



DRIVING MARKETING SUCCESS

MARKETER'S PULSE™

EXECUTIVE SUMMARY

Overall, the Canadian marketing environment appears to be stable. Against a backdrop of moderately improving business conditions and consumer confidence, we perceive the perspectives of Canadian marketers to be modestly optimistic.

- Business conditions are reported to be stable to improving for 85% of respondents.
- Three-quarters of respondents perceived the confidence of their consumers will remain stable for the coming year.
- There was a three-way split among respondents on the question of marketing communications budgets increasing, decreasing or staying the same this year over last.
- Marketing communications budgets are shifting to focus more on digital/social media, according to just over half of respondents.
- Head count in marketing organizations is remaining unchanged or growing for almost 80% of respondents; however, one-third indicated a change in marketing organization structure.
- Marketing planning cycles are reported to skew short term versus long term, and toward a business-building/price promotion focus versus brand-building.
- Corporate social responsibility (CSR) appears to be on every marketer's radar screen, with respondents indicating their CSR efforts will remain as planned or will be expanding.
- Based on a list of CMO challenges, respondents reported a strong focus on *'understanding the changes in the consumer decision journey due to their increased access to information and transactional touchpoints.'*

ACA is pleased to provide you with the first report from the ACA Marketer's Pulse panel.

This report contains baseline results of what marketers are thinking, planning and experiencing at their workplaces, with their suppliers and partners, and with their consumers.

Thank you to the senior Canadian marketers who agreed to provide their perspectives and insights. The ACA will continue to monitor the changing dynamics in the Canadian marketing environment, and to provide you with current results and trend lines as they develop.

To learn more about this report and how you can realize value from your ACA membership, contact Susan Charles, Vice President, Member Services at (416) 964-1538 or scharles@ACAweb.ca.

