

Emerging Themes CIM Webinar

Overview

Analysis must be strategic

Strategic comment must be critical, balancing positive and negatives

Drill down to the detail not just the top line issues

Back up and substantiate everything with research

Why is the theme strategically important to the organisation?

How will the intelligence help you to forecast for future strategy?

Example/Recommended Emerging Themes

Publishing and Technology

For example how will iPad impact on music, film and media publishing?

What will happen in the future?

What information and research backs up your argument?

What content will be free or paid for?

How will this impact on your future strategy?

Consumer Behaviour

Is consumerism over because of the recession?

Are we more considered in our buying behaviours?

How will that affect the market and its producers and value chain?

What evidence do you have to back this up?

How will this impact strategy in the organisation in the future?

Retail

What effect is online shopping having in your sector?

What impact is being seen in the high street?

What retail experience are we seeing?

Advertising

Viral is affecting the environment for advertising

Will big brands need their own tv channels to reach their audiences?

Social Media

Is this just a fad and we'll return to traditional methods?

Where does this facilitate deeper engagement with brands?

Examples from within the market sector is required

How is this impacting current and future strategy?

Global Warming

How will current performance affect the long term (BP example)?

Second Life and Product Testing

Sustainable Products

Assessment

3,000 word project

Framework

- summary and evaluation of sources
- discussion paper
- letter

Sources can be academic, industry

Format is NOT a published article

Letter must use persuasive language to the conference organiser

Approach

Theory 15%

Application 30%

Evaluation 45%

Format and Presentation 10%

Analysis and evaluation is the key focus

Identify a macro theme and then bring it down INTO the organisation at a micro level to ensure it's applied

Ensure everything is backed up with proven theory

Internet sources are NOT appropriate at this level

Delegates are encouraged to show evidence of wider reading

Use recognised business or market models on which to base your future forecasts

The themes and analysis MUST link to chosen theories and strategies to help plan and forecast for the future

Predict how marketers in the industry will have to adapt in the future but don't make this generic.

Proposed Guide Format for Discussion Paper

Clear succinct title

Name author and date

Abstract / Exec Summary

Introduction (motive)

Method (inc theory)

Results

Discussion of conclusions from research

Conclusions to draw together important research results and their consequences

References