncovering insights, Programmatic media
buying, Segmentation*

CRM

Media Distribution

Consumer Models

MarketMuse

rasa

frase

grammarly

Jarvis

HyperWrite

albert™

[PERSADO]



AND WE NEED TO START PLANNING FOR
A NEW DIGITAL FRONT, **THE METAVERSE**

METaverse IS HERE

The Fabricant, a digital-only couture house



METaverse IS HERE

The Age of Tomorrow by Balenciaga and Streamline Media Group



METaverse IS HERE, JUST NOT EVENLY DISTRIBUTED

A persistent and user-defined virtual space will reshape our clients and brands

Meta Lives

Virtual possessions, Digital Relationships, Connected Well being, Hyper realistic digital identities



600 pairs of digital sneakers sold in 7 mins

A digital-only Gucci bag sells for \$4,000



Meta Spaces

Digital real estate, Virtual Venues, Travelportation

Lil Nas X held a concert with 33 million viewers



Sale of Mars House, for \$500,000

Meta Business

Gamevertising, New Retail frontiers



Burberry Ginza inspired virtual store



Coach digital twin store



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