PRESS RELEASE
FOR IMMEDIATE RELEASE

WHAT KEEPS CMOs AND BRAND MANAGERS UP AT NIGHT?
2022 NIGHTMARE EDITION

COVID, Supply Chains, Inflation, and New Brands Join ROI As Top Nightmares

NEW YORK, NY (March 8, 2022) – COVID has had consumers, supply chains, and brands under siege for three years. Social activism and political tribalism has never been higher. Emerging technologies like AI and the metaverse, and the unrelenting demand to continually prove marketing's value are only some of the concerns keeping marketers up at night, according to a recent Brand Keys *Marketing On My Mind* survey.

The study, first conducted in 2019 by the New York-based brand engagement and customer loyalty research consultancy (brandkeys.com), sought to identify which issues were most responsible for CMO's and Brand Managers' loss of sleep. "Given the current landscape, it's no surprise CMOs and brand managers are being kept up at night," said Robert Passikoff, founder and president of Brand Keys.

Thirty percent (30%) of marketers' bad dreams are new to the 2022 list of problems receiving mentions by 75%+ of the 407 CMOs and brand managers who participated in the 2022 survey. "Nightmares" included dealing with COVID (supply chain, employee Work-From-Home, vaccinations, and mask issues), product availability (or lack thereof), inflation, optimizing CX and the customer journey, brand engagement, and ever-rising customer expectations. "And the succubus of marketing, 'Return-On-Investment' and/or 'Return-On-Marketing-Investment'," noted Passikoff. "That's always #1 on the list."

Top Marketing 'Nightmares'
Brand Keys asked CMOs and brand managers, "What issues keep you up at night?" with the following results. Percentages indicate frequency of mention among respondents. Numbers that follow indicate changes from pre-COVID 2019.

1. ROI and ROMI (98%, +1)
2. COVID and covid-related employee management issues (95%, new)
3. Supply chain snafus and product availability (94%, new)
4. Inflation (92%, new)

5. Competition from new brands (91%, new)
6. Addressing innovation, AI, technology, the metaverse, and marketing automation (91%, -1)
7. Optimizing and owning CX and the customer journey (90%, new)
8. Establishing trust between my brand the consumer (90%, -5)
9. Consumer expectations regarding privacy, transparency, and CSR (90%, --)
10. Deployment of predictive consumer behavior analytics and technologies (90%, +4)
11. Proliferation of digital channels (89%, new)
12. Developing long-term/new strategies that align with corporate growth goals (88%, +8)
13. Keeping consumers engaged with my brand (86%, +11)
14. Managing agency relationships (84%, new)
15. Creating relevant and engaging advertising content and storytelling (83%, -5)
16. Growing consumer expectations and the gap between consumer desire and brand delivery (83%, +1)
17. Dealing with consumer tribalism and political dogma (82%, +5)
18. Data security issues (80%, -15)
19. Dealing with consumer advocacy and social activism (80%, -5)
20. Protecting my brand's equity (80%, +1)
21. Creating an 'unlearning curve' to move away from legacy marketing metrics (79%, +4)
22. Being replaced by a Chief Revenue Officer or CFO (77%, +2)
23. Better cross-platform synergy for brand marketing (75%, --)
24. Creating marketing synergy among different generational cohorts (75%, --)

New Bad Dreams For Brands
New "nightmares" visiting themselves on CMOs and brand managers included:

1. COVID and COVID-related employee management issues
2. Supply chain snafus and product availability
3. Inflation
4. Competition from new brands
5. Optimizing and owning CX and the customer journey
6. Managing agency relationships
7. Proliferation of digital channels

"Dealing with competition has always been an integral part of brand marketing and management life. But now CMOs and brand managers are expressing worries about 'new brands.' The nightmare that has taken on 'monster-in-the-closet' status is 'keeping consumers engaged with my brand,' up 11% over the past three years. If you combine that with the terror of new brands entering the marketplace and you can understand why CMOs and brand managers toss and turn at night," noted Passikoff.

Consumer Insights For Insomnia-Inducing Issues
"Who better than consumers to point the way to effective brand solutions," asked Passikoff, "And some insight-based sleep-aids for CMOs?" Nobody can deny COVID and its attendant restrictions have changed the course of consumer history. But if CMOs and brand managers take a deeper look at how, what, when, and where consumers reached for their wallets *before* the pandemic one starts to

see clues as to how consumers were about to transform. "Do that and you begin to see trendlines that would never have been visible otherwise," noted Passikoff. "The kind of trends that chase away the marketing specters that go bump in the night!"

To that end, Brand Keys recently conducted a review of its 25-year Brand Keys *Customer Loyalty Engagement Index* database, the largest, most-continuous database of predictive brand tracking metrics in the world.

The review provided insights from 4.3 million consumers into their brand engagement and buying behaviors as to where loyalty has come from and where it's going, and how issues faced by CMOs and brand managers can be better managed day-to-day for long-term success. "And some problem-solution insights that will ensure CMOs and brand managers a better night's sleep," said Passikoff.

A free copy of that report, "A 25-Year Roadmap to Brand Loyalty," can be downloaded here.

Methodology
Brand Keys uses an independently-validated research methodology that fuses emotional and rational aspects of brand categories, identifies four category-specific path-to-purchase category behavioral drivers, and identifies what consumers really expect from brands versus how brands are seen to deliver against those expectations. These assessments are leading-indicators of future consumer behavior, identifying activities 12 to 18 months before they appear in traditional brand tracking surveys or focus groups.

Brand Keys' research technique, a combination of psychological inquiry and higher-order statistical analyses, has a test/re-test reliability of 0.93, and produces results generalizable at the 95% confidence level. It has been successfully used in B2B, B2C, and D2C categories in 35 countries.

Contact: Visibility
Len Stein
lens@visibilitypr.com
914 527.3708