MMA

THE GREAT DEBATE

Marketing Growth Frameworks

MARKETING SCIENCE ADVISOR

neustar

MMA THE GREAT DEBATE
Marketing Growth Frameworks

Hosted by: Joanna O'Connell

FORRESTER

MARKETING SCIENCE ADVISOR
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6 GROWTH FRAMEWORKS | **4** PANEL DEBATES | **24** MARKETING EXPERTS

ALL THE MARKETING GROWTH FRAMEWORKS IN ONE PLACE.

Join the Debate: #MarketingGrowthDebate

DR. PETER FADER
Wharton School of the University of Pennsylvania
JUNE 24

Customer Centricity

DR. DOMINIQUE HANSSENS
UCLA Anderson Graduate School of Management
JULY 29

Long-Term Impact of Marketing

BYRON SHARP
University of South Australia & The Ehrenberg-Bass Institute
SEPTEMBER 14

How Brands Grow

JOEL RUBINSON
Former Chief Research Officer Advertising Research Foundation
OCTOBER 14

Outcomes-Based Marketing

LESLIE WOOD
Chief Research Officer NCSolutions
OCTOBER 29

Building Brands: The Keys to Success

JARED SCHRIEBER
Founder InfoScout, Now Numerator
DECEMBER 1

How to Grow Brands: Findings From 1B Shopping Trips

SUMMARY SESSION

STRATEGIC SUMMARY & ANALYSIS
JANUARY 27

EY | FORRESTER | UNIVERSITY OF OXFORD | neustar

FOUR PANEL DEBATES

ANALYTIC DEBATE
FEBRUARY 17

MOLSON COORS beverage company | Coca-Cola | Northwestern Mutual | RumChata | General Mills

MARKETER DEBATE
MARCH 31

Kroger | DIAGEO | BANK OF AMERICA

THOUGHT LEADER DEBATE
APRIL 22

CMO DEBATE
MAY 19

DIAGEO | CVS Health | P&G | Zillow | BANK OF AMERICA

MMA | Outcome-Based Marketing v2.0 (OBM2)

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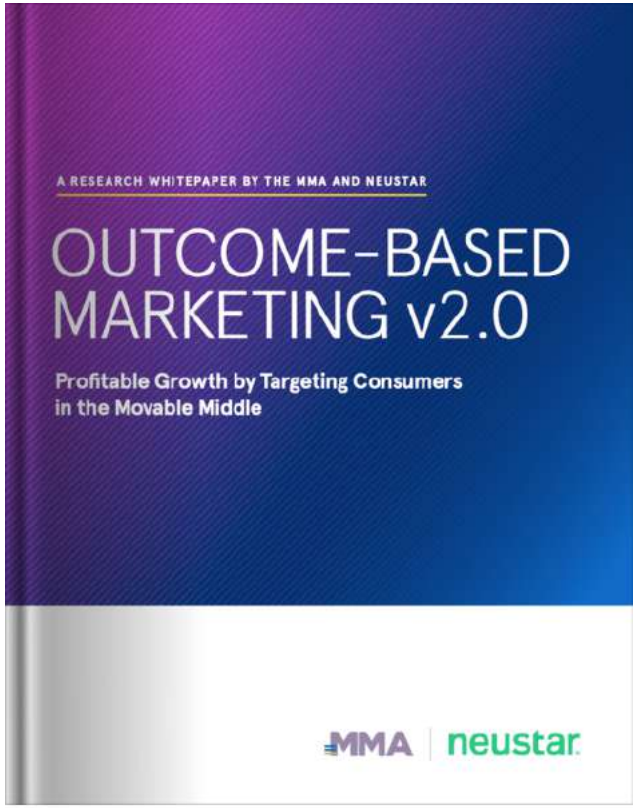
Profitable Growth by Targeting The Movable Middle

- A new marketing growth framework that has been **scientifically validated to outperform reach-based planning by more than 50%**
- A **practical** approach to identify, quantify and **target the most responsive audience** for any brand
- A **profitable strategy to win over non-buyers** who are more likely to respond and build for the future of the brand



Learn More & Download Whitepaper*
mmaglobal.com/OBM

Register for the Upcoming Webinar on March 9th
mmaglobal.com/OBM

Academic Advisors: UCLA, University of Oxford

Marketer Advisors: Kroger, PepsiCo, Choice Hotels, Molson Coors beverage company

Data Partner: Numerator

Brand as Performance (BaP): Research Program

What is the fundamental relationship between Brand and Performance Marketing?

Program Overview:

- The **Great Marketing Growth Debate series sprang out of this project** with the goal to help marketers to understand the leading marketing growth theories
- Key elements of these theories will be tested as part of the BAP studies:
  - Importance of **reach and mass marketing** (Byron Sharp)
  - **Customer centricity** and the need to focus on the right customers (Dr. Peter Fader)
  - Role of the **movable middle** and outcome-based marketing (Joel Rubinson)

CVS Health

MOLSON COORS beverage company

YOUR LOGO HERE
contact us

Interested To Be The 3rd Marketer?
Contact: Greg Stuart
greg@mmaglobal.com

Latest Status:

- Study has been reviewed by over 50 marketers
- The topic of brand & performance compelling to EVERYONE, including every CMO
- 2 of 3 participating marketers identified: CVS & Molson Coors
- Expected execution in early 2021 (Covid paused the start)

FACEBOOK Google verizon media

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A Year's Worth of Insights & Education

Events designed to **#ShapeTheFuture** of marketing:
mmaglobal.com/events

IMPACT | VIRTUAL
THE FUTURE OF MODERN MARKETING
APRIL 6-7, 2021

Deep dive into the future of modern marketing.

MATT UNPLUGGED | VIRTUAL
FUTURE OF ATTRIBUTION
MAY 19, 2021

Deep dive into the future of attribution.

CEO & CMO SUMMIT | VIRTUAL
ARCHITECT THE FUTURE
JULY 19-20, 2021

An invitation-only intimate gathering of industry thought leaders.

DATT UNPLUGGED | VIRTUAL
DATA IN MARKETING THINK TANK
OCTOBER 13, 2021

Event for data geeks or wannabe marketing data geeks.

MOSTT UNPLUGGED | VIRTUAL
FUTURE OF MARKETING ORGANIZATION DESIGN
OCTOBER 19, 2021

Deep dive into marketing organization insights and knowledge.

SMARTIES UNPLUGGED | VIRTUAL
FUTURE OF INNOVATION & CREATIVE EFFECTIVENESS
NOVEMBER 9-10, 2021

Deep dive into the future of innovation & creative effectiveness.

Today's Moderators & Panelists

Moderator: Joanna O'Connell
VP, Principal Analyst
Forester

Don Vu
Chief Data Officer
Northwestern Mutual

Lisa Wellington
Former Director of Data Science
Coca-Cola

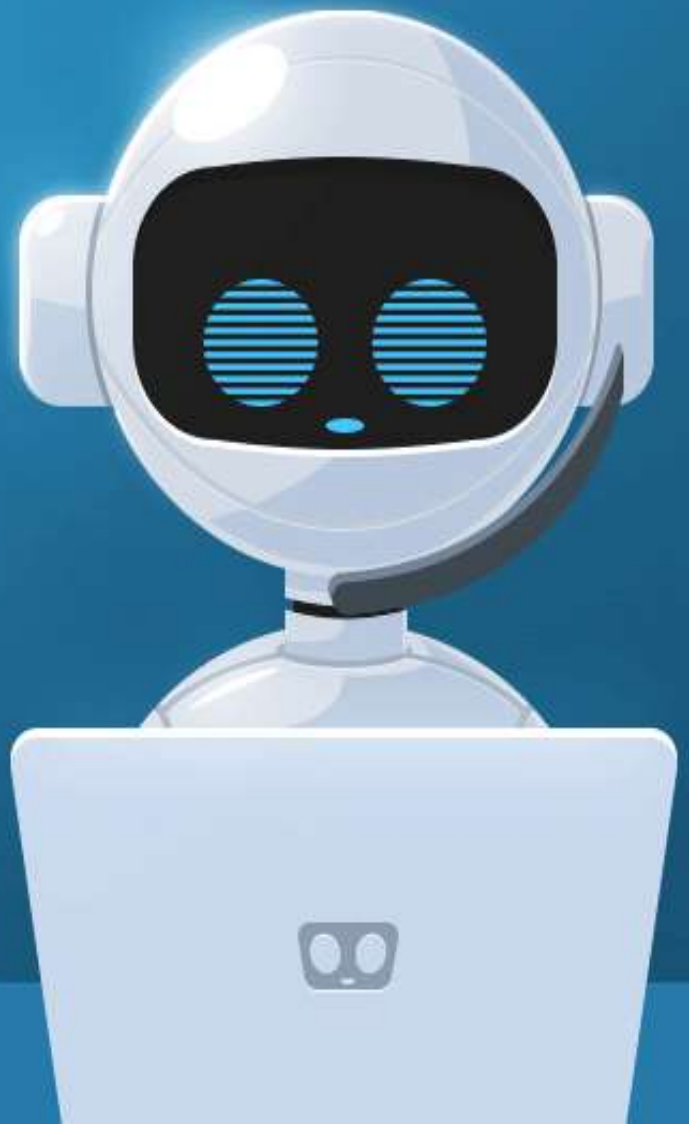
Bill Cramblit
Marketing Analytics & Optimization
MOLSON COORS beverage company

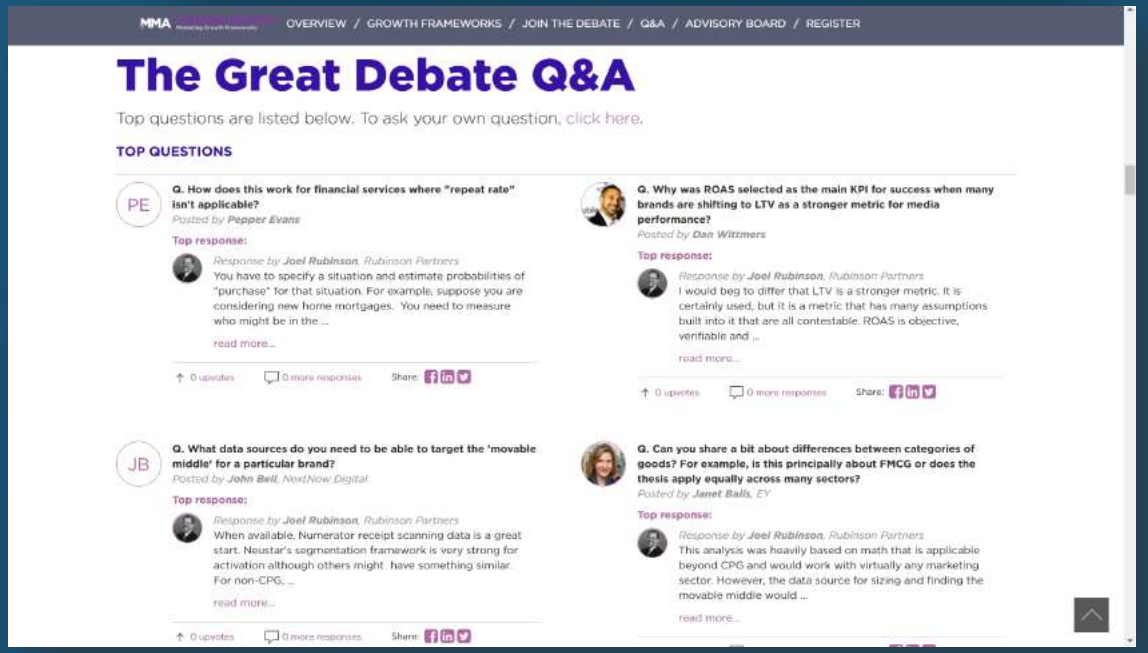
Charlie Maas
Chief Marketing Officer
RumChata

Wayde Fleener
Head, Decision Sciences
General Mills

Audience Q&A: Marc Vermut
VP, Marketing Solutions
Neustar

Asking Questions, Sharing Insights





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#MarketingGrowthDebate

The Great Marketing Growth Debate:
Analytic Debate

Moderator

Joanna O'Connell
VP, Principal Analyst
Forrester

@joannaoconnell

Moderated Panel Discussion

Moderator: Joanna O'Connell
VP, Principal Analyst
Forester

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Chief Data Officer
Northwestern Mutual

Lisa Wellington
Former Director of Data Science
Coca-Cola

Bill Cramblit
Marketing Analytics & Optimization
Molson Coors beverage company

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Head, Decision Sciences
General Mills

SUBMIT QUESTIONS VIA THE Q&A BOX

JOIN THE DEBATE ON SOCIAL
#MarketingGrowthDebate

The Great Marketing Growth Debate:
Audience Q&A

Marc Vermut
VP, Marketing Solutions
Neustar

@mvermut

Audience Q&A

Moderator: Marc Vermut
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UP NEXT

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MARKETER DEBATE
MARCH 31

KAY VIZON
Kroger

JASON CHEBIB
DIAGEO

EDDIE DRAKE
BANK OF AMERICA

2nd Debate Featuring a Panel of Leading Brand Marketers

THOUGHT LEADER DEBATE
APRIL 22

BYRON SHARP

DR. PETER FADER

DR. DOMINQUE HANSSENS

LESLIE WOOD

JOEL RUBINSON

JARED SCHRIEBER

THE MAIN EVENT
Head-to-Head Debate Among the Thought Leaders

CMO DEBATE
MAY 19

JIM STENGEL

NORM DE GREVE
CVS Health

LOU PASKALIS
BANK OF AMERICA

AIMEE JOHNSON
Zillow

NUNO TELES
DIAGEO

Live Debate Among The World's Leading CMOs

For Questions or More Information:

Greg Stuart
greg@mmaglobal.com
mmaglobal.com/thegreatdebate
#MarketingGrowthDebate

THANK YOU