

# SUPERHEROES WANTED!

HOW AI IS CHANGING THE REQUIREMENTS FOR CMOS,  
MARKETING TEAMS, AND AGENCIES - BENELUX

NOVEMBER 2023

SERVICEPLAN GROUP



# Study Profile

## Sample Size

# N= 93

Belgium = 44  
Netherlands = 35  
Luxembourg = 14

## Duration

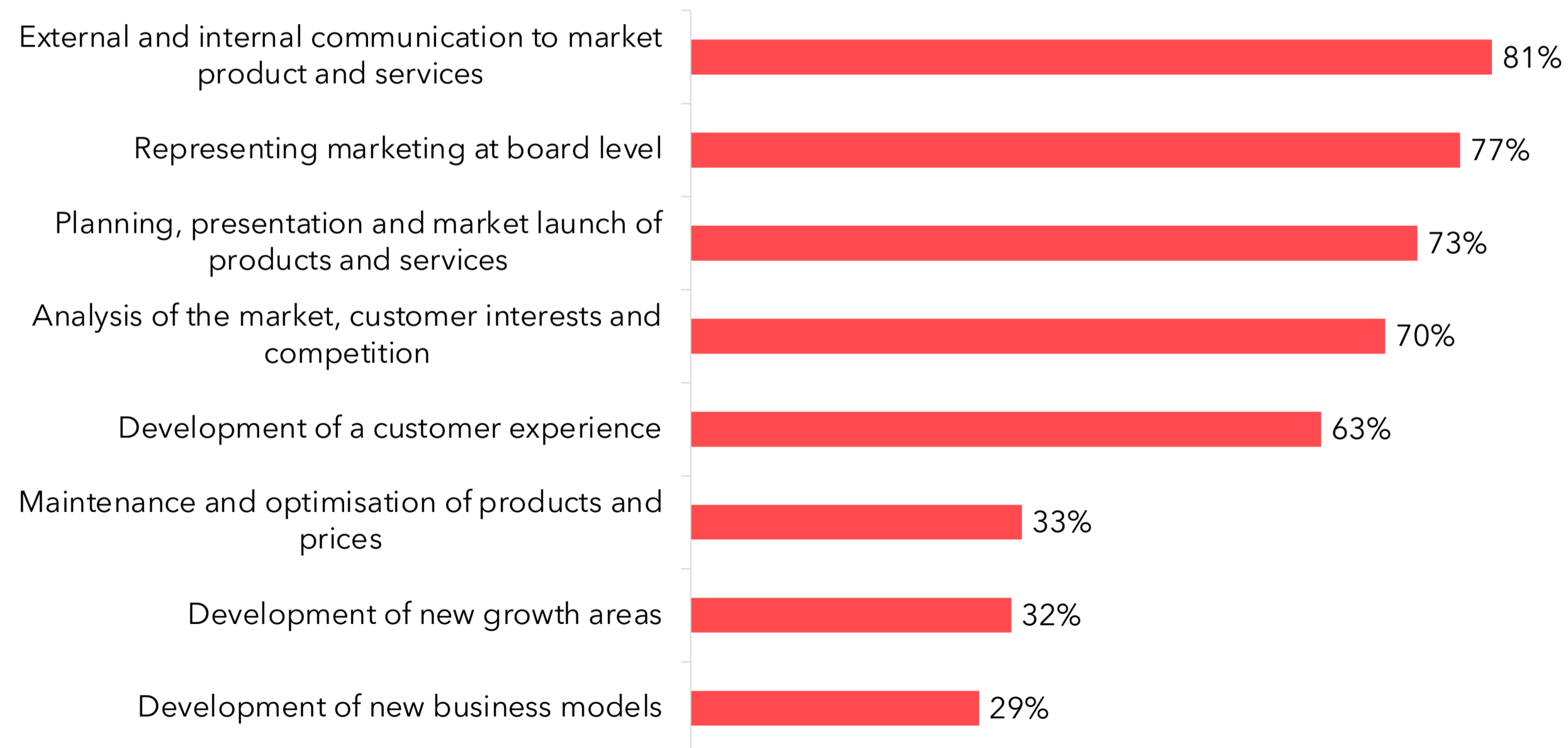
# 9 mins

median completion time

## Location

# Benelux

## Which of the following tasks and activities fall within your area of responsibility?



Question: Which of the following tasks and activities fall within your area of responsibility?  
Base: N=93 CMOs surveyed, Belgium, Netherlands & Luxembourg

## Sample

CMOs/  
Marketing decision  
makers

## Field Time

September 5 - 19



## Method

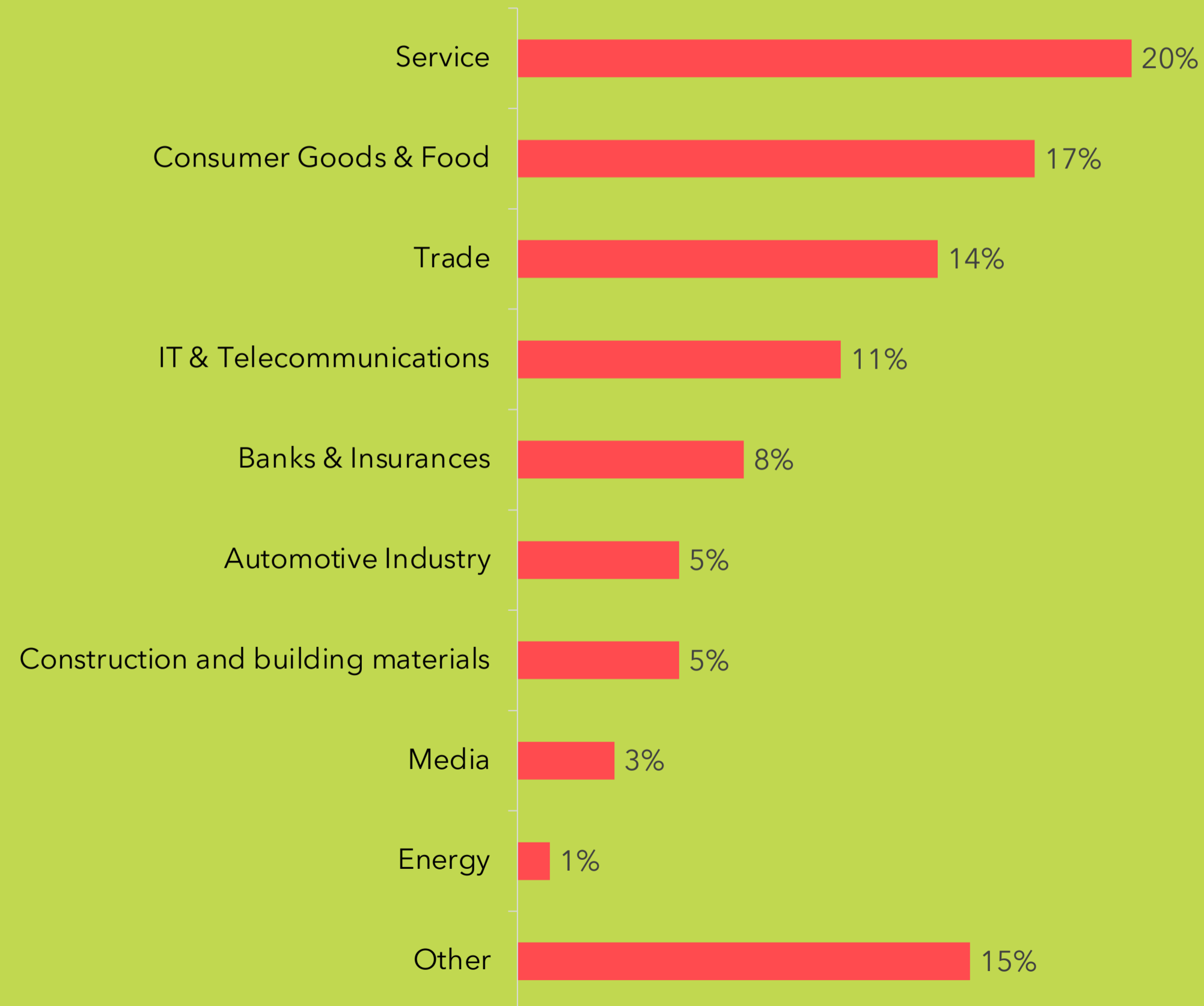
Online survey



# Sample description



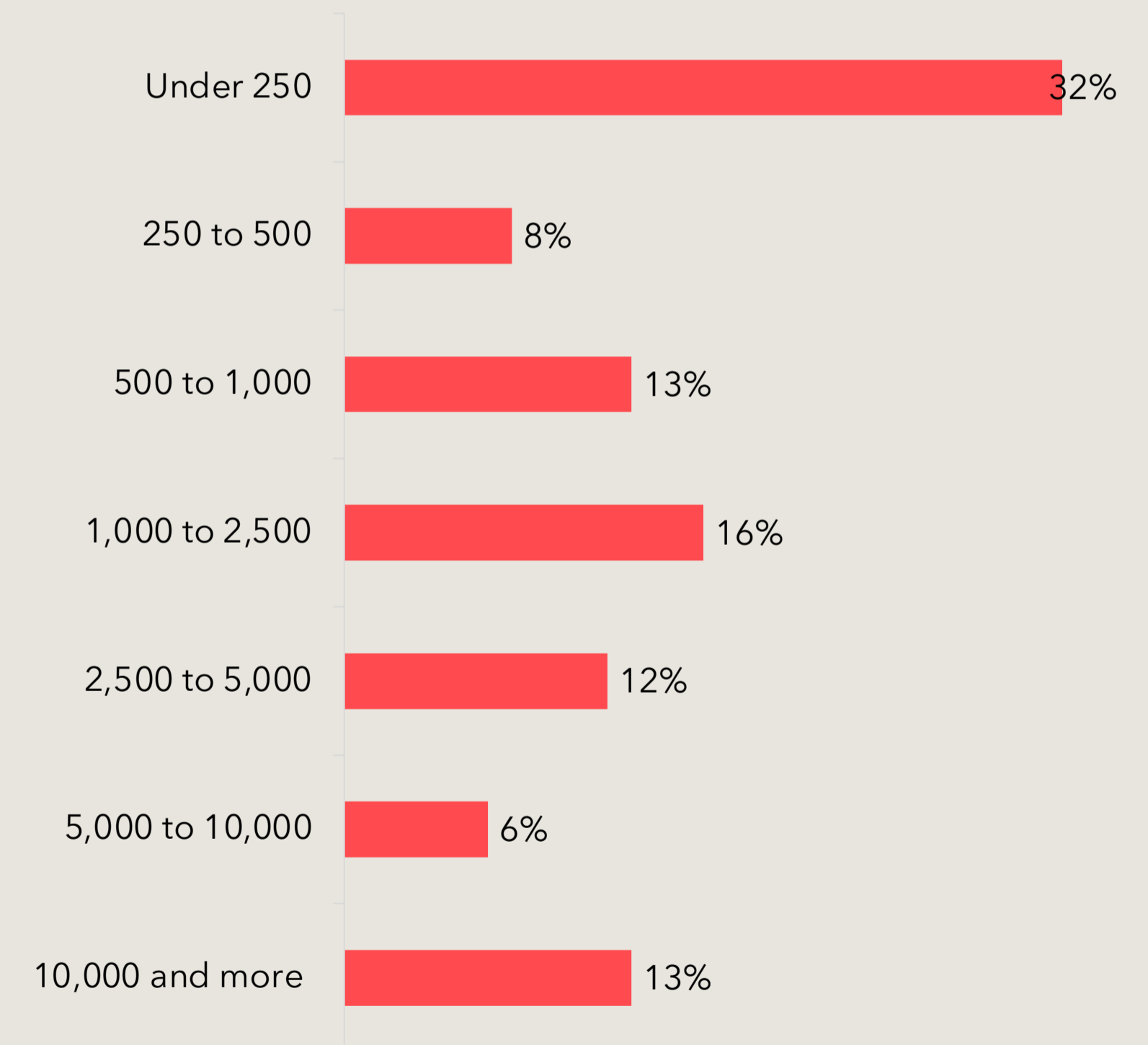
## Industry



Question: In which industry is your company active?  
Base: N=93 CMOs surveyed, Belgium, Netherlands & Luxembourg



## Company size



Question: Please indicate how many employees work in your company.  
Base: N=93 CMOs surveyed, Belgium, Netherlands & Luxembourg



# 7 questions focused in the survey

1

**How do you think the economic situation in your industry will develop in 2024?**

2

**How will your marketing budget (marketing investments and expenditures) develop in 2024?**

3

**What do you see as the top topic for the marketing year 2024?**

4

**How important do you think the following marketing trends will be in 2024?**

5

**What's your Superpower? What skills and abilities does a CMO need today to make the organization fit for the future?**

6

**What professional skills should be present in a successful marketing team?**

7

**What impulses do you expect from your agency partners in the future? What skills will an agency need to have in the future?**



# 7 questions focused in the survey

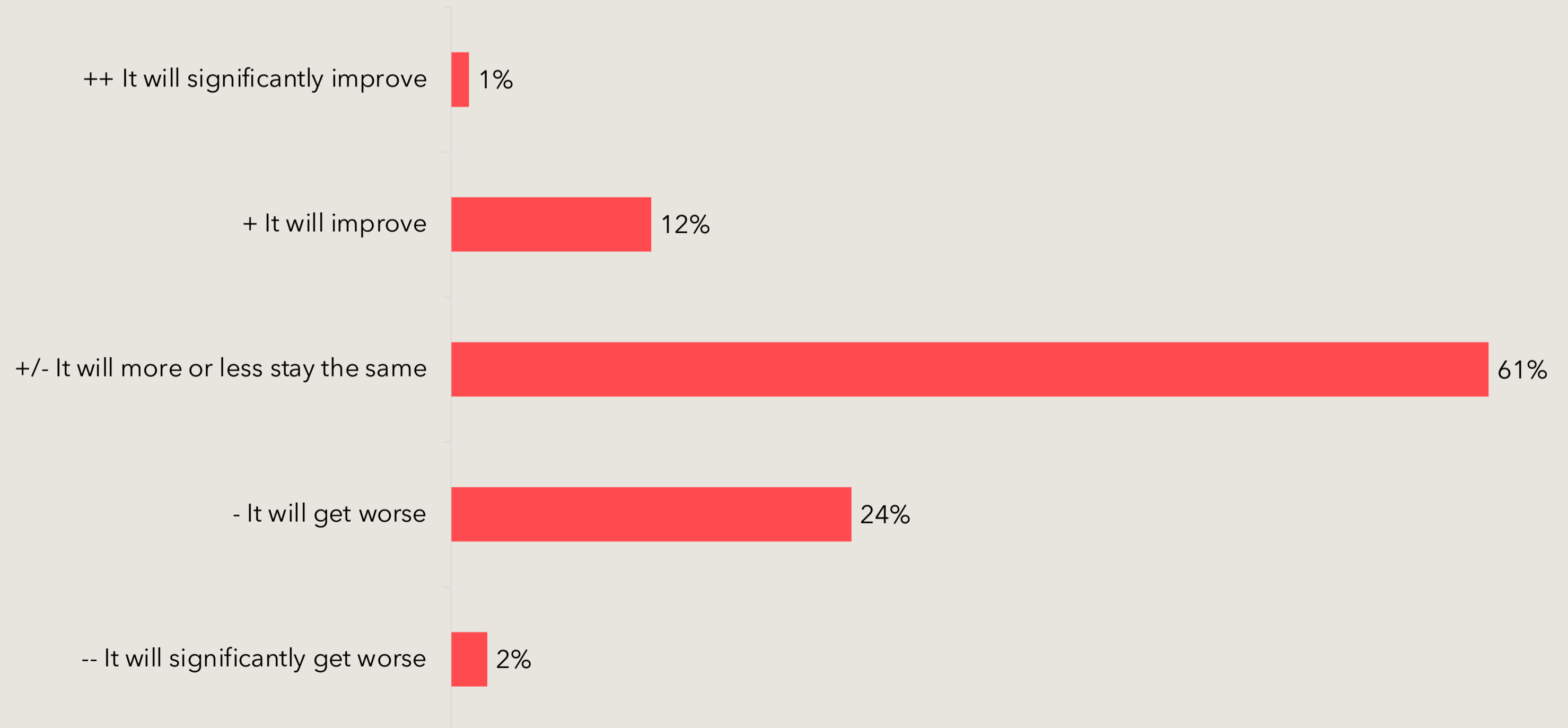
1

How do you think the economic situation in your industry will develop in 2024?

# No major change expected for the economic situation in 2024, more pessimistic than optimistic.

## Industry outlook 2024

Numbers in Percent



Question: How do you think the economic situation in your industry will develop in 2024?  
Base: N=93 CMOs surveyed, Belgium, Netherlands & Luxembourg



# 7 questions focused in the survey

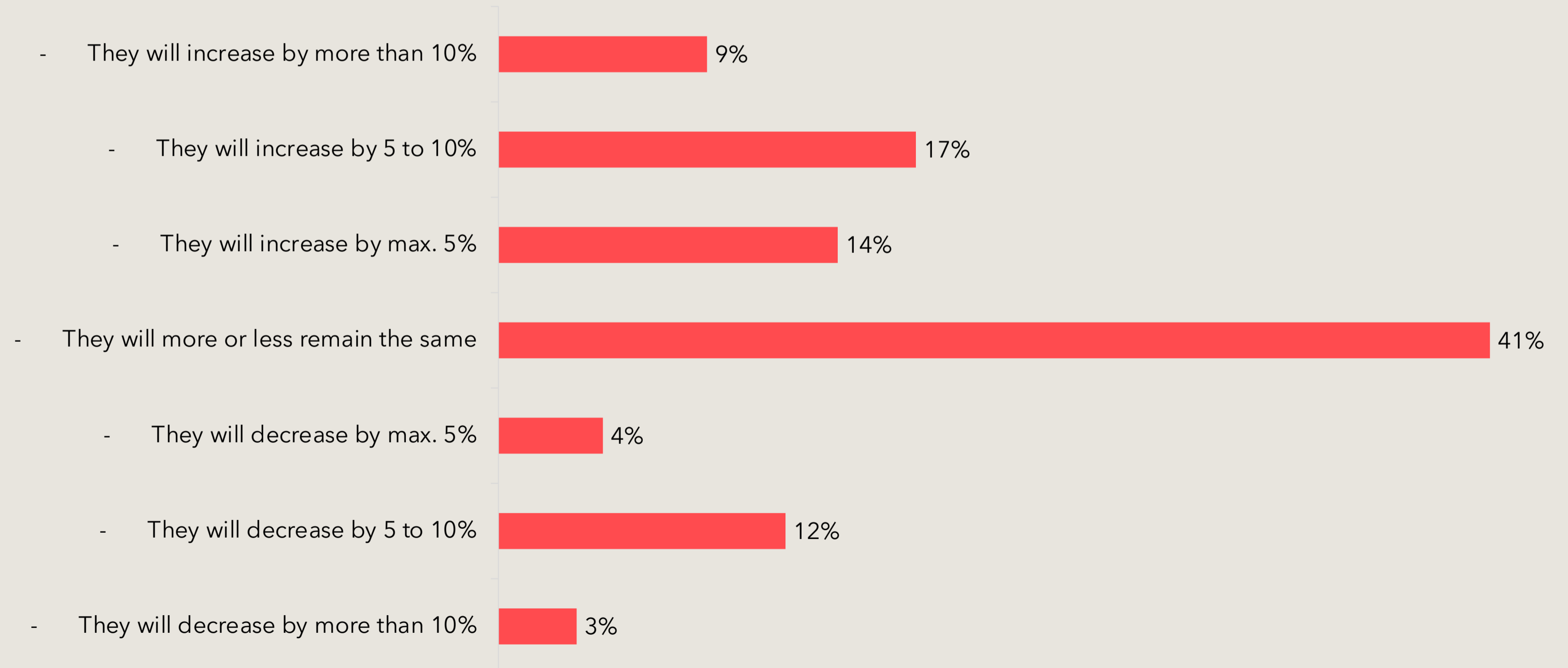
2

How will your marketing budget (marketing investments and expenditures) develop in 2024?

# Majority expected unchanged marketing budget (investments and expenses) for 2024.

## Marketing budget projection 2024

Numbers in Percent



Question: How will your marketing budget (marketing investment and expenditure) develop in 2024?  
Base: N=93 CMOs surveyed, Belgium, Netherlands & Luxembourg





# 7 questions focused in the survey

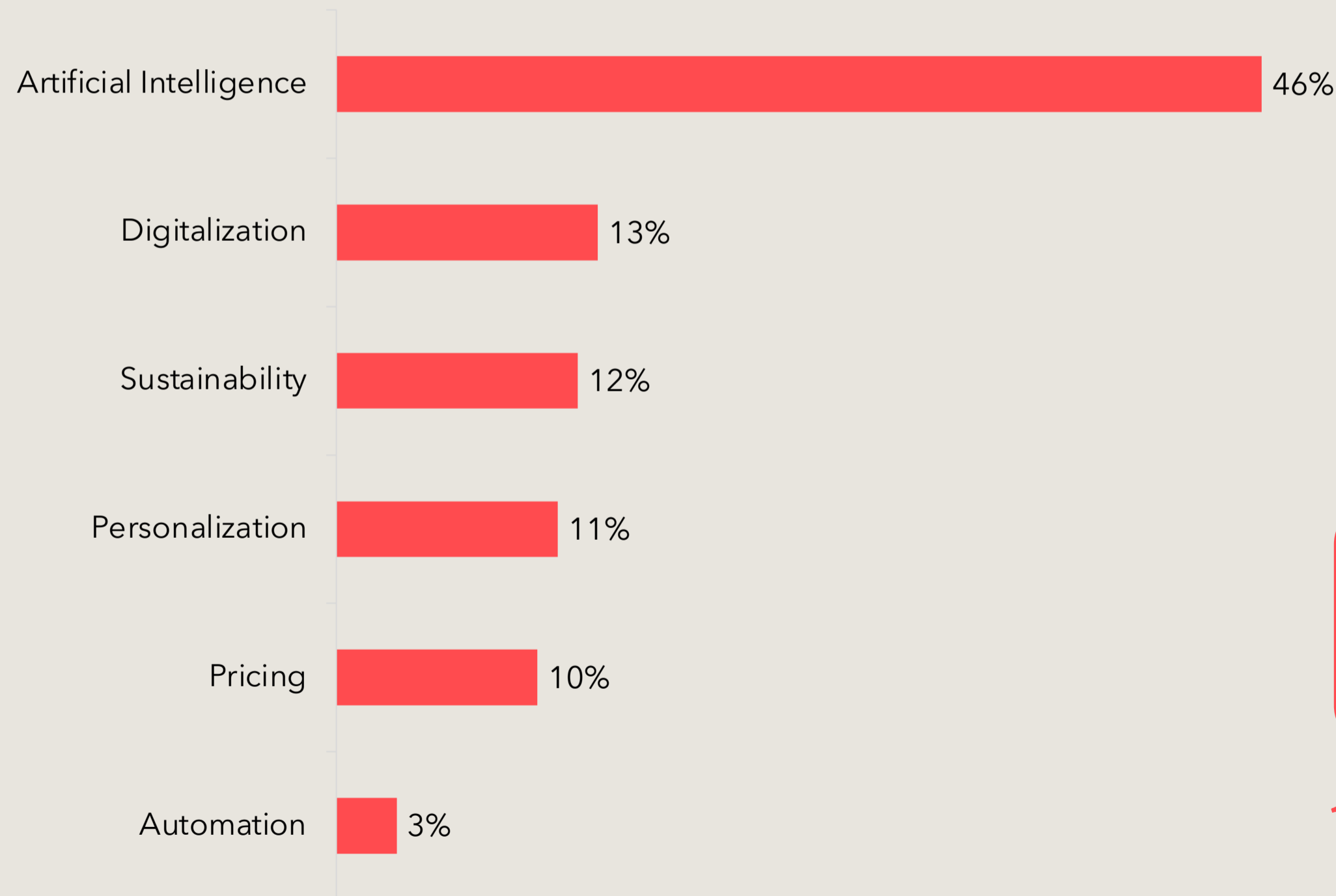
3

What do you see as the top topic for the marketing year 2024?

# Artificial Intelligence rated as the top topic for 2024.

## What do you see as the top topic for the marketing year 2024?

Numbers in Percent.



**AI is currently taking off and is going to play a huge role in marketing as well.**

**Obviously, AI is going to play an increasing role within advertising and personalization**

Question: What do you see as the top topic for the marketing year 2024?  
Base: N=93 CMOs surveyed, Belgium, Netherlands & Luxembourg



# 7 questions focused in the survey

4

How important do you think the following marketing trends will be in 2024?

# Artificial intelligence, content creation and data-based marketing were rated as top issues for 2024.

## How important do you think the following marketing trends will be in 2024?

Please rate by importance.

<b>TOP 5 2024</b>		<b>Top2</b>
<b>1</b>	Artificial Intelligence, Machine Learning & Marketing Automation	86%
<b>2</b>	Content creation	84%
<b>3</b>	Data-based marketing (including Cookieless Future & first-party data)	84%
<b>4</b>	Omnichannel marketing	82%
<b>5</b>	E-commerce/social commerce/connected commerce	80%

<b>TOP 5 2023</b>		<b>Top2</b>
<b>1</b>	Sustainability	89%
<b>2</b>	Emotional Brand Building	85%
<b>3</b>	Connected Commerce/ E-Commerce	82%
<b>4</b>	Content Creation	80%
<b>5</b>	Diversity, equality & inclusion	68%

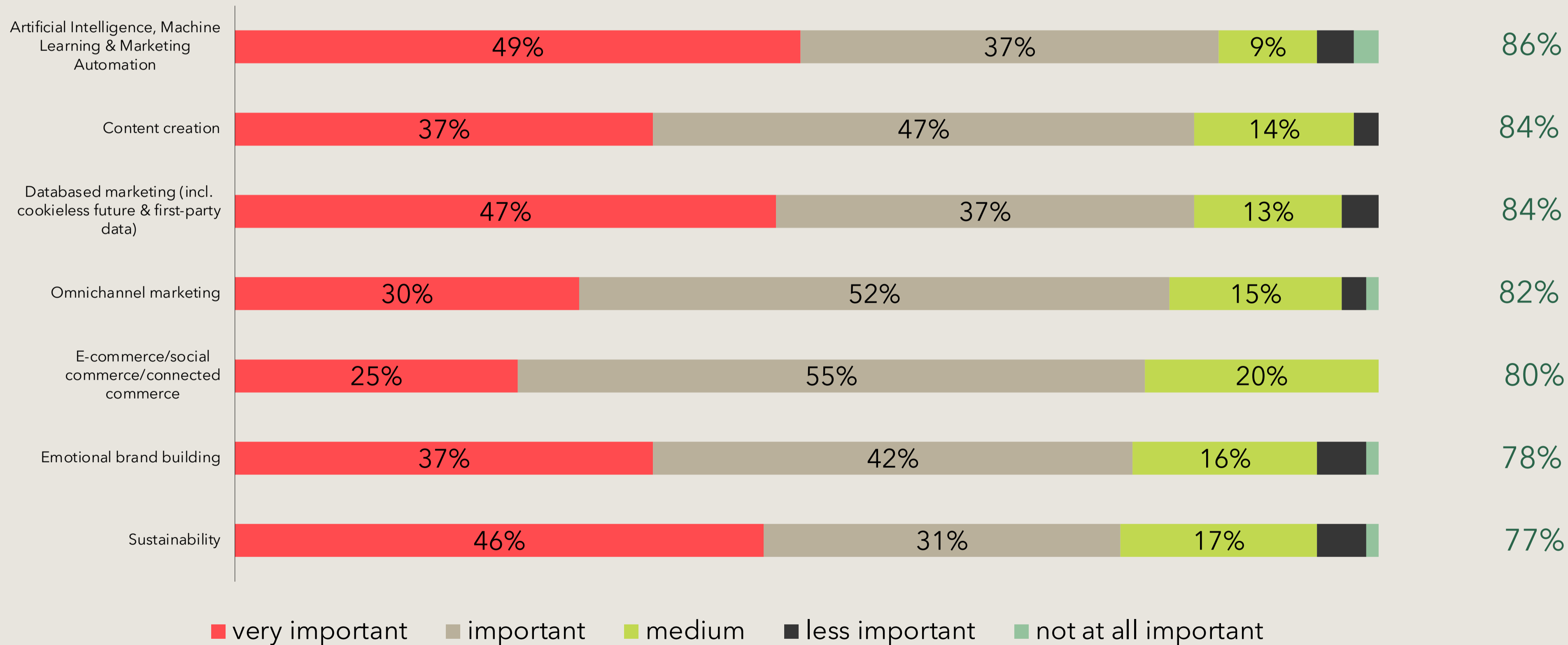
Base: N=93 CMOs surveyed, Belgium, Netherlands & Luxembourg  
ITEM 2: Summary of categories 1 - Very Important and 2 - Somewhat Important.

# The 7 most important trends are in a neck-and-neck race.

## How important do you think the following marketing trends will be in 2024?

Numbers in Percent (Values below 5% not labeled)

**Top 2  
2024**



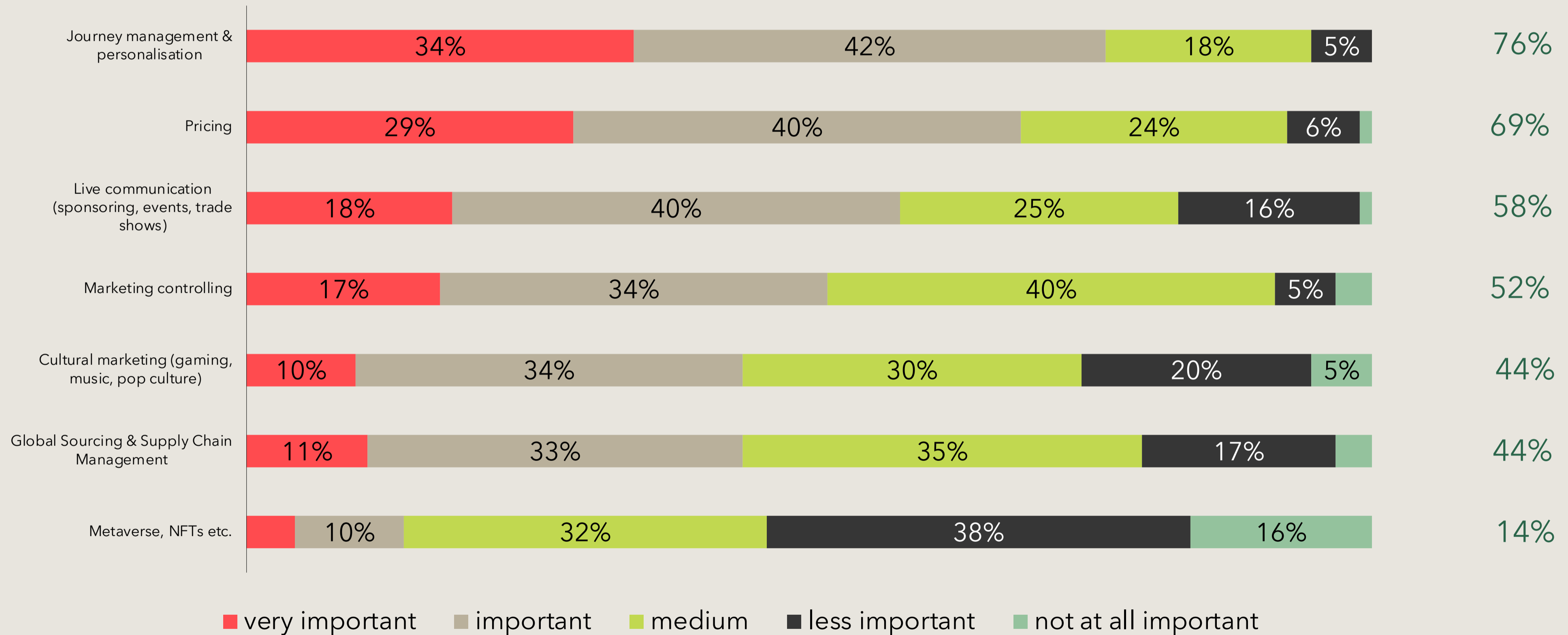
Base: N=93 CMOs surveyed, Belgium, Netherlands & Luxembourg  
 ITEM 2: Summary of categories 1 - Very Important and 2 - Somewhat Important.

# Metaverse, NFTs continued to be considered least important.

How important do you think the following marketing trends will be in 2024?

Numbers in Percent (values below 5% not labeled)

**Top 2  
2024**



Base: N=93 CMOs surveyed, Belgium, Netherlands & Luxembourg  
 ITEM 2: Summary of categories 1 - Very Important and 2 - Somewhat Important.



# 7 questions focused in the survey

5

**What's your Superpower? What skills and abilities does a CMO need today to make the organization fit for the future?**

# Leadership was rated as the CMOs superpower, whereby flexibility and adaptability were rated as important parts of a CMOs skillset.

**What's your Superpower? What skills and abilities does a CMO need today to make the organization fit for the future?**

Numbers in Percent.



**You need to make sure you put the right people, with the right background and diversity together and let them come up with the ideas.**

Question: What's your Superpower? What skills and abilities does a CMO need today to make the organization fit for the future?  
Base: N=93 CMOs surveyed, Belgium, Netherlands & Luxembourg





# 7 questions focused in the survey

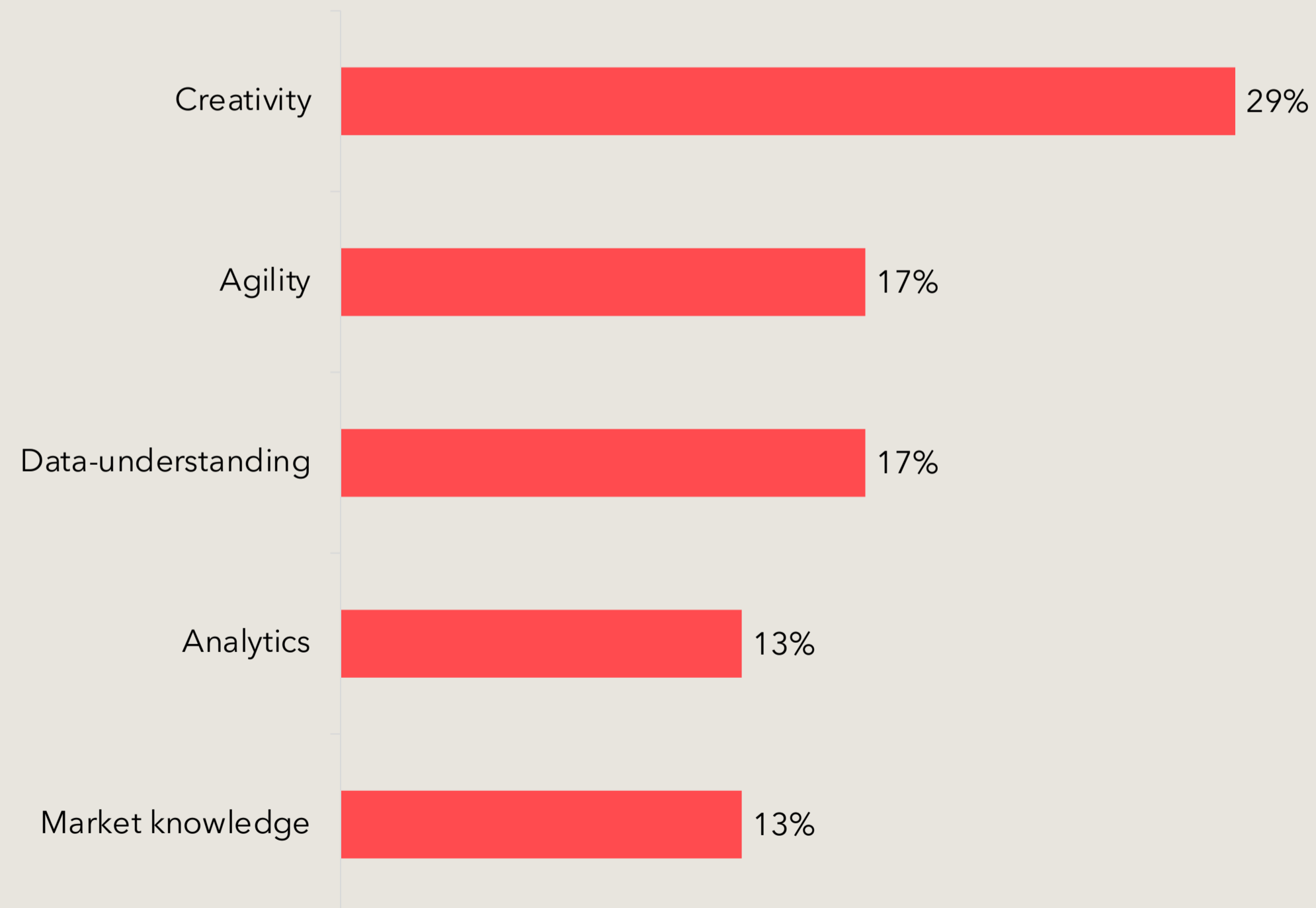
6

What professional skills should be present in a successful marketing team?

**Above all, a marketing team should bring creativity to the table, along with agility and an understanding of data.**

**What professional skills should be present in a successful marketing team?**

Numbers in Percent.



Question: What professional skills should be present in a successful marketing team?  
Base: N=127 CMOs surveyed, Belgium, Netherlands & Luxembourg



# 7 questions focused in the survey

7

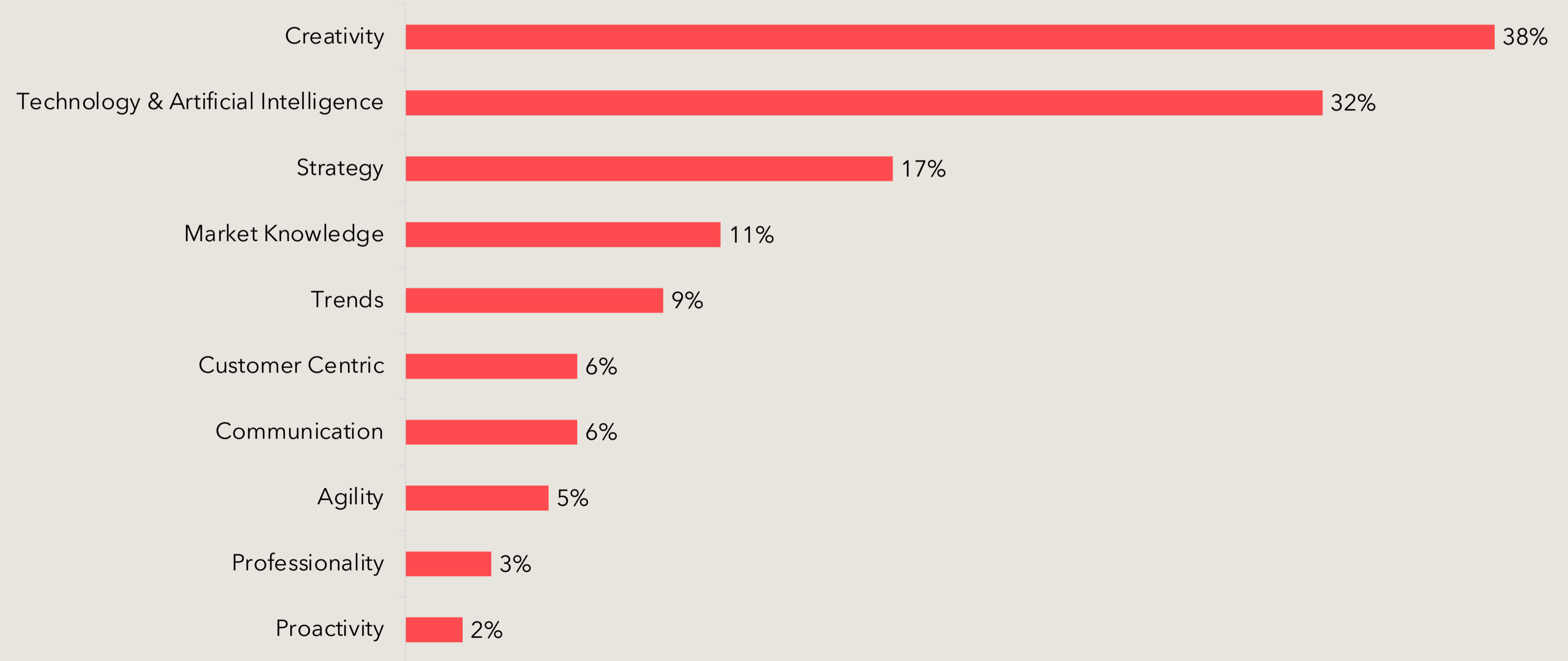
What impulses do you expect from your agency partners in the future? What skills will an agency need to have in the future?



# Agencies should bring impulses and skills in creativity, technology and artificial intelligence.

**What impulses do you expect from your agency partners in the future? What skills will an agency need to have in the future?**

Numbers in Percent.



Question: What impulses do you expect from your agency partners in the future? What skills will an agency need to have in the future?  
Base: N=93 CMOs surveyed, Belgium, Netherlands & Luxembourg



# About the Serviceplan Group & the CMO Barometer

## CMO BAROMETER

The CMO Barometer is an annual study that surveys top marketers from the most important companies in the D-A-CH region and another eight countries. This is the fifth time it has been conducted by the Serviceplan Group and in this year also together with the University of St.Gallen (HSG).

## UNIVERSITY OF ST.GALLEN (HSG)

The Institute of Marketing & Customer Insight at the University of St.Gallen (HSG) is a world-leading academic institution that enjoys the highest recognition for its contributions to academia, practice, politics and society in the field of marketing and consumer insights.

## SERVICEPLAN GROUP

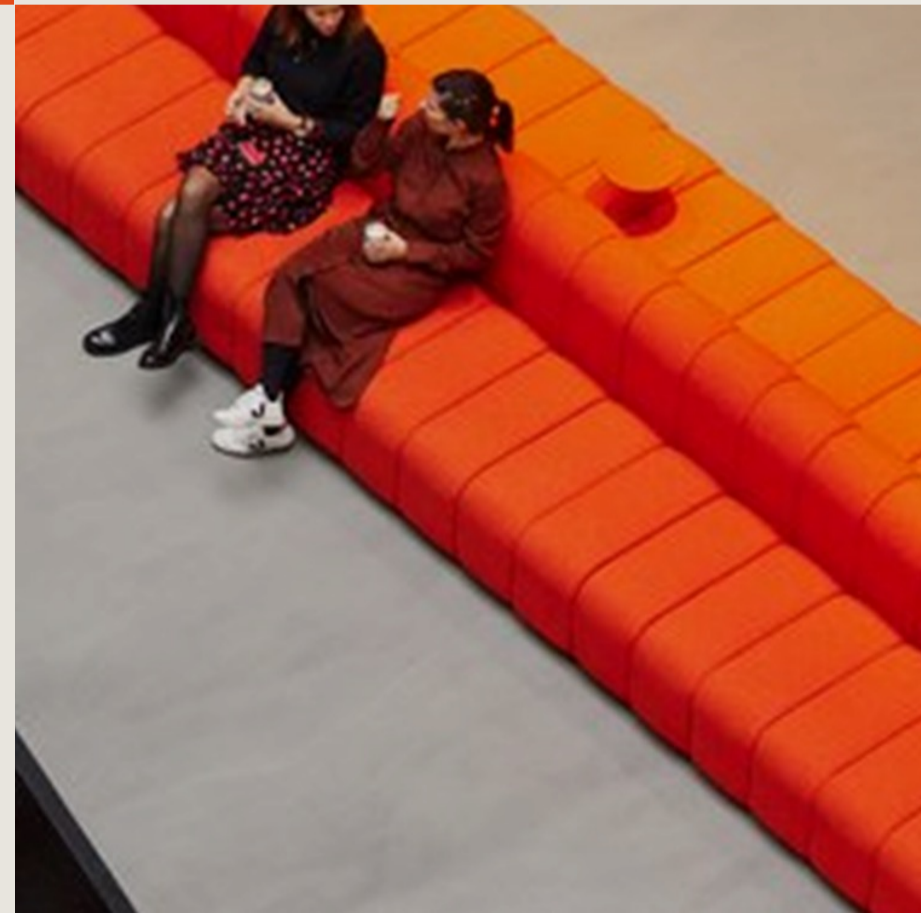
The Serviceplan Group is the largest independent, partner managed agency group in Europe. Established in 1970 as a classic advertising agency, Serviceplan soon developed its House of Communication concept - to date, the only completely integrated agency model in Europe to unite all modern communication disciplines under one roof: Creative & Content, Media & Data and Experience & Commerce.

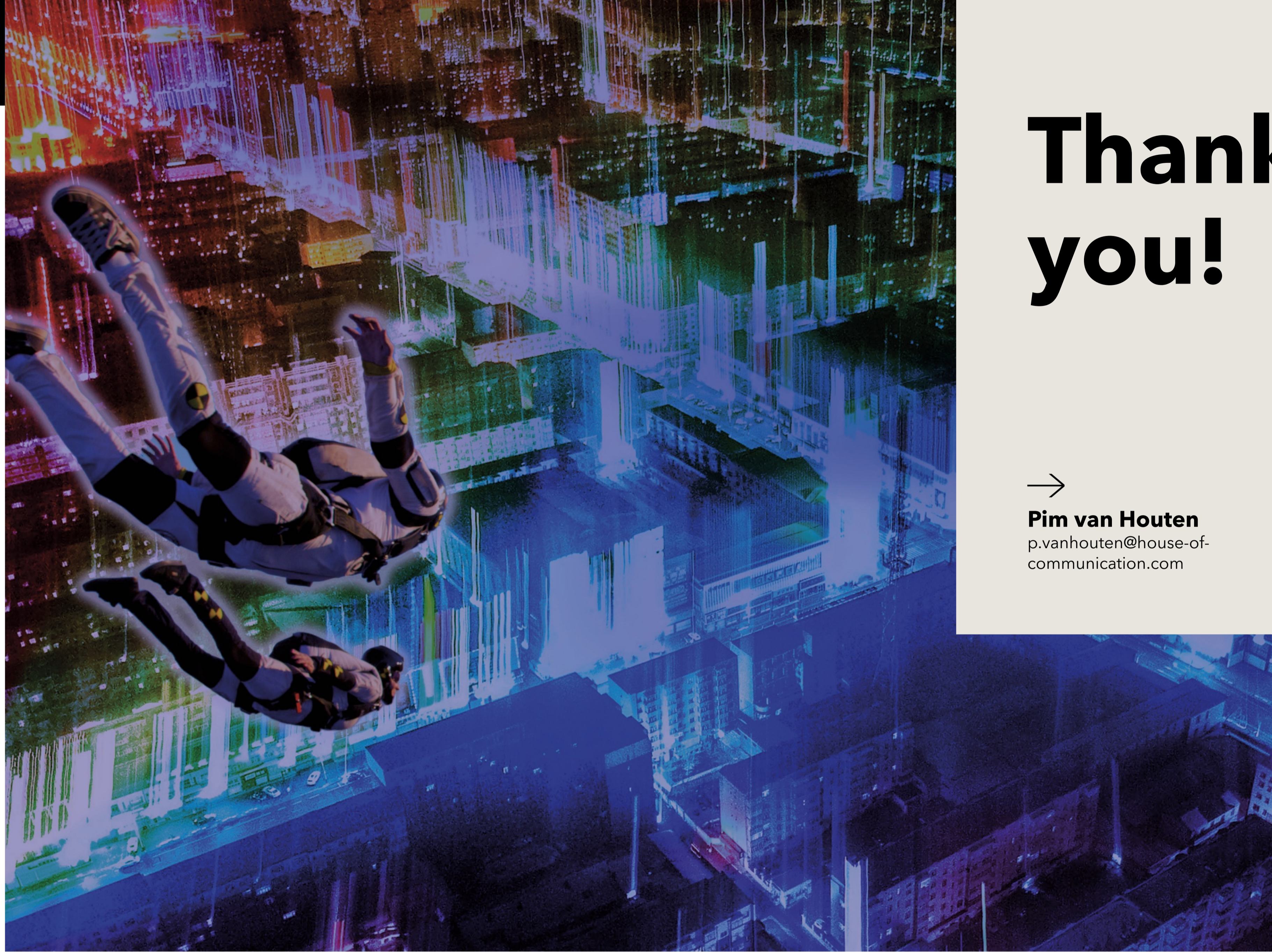
With 33 of its own office locations and a number of other partnerships, the Serviceplan Group is represented in a total of 20 countries worldwide and all the important economic regions.



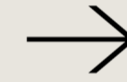
767  
CMOs

11  
countries





# Thank you!



**Pim van Houten**

p.vanhouten@house-of-communication.com