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