

The Associate CMMP[®] designation is awarded to Rodney Tennison Alkins in Barbados



MARKETING WORLD
REVIEW

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"I am very pleased to have the Associate CMMP designation awarded. I wish to thank the IIMP team for all the professional work they have done in making my introduction to marketing in a systematic way, building on each subject area with consistent key paragraph reminders throughout the CMMP handbook which has etched key marketing principles into my mind.

As an administrator in the oil and

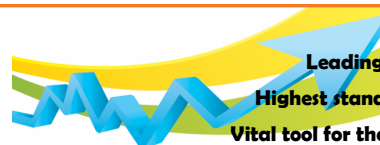
gas industry, although not a marketing centric position, the knowledge that I have gain has caused me to refocus how I perform my function from a marketing perspective. I not only deliver various services, but I deliver value and satisfaction to all internal customers. Now, I focus on the customer need instead of the completion of the activity, consequently I have reduced rework, miscommunication, and complaints."

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How to turn an “ugly” industry into “positive” one

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



Industries that explore natural resources, such as oil, gas and other commodities have a strong impact on local economies and the environment. A strong commitment to address sustainable development is needed.

These industries have to reinvent themselves if they want to survive in the long term. Extractive activities have a deadline. Ensuring diverse and resilient economies beyond the life of their operations is essential for the future of local communities.

While they reinvent themselves in new businesses areas, these companies should work side by side with government and local communities to design and support initiatives, striving to deliver inclusive and sustainable benefits stemming from resource development activities.

Since inception, extractive companies have addressed pressing social and environmental challenges, sup-

ported innovative organizations, social enterprises and initiatives focused on improving the livelihoods of communities in which they operate. Educational and capacity building activities can help surrounding communities to find new revenue sources and develop strategic business plans.

On the other hand, extractive operations should be closely monitored to ensure there is no harm to the surrounding biosphere. Innovation and acting according to regulations and bills are crucial for environmental protection. Partnerships with local organizations for research and preservation activities can help increase the surrounding biosphere and develop eco-businesses.

These are all feasible when respect for people, environment and resources are in place. Extractive industry, frequently called “ugly industry”, due to its history of negative environmental impacts and social exploration, has a great opportunity to transform this image into a positive one.

Acting based on Sustainable Development principles will help it to increase its productivity and support local communities to capacity building for new revenue sources once the extractive activities are completed.

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Get Started

How brands are using Canada's 150th birthday as a marketing strategy by Caroline Berryman, CMMP



Incorporating Canada's unique and diverse heritage, along with our red maple leaf during Canada's 150th birthday celebration, companies are finding creative ways to market their products this summer in Canada.

President's Choice created #EatTogether, a campaign asking Canadians what they 'would bring to the table', encouraging them to take a photo and post it on social media with the unique hashtag. Their goal is "to make the world a better place by sharing a meal." They even dedicated June 29th as Eat Together Day.

The Hudson Bay Company created limited edition Grand Portage Collection merchandise. The proceeds help support the Great Trail project which is the world's longest trail system. With the help of HBC, the trail will be completed in 2017 and will connect Canada from coast-to-coast-to-coast.

Developed in the Netherlands to celebrate Canada's birthday, Home Hardware created the Canada 150 tulip, a special species that is white with red flames to resemble the Canadian flag. The Canada 150 trade name was then officially

registered with the Netherlands' Royal General Bulb Growers' Association.

Banks are joining the celebration and finding creative ways to tie into the 150 theme. To celebrate Canada's 150th, RBC gave thousands of Canadian youth \$150 each, with no strings attached, and challenged them to do something great in their communities. And they did! From donating socks and scarves to the homeless, purchasing school supplies for Syrian refugee children, hosting a World Juniors hockey party at a local hospital and donating to the Aboriginal education centre.

CIBC's "#StandforCanada" 150 campaign is built around an animated maple leaf made from aggregated social media posts, featuring images of Canada as well as kids in hockey jerseys next to messages about diversity.

T D Bank created #TDCommonGround to invest in green spaces for 150 communities.

Sobeys helped Canadians host 150th birthday celebrations with a selection of special edition prod-

ucts. These included Compliments Celebrate Canada birthday cookies and Angus Maple Leaf Beef Burgers.

Boston Pizza actually changed its name to Canada Pizza for a month leading up to Canada Day on July 1 in more than 380 restaurants across the country. According to Jordan Holm, Executive Vice President of Marketing & Communications, Boston Pizza International, "Canada is the birthplace of Boston Pizza and there is no better day to remind Canadians of our patriotism than Canada's milestone birthday." As Canada's number one casual dining restaurant brand, it felt natural for us to change our name and give Canadians a designated place to celebrate our great country's 150th birthday, on a patio, with great food and a cold drink in hand."

Executing marketing strategies to celebrate Canada's milestone year not only helped carry the celebration across the country, but it forced brands to think creatively and develop meaningful campaigns that would resonate with all Canadians.

MARKETINGWORLD 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

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- CBS - Chartered Business Strategist
- ECBS - Executive Chartered Business Strategist
- CBSF - Chartered Business Strategy Facilitator
- CBSE - Chartered Business Strategy Educator

About CBSA:

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.

The CBSA elevates and advances the business strategy profession by:

- Delivering a definitive body of knowledge for general and industry specific applications.
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Implications of the Hierarchies of Marketing for Investment, Recruitment & Organisational Management (Part 3 of 4)

By: Leigh Cowan

Hierarchies of Marketing Considerations for Chief Marketing Officers

Ideally, CMO's should be perfect at, and know everything. In reality, however, every marketing executive, even the extraordinary ones, are subject to imperfect knowledge.

Exceptional commercial success comes at a cost of personal development, exceptional personal development comes at the cost of street cunning, exceptional street cunning is achieved at the cost of political finesse, and so on.

An Operationally successfully CMO needs to resource (internally or externally) a strategic counsellor, mentor or coach. The 'trick' is to find a good one. An 'acid test' might be selection of someone from outside the industry who asks smart questions, can identify root issues, determine academic models that resound with suitability but are delivered with a simple explanation... delivering a return that far outweighs the cost of the advice.

The Hierarches of Marketing presents a wonderful structure in which to balance the marketing team: Classifying duties according to skill sets, not wish lists or a breadth of functions that do not allow the firm to make the most of that individual's skills.

Building the Organisational Structure of your team becomes a simpler task, as does the delegation of duties, the preparation of job descriptions and the succession planning of the team.

What kind of consultants to source, and what kind of responsibilities to keep in-house also becomes remarkably clear.



Diagram: The Hierarchies of Marketing model depicts the heterogeneous roles that need to be addressed under the umbrella of 'marketing'.

An operational CMO needs to resource a strategic counsellor, mentor or coach... their success married to their ability to identify and appoint a highly skilled strategic 'right arm'.

How to Find an Advisor who is strong in Strategic Skills

The "Acid Test" to finding a strong strategic marketer is to consult someone lacking in specific industry experience. They'll ask smart questions in the necessary introduction and industry briefing, and are likely to drill down on core issues and come up to speed at a surprising speed. They'll soon be suggesting explanation of academic models to see if they've grasped the root problems and dynamics, and their explanations of these models will be simple and clear as they prove themselves valid solutions to understanding and solving your specific problems.

Incidentally, a strategic marketing consultant should generate more in returns than they cost on fees and incidentals, so you'll move forward profitably, as well as productively.

Hierarchies of Marketing Considerations for Advertising Agencies, Research Agencies & Marketing Services Providers

Not only can Advertising Agencies, Research Agencies & Marketing Services Providers better relegate responsibilities within their own organisations, they can also better understand, and advise, their clients.

The closer and more trusted the agency, consultant, advisor is, the more intimately they can assess their clients' needs, and identify their clients' weakness, and opportunities.

The Hierarchies of Marketing model may assist in evaluating alternative strategies, corporate governance decisions, and milestone corporate directional decisions, by clarifying capabilities, calling for ratification of intended actions, or revealing previously unforeseen ramifications of policy, procedure and intent.

The revelations may be earth shattering, life-saving, or simply empowering... but will certainly contribute to better organisational management and control, performance productivity and profitability.

To be continued in the next issue..



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