



Can brands teach us to be more Humane?

Editorial by Sandra Pedro

MARKETING WORLD REVIEW

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The annual Super Bowl generates excitement long before the big finale of the American football league. More than a final, it has become a huge show with television commercials as a central focus. This year, brands used this gigantic show room with 112 million viewers to wade into a different realm, from Audi's commercial promoting [gender equity](#) to Coca-Cola's multicultural "[America the Beautiful](#)" commercial (originally aired in 2014) highlighting the diversity.

Messages about diversity, inclusiveness and equality overwhelmed consumers. Brands speak out and connect controversial topics

and have the ability to connect, for example, to those people who are immersed in the current US political environment.

Marketers do not spend millions of dollars in advertising without careful planning and execution months before. Whatever it is controversial or not, one thing is for sure, brands – such as [Budweiser](#), [84 Lumber](#) (initially rejected and edited before the game) and [Airbnb](#) – have given voice to issues that, even spoken every day by organizations and activists, do not have the same power to open consumers' minds' subjects until they see the advertising.

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Can brands teach us to be more Humane?

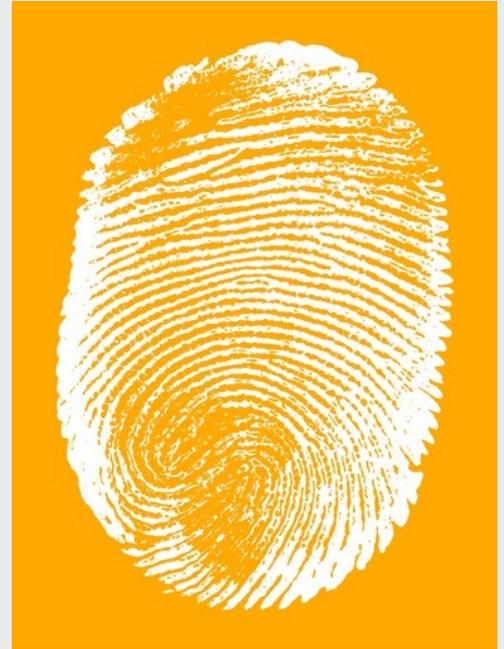
Editorial by Sandra Pedro, CMMP—Editor-in-Chief



These brands have demonstrated that they not only market their products and services effectively, but they can also highlight issues related to Sustainable Development (such as end forms of discrimination against woman like Audi did and promote the social, economic and political inclusion of all as did Coca-Cola, Budweiser, 84 Lumber and Airbnb) and shake beliefs and concerns through messages that mobilize and lead to social change. By doing so, brands build a deeper connection with their consumers and are able to align with their values for a long-term relationship.

Marketers do not spend millions of dollars in advertising without careful planning and execution months before. Whatever it is controversial or not, one thing is for sure, brands – such as [Budweiser](#), [84 Lumber](#) (initially rejected and edited before the game) and [Airbnb](#) – have given voice to issues that, even spoken every day by organizations and activists, do not have the same power to open consumers’ minds to subjects until they see the advertising.

Over the years, we have seen a movement where brands are connecting with issues that go beyond their normal scope of business. Brands are starting to engage more in an interconnected world, where businesses and people co-exist for a more sustainable and inclusive world. It’s a win-win situation where everyone profits.



IIMP® is at First International Event for Professional Certification

April 18 to 20 — Riyadh, Saudi Arabia

The International Institute of Marketing Professionals (IIMP®) will at the 1st International Conference and Exhibition for Professional Certification, held in Riyadh, Saudi Arabia, on April 18 to 20.

International Institute of Marketing Professionals (IIMP®) is partnering the first international event entirely dedicated to professional certification, that will take place in Riyadh, Saudi Arabia, on April 18 to 20, under the theme “Professional certification: Driving Force Behind a Knowledge-Based Economy”.

1500+ professionals and over 25 exhibitors have signed up to participate at CERTX, linking international institutions that offer international standards and benchmarking education and knowledge with students, professionals, training and educational institutions.

Reasons to attend CERTX:

- Explore latest developments in global certification programs across industries
- Meet and network with international thought leaders in professional development and certification
- Identify the right certification program to improve your skills and knowledge and advance your professional development
- Evaluate the latest competing programs and services you need to accelerate your career
- Attend professional and technical training workshops and earn international certifications
- Cutting-edge conference program hosting senior government officials and certification experts who will speak on the industry’s latest and most crucial topics
- Explore local policies regulating certification programs and employments.



Mr. Nisar Butt, President and CEO of IIMP®, said: “CERTX is a great opportunity to introduce the Certified Marketing Management Professional (CMMP®) to international professionals. This is the first time that professional certification institutions, such as ours, gather to discuss the importance of continuous learning to face the business challenge of today.”

For registration information please visit <http://www.certxmena.com/ConferenceRegistration>

To learn more about the CERTX, please visit www.certxmena.com

Towards Sustainable Marketing in the 21st century

Christophe Bisson, Ph.D.



Dear fellows,

As the level of uncertainty and complexity reach a high threshold, organizations enter into a strong turbulence era. Therefore, to address these unknowns with standard methods and tools which are linear is no longer possible. Thus, calls for new governance tools and methods to tackle the upheaval have been done. IIMP® face these

challenges by adopting high-performance 'Marketing Early Warning System' (MEWS) constructed on innovative method and software which provide the best ways to detect and interpret weak signals. Yet, such MEWS can allow organizations to build marketing strategy that fits the market reality through the following steps: i) Elaborate a dynamic market analysis to sharply modelize your strategic environment; ii) Create marketing scenarios through a scientific process and visualize their impacts and probabilities, then it is not based anymore on intuitive combination or by experience (then linear) of (potential) changes; iii) Develop marketing war game as a strategic simulation to strengthen your marketing planning or build a new one; iv) Build an agile learning organization; v) Implement market scanning allowing to 'feed' the MEWS with Big data/information.

IIMP® created the Certified Marketing Management Professional (CMMP®) program that

integrates the cutting edge marketing tools and methods such as MEWS. Thus, people who will get the CMMP® program will be better prepared compared to those who followed the 'traditional' path. CMMP® designations is growingly a globally-recognized and well respected measure of professional and academic excellence in the practice of marketing.

In a general manner, IIMP® supports marketing governance initiatives, ideas which lead to sustainability, thereby aim to satisfy not only customers but also stakeholders in the long run as the co-creation, co-production can involve various actors of markets. Furthermore, IIMP® integrates at its core the protection of the environment as again, we must anticipate such issues. Indeed, if we react it would be too late as our planet is not a 'simple' machine and to 'push' the button would not stop the negative and very dangerous cycle.

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IIMP® becomes a Global Partner with SME World Summit 2017

March 22, 2017 — Dubai, United Arab Emirates

The International Institute of Marketing Professionals (IIMP®) is partnering with the SME World Summit 2017, the biggest entrepreneurship event of the region, held on March, 22th, in Dubai, United Arab Emirates.

The International Institute of Marketing Professionals (IIMP®) becomes a Global Partner with the SME World Summit, the region's largest entrepreneurship conference. After a successful run in the past three years, the fourth edition of the conference will be held on 22nd March 2017 at the luxurious Jumeirah Beach Hotel in Dubai. The summit celebrates the hopes and ambitions of each entrepreneur who strives in the challenging environment to win the race and accomplish his vision.

It cherishes every innovative mind that seeks to bring change, every leader who aims to rise, and every investor willing to take risks to create value.

Organized by SPI Group, UAE's formidable engagement and lead generation platform, in partnership with Dubai SME, the conference will be attended by 1500+ entrepreneurs, business magnates, investors, heads of government departments and C-Suite executives. The event boasts of a powerful agenda consisting of keynotes from international speakers, engaging panel discussions, strategic workshops, an exhibition showcasing leading service providers, and an art expo.

Announcing the details of SME World 2017, Shantanu AP, CEO of SPI Group, said "We've seen a tremendous growth in terms of size and number ever since we started SME World in 2013. The idea behind this event was to provide the relevant content and showcasing opportunities for growing business in the region. Our main focus is to elevate the accumulated resources and capabilities of the little giants to help take their business to the next level".



About SPI Group

SPI Group is the largest events and content platform for small and medium enterprises in the region and engages with over 100,000 SMEs in the UAE through high profile events, magazines and digital platforms. SPI also organizes Global Innovation Summit, the biggest congregation of innovation and technology leaders; and Emirates NBD Global Business Series, a series aimed at inspiring CXOs and entrepreneurs.

For further information, please visit www.smeworld.ae and for media related requests, please contact:

Mohammed Misbah, Assistant Editor, SPI Group, Tel: +971 42659704



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Canadian Business Strategy Association (CBSA) is an independent not-for-profit leading professional accreditation body which is dedicated to uniting business strategists under a unified community, in order to facilitate the advancement of the business strategy profession.

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- Delivering a definitive body of knowledge for general and industry specific applications.
- Accrediting members who demonstrate world-class performance excellence in strategy delivery
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Creating a killer marketing strategy in 4 steps

Caroline Berryman, CMMP



Not all marketing plans are created equally. There are certain elements that need to be included in the overall plan that will effectively convert customers and be successful.

It is easy to tell a "potentially successful" marketing plan apart from a mediocre marketing plan. There is a framework that an effective marketing strategy should follow that includes:

A Focus on the market

Your target market should be narrowly defined so you can effectively reach them. Understand the marketplace and your competition so you know what factors set you apart from your competition. Identify your unique selling proposition (USP).

A Focus on the product

Being able to break down your product so that you can narrow your audience will help you market more effectively. For example if you are marketing clothing, what are the unique features that can help narrow your audience?

Metrics

Everything should be quantifiable so that you can measure the return on investment (ROI). Having measurable goals such as 'to reach \$1 million in sales by December 31, 2017' is a SMART (specific, measurable, achievable, realistic, time-based) goal. A new business in the marketplace should have short-term and



long-term marketing plans. Both of these plans need to be interconnected to help you achieve your long-term goals.

Revisions

A marketing plan is really a planning process and not a plan. We live in a dynamic environment and cannot afford to have static marketing plans. A good marketing plan sets realistic goals and can track performance by measuring it in quantifiable units. The plan must be reviewed regularly and revised as necessary. Marketing professionals need to review their plan to ensure it is working and adjust if necessary.

Towards Sustainable Marketing

Christophe Bisson, Ph.D.

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Therein, IIMP® intends to satisfying the needs of the global marketing community as a voice that is bolstered by a broad spectrum of opinions and ideas from around the world.

Its board members represent 192 countries, and because of this, IIMP® has the potential to support and disseminate marketing ideas from any and all public and private organizations worldwide.

Hence, we are in line with the Canadian Prime Minister, Mr. Justin Trudeau as 'Diversity is our strength'!

I invite you to join us, participate in momentum to build bridges between people and various knowledge all around the world as walls will not lead to sustainability.

Sincerely,

Christophe Bisson, Ph.D.
President, Internationally Accepted Marketing Standards Board
E-mail: chair-iamsb@theiimp.org

MARKETING WORLD REVIEW

Volunteers Needed for Editorial/Support Team

The IIMP team seeks volunteers to enhance our editorial and support team (see following list of roles) to publish a quarterly periodical named "MarketingWorld Review Magazine". The publication will be distributed to marketing practitioners all around the world in 192 countries.

Section editors for Market analysis, General Articles, Reviewers, Contributing writers, Graphic designer and Salespersons (sales incentive will be provided).

If you interested in contributing , please write to:
hr@theiimp.org

MARKETING WORLD

REVIEW

Call for Papers for MWR Magazine

The International Institute of Marketing Professionals (IIMP) publishes the quarterly magazine “MarketingWorld Review” to advance marketing professionals’ knowledge of worldwide industry changes, to provide practical solutions of their problems, and to keep them informed about the current informational and technological tools available to achieve marketing efficiency and effectiveness. Marketing professionals find relevant and timely content in every issue to maximize strategic and tactical business performance.

The Editor-in-Chief of MarketingWorld Review invites practitioners, consultants, and academics to submit pieces worthy of contribution to the theory and practice of marketing for next issue.

The latest technological developments such as social media, online communities, or social networks have all transformed markets and marketing. In this new era, which demands changing classical practices, customers and companies are both empowered with many capabilities such as easy access to information or ability of multi-way communication. Within this broader networked customer-company relationships, customers are actively engaging with the companies in every aspect and have an influence on marketing decisions at an increased level. However, both scholars and practitioners also address potential risks and challenges that companies face associated with this new era of connected marketing.

The next issue of the MarketingWorld Review will focus on the latest thinking, principles, and best practices on the field of marketing, that reflects the challenges and opportunities in a digitally-empowered and connected world. We welcome submissions which may be case studies, market analyses, interviews, and research papers employing a range of theoretical and methodological approaches and which provide future research directions and in-depth strategic marketing implications for today's marketers.

All topics reflecting the latest thought in marketing are welcomed. The deadline for initial **submission for next issue is April 15, 2017**. The review process will feature a maximum of two rounds and final decisions will be made before April 30, 2017. Authors are referred to the MarketingWorld Review Author Guidelines in the preparation of their manuscripts at <http://www.theiimp.org/magazine/> or at <http://www.theiimp.org/PDF/MWR-GUIDELINES.pdf>. Submissions are to be made to magazine@theiimp.org.

Dr. Asli Kuscu
Editor-in-Chief
MarketingWorld Review

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Mastering social media can feel like following Alice through Wonderland.

New platforms with new rules emerge every 10 minutes. Trends seem to contradict each other. But you still have magic-wand tools to make sense of it all.

Find those tools at the [Social Media Conference for PR, Marketing and Corporate Communications at Disney World](#), on March 27–29 in Orlando, Florida.

A few ways you'll learn how to turn your under-valued social media plan into a Cinderella-at-the-ball:

1. Use social listening to respond to audiences in real time and identify trending topics.
2. Build excitement about your brand by live-streaming events.
3. Make the comments section a critically important customer service channel.

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IIMP members will receive a \$300 discount on registration!

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