



MARKETING HALL^{OF} FAME

REIMAGINE MARKETING

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Beyond Advertising

Creating Value Through All Customer Touchpoints

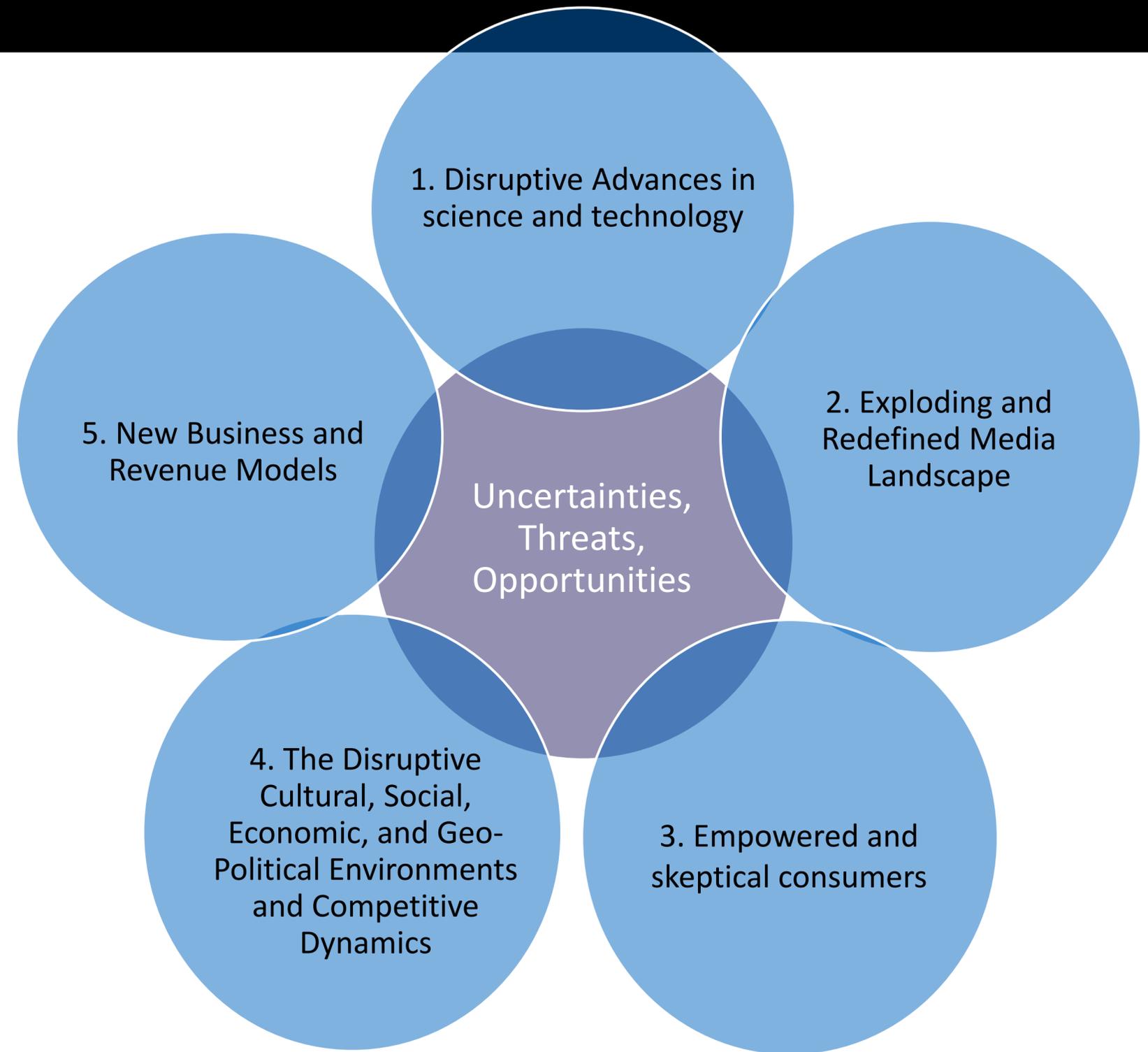
YORAM (JERRY) WIND,
CATHARINE FINDIESEN HAYS,
and The Wharton Future of Advertising Innovation Network

WILEY

THE WHARTON FUTURE
of ADVERTISING PROGRAM

Thank you to:

- The voters and judges
- The planners of this event that focused the evening on The Future of Marketing – A critical topic given the speed, magnitude and impact of the changing business environment.
- My many industry and academic collaborators and colleagues



THE FIVE FORCES OF CHANGE

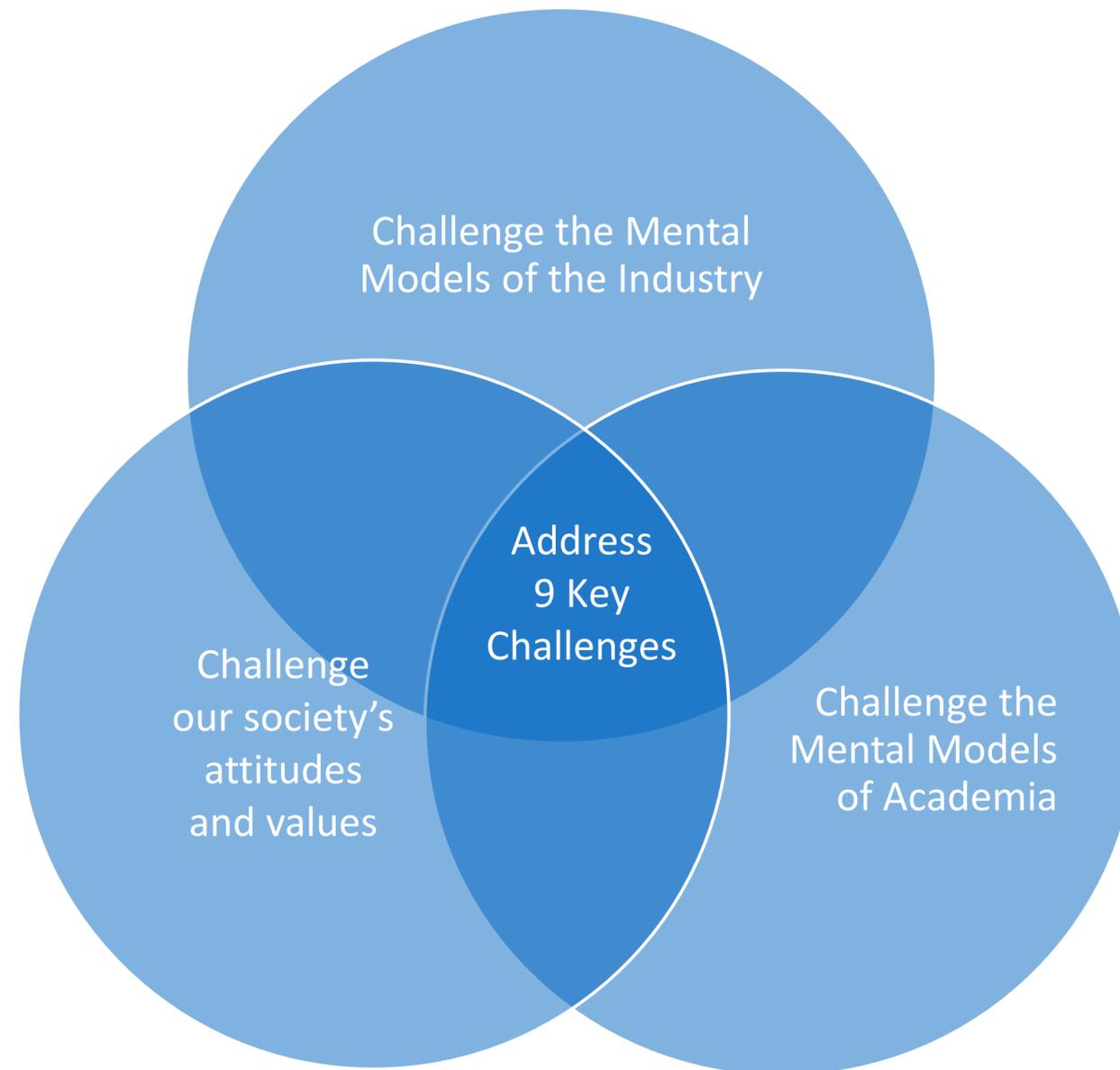
Congratulations to the 3 other Hall of Famers



My Premise: Despite all our problems as a discipline, marketing has the potential and intellectual horsepower to address the forces of change and lead the needed reinvention of our discipline, and the required changes in management theory, practice and education.

The objective of my discussion is to help us reimagine a marketing discipline that leads the way toward a new management theory, practice and education, and achieves the goal of the triple win for brands, people and society.

To achieve our ideal impact our reimagined marketing require 3 key actions.



REIMAGINE #1

That our focus is not on consumers but on empowered and skeptical people who have multiple roles of consumer/producer/employee/entrepreneur/spouse/parent/citizen/friend...

and whose expectations are not bound by industry definition.



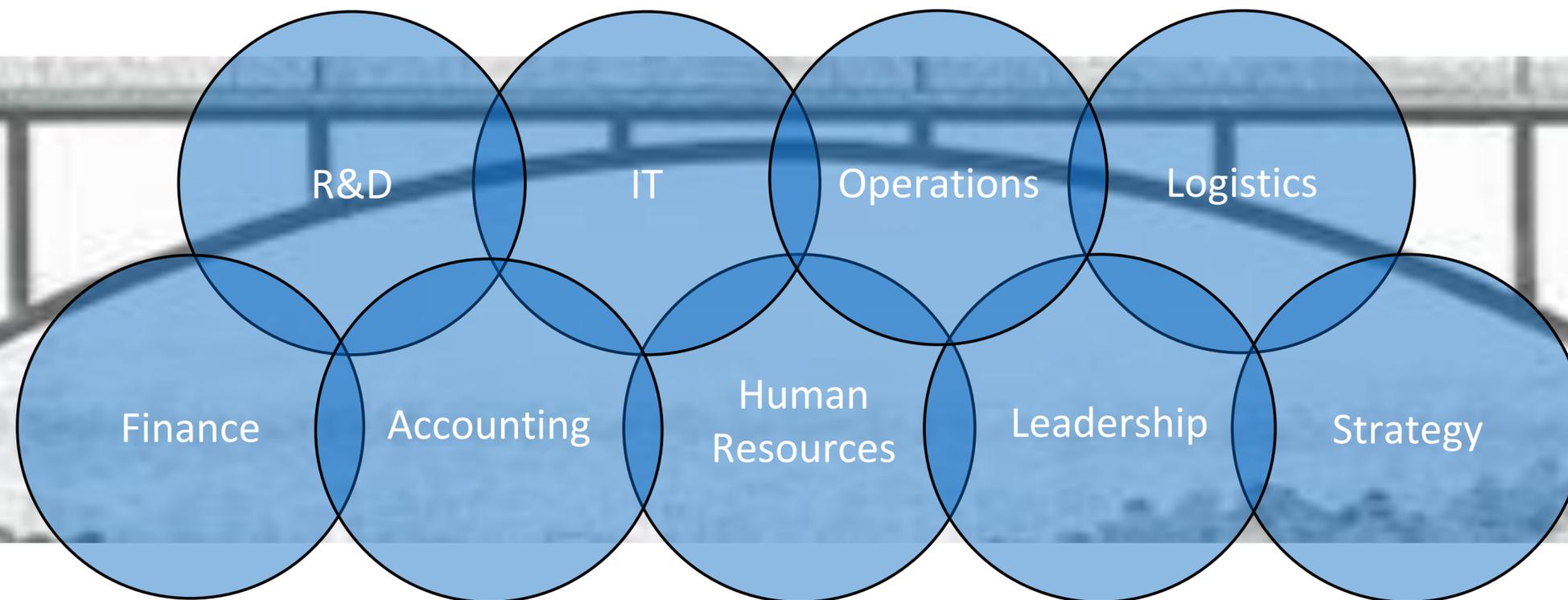
REIMAGINE #2

That our three sub disciplines – marketing science, consumer behavior and marketing strategy collaborate and focus on key challenges facing decision makers.



REIMAGINE #3

That we do not focus on the few aspects of the 4Ps that are still within the domain of marketing but rather on creating value by bridging all the relevant (and siloed) management disciplines of:

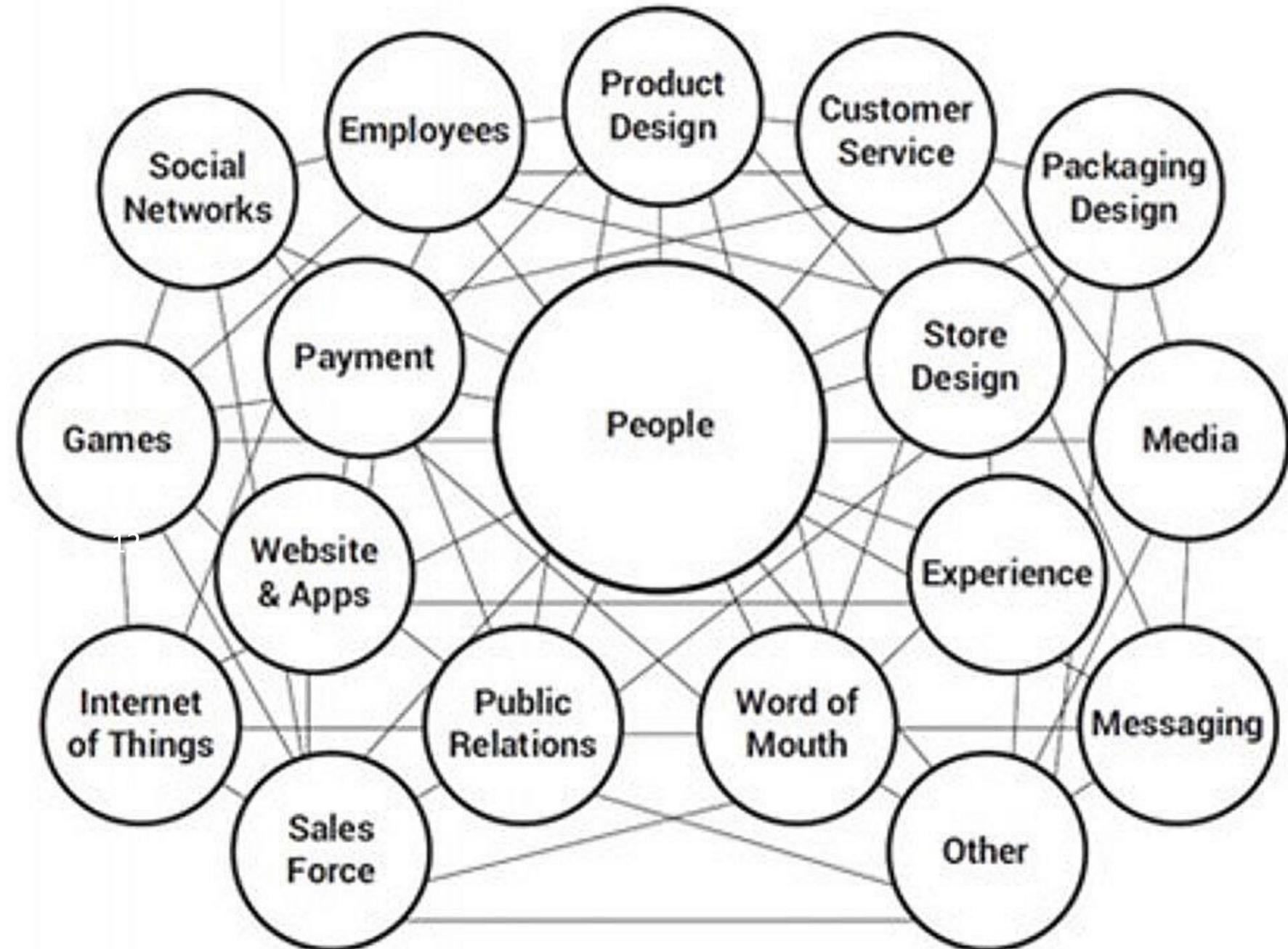


As well as other related disciplines such as **computer science, artificial intelligence, robotics, cognitive computing, machine learning, design thinking, neuroscience, gaming, creativity and art . . .**

REIMAGINE #4

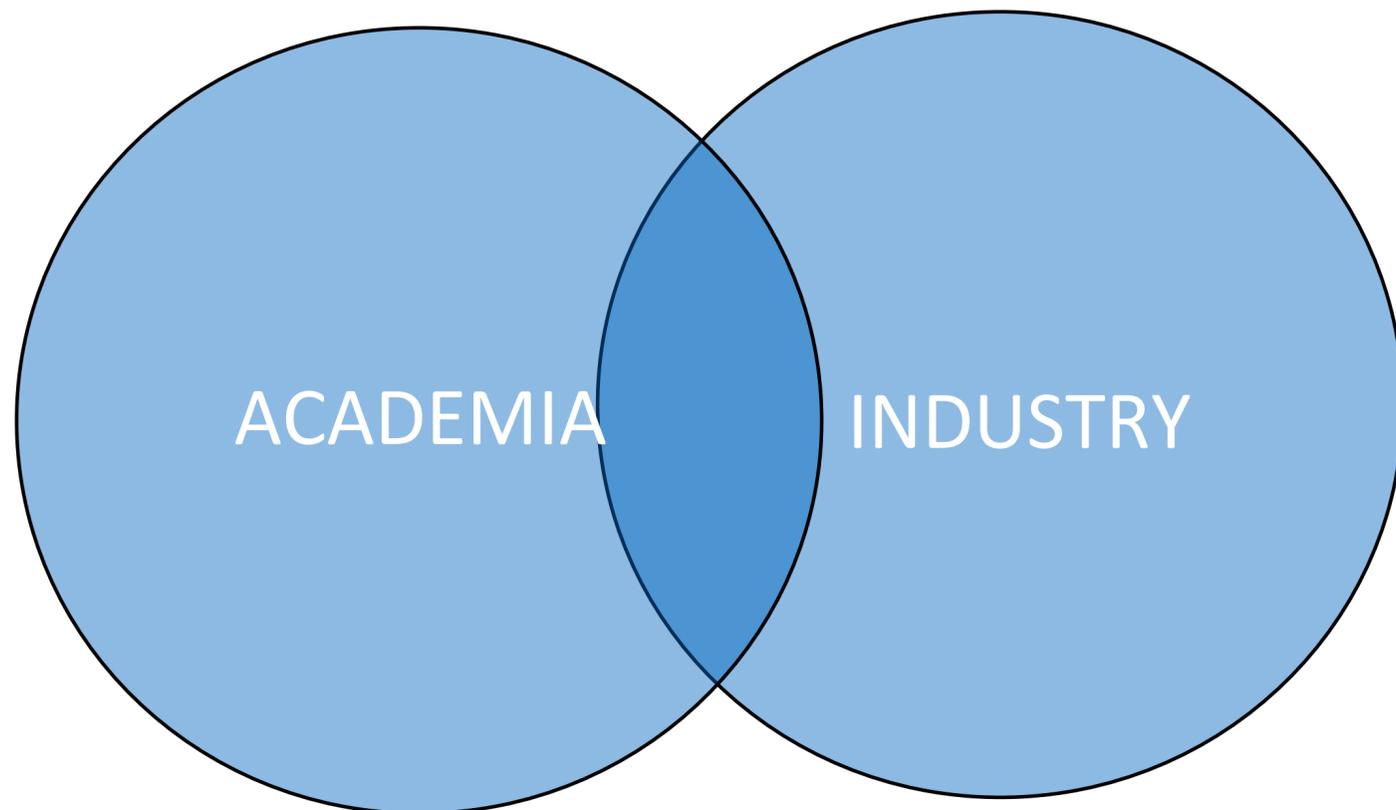
That marketing leads the design, orchestration and delivery of all the consumer touch points with the brand.

Human and Non-Human
All Levels Of Personalization
All Levels Of Automation
Real Time Measures and Decisions
On Demand

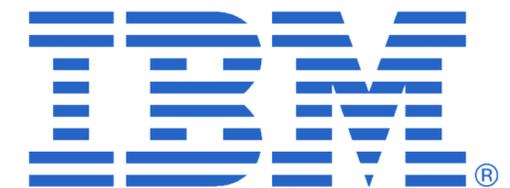


REIMAGINE #5

That we are not isolating ourselves as academic researchers but collaborate closely with industry, nonprofit organizations, governments and any organization seeking to create value to its many stakeholders.



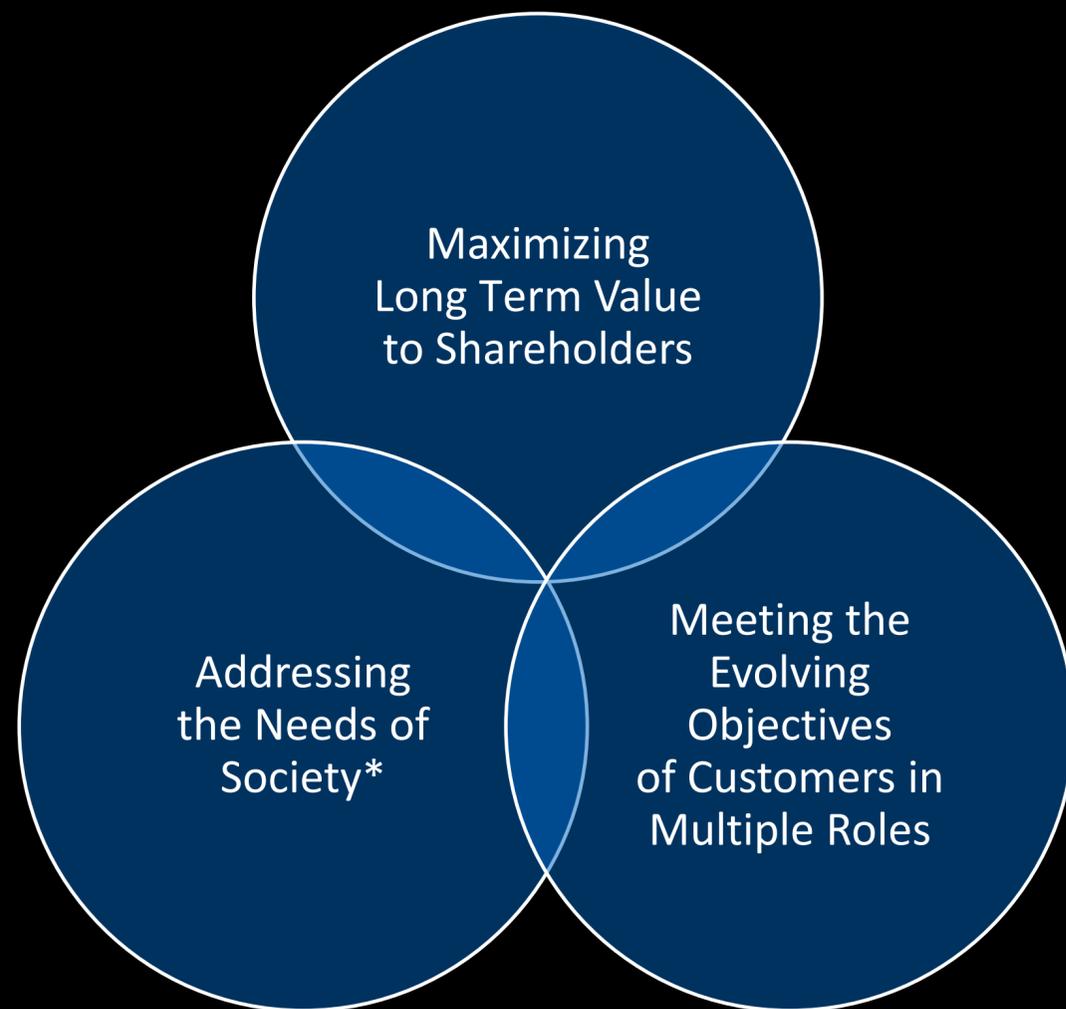
And especially with the research labs of the more advanced companies such as:



...and follow the MSI example soliciting industry-academic partnership proposals for their 6 digitized customers priority areas

REIMAGINE #6

That we are driven by a triple bottom line objective of:



New 'Win-Win' Measures

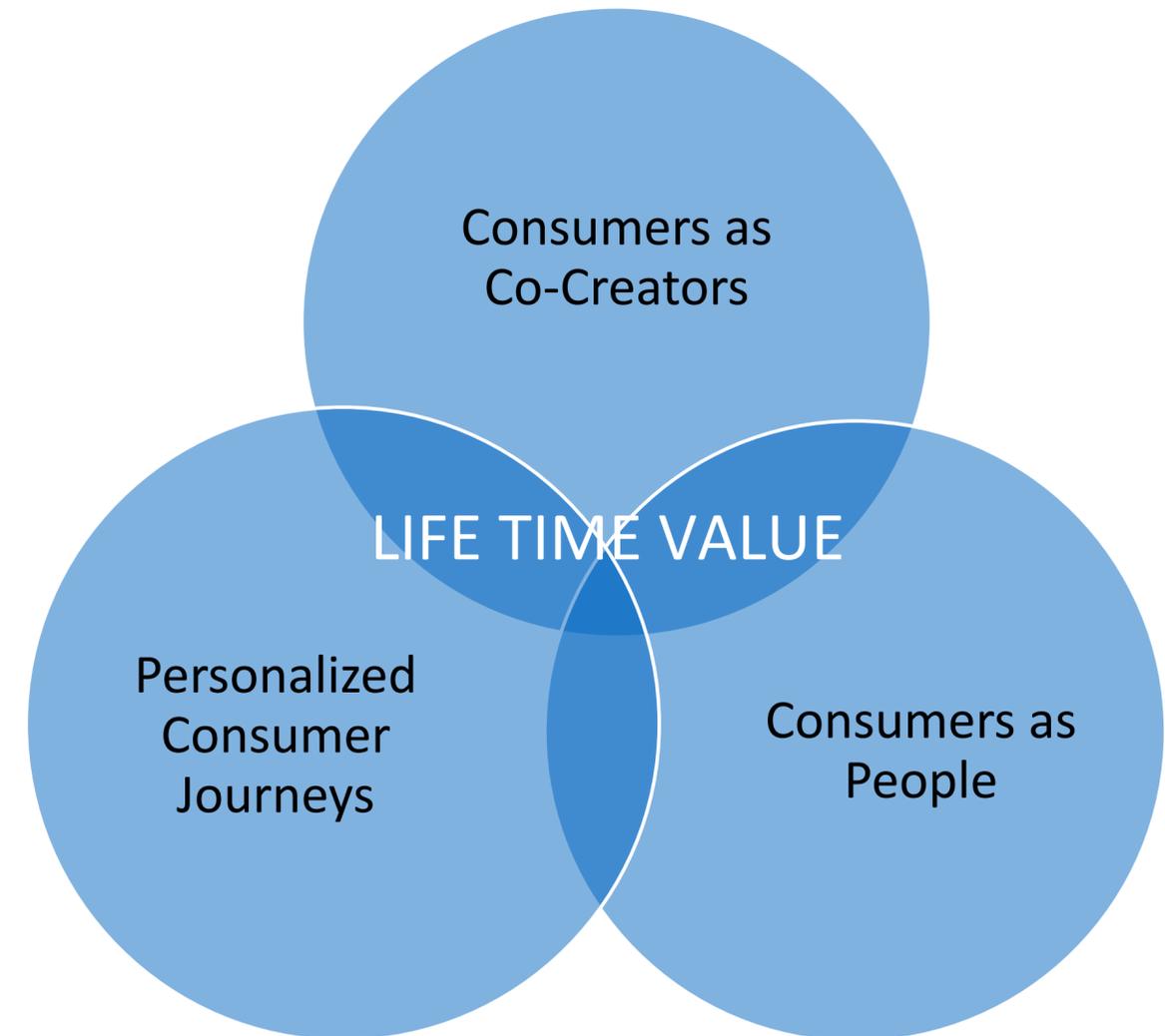
End of greed and unethical behavior

And apply to the Wharton-Tribeca Film Festival Triple Win Award for creating value for brands, people, and society

* Note for example the editorial statement of Mike Gorman, editor of Interfaces, who called in his Jan-Feb 2017 editorial for increases in humanitarian OR/MS applications.

REIMAGINE #7

That consumers are not passive targets but active participants and ideally partners in the creation of value to all.



REIMAGINE #8

The outcome—
of our insights,
conceptual and
methodological
research
and empirical
generalizations

Translated
into compelling
and creative decisions
and
stories

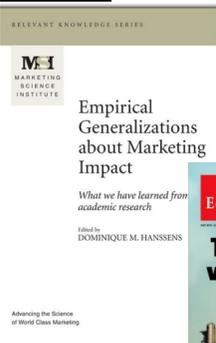
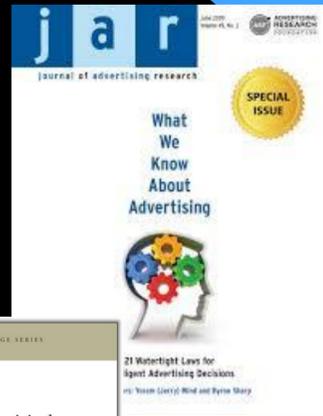
Leading to
experiments

Driven
by cognitive
computing,
and presented
utilizing
VR and AR

Providing
real time input
to decision
support systems

Respectful & Relevant
Actionable
Valuable
Exceptional Experience
Sharable Stories

And consistent with Facebook 10 Year
marketing plan to turn AI—instant
connectivity—VR/AR into visible part of its
business



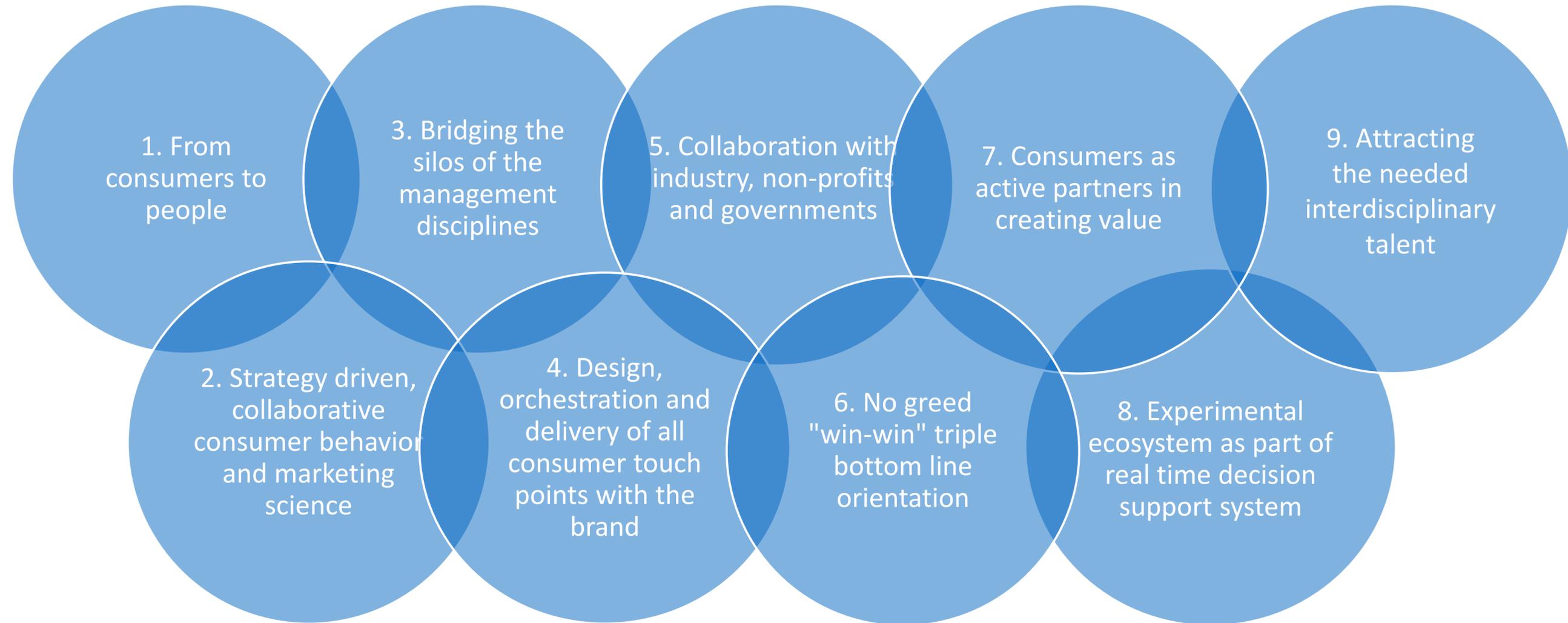
REIMAGINE #9

That we are able to attract and retain all the needed creative, analytic and strategic talent from all disciplines.

Talent that has the courage to redefine and reinvent the discipline and the passion to impact the theory and practice of marketing.



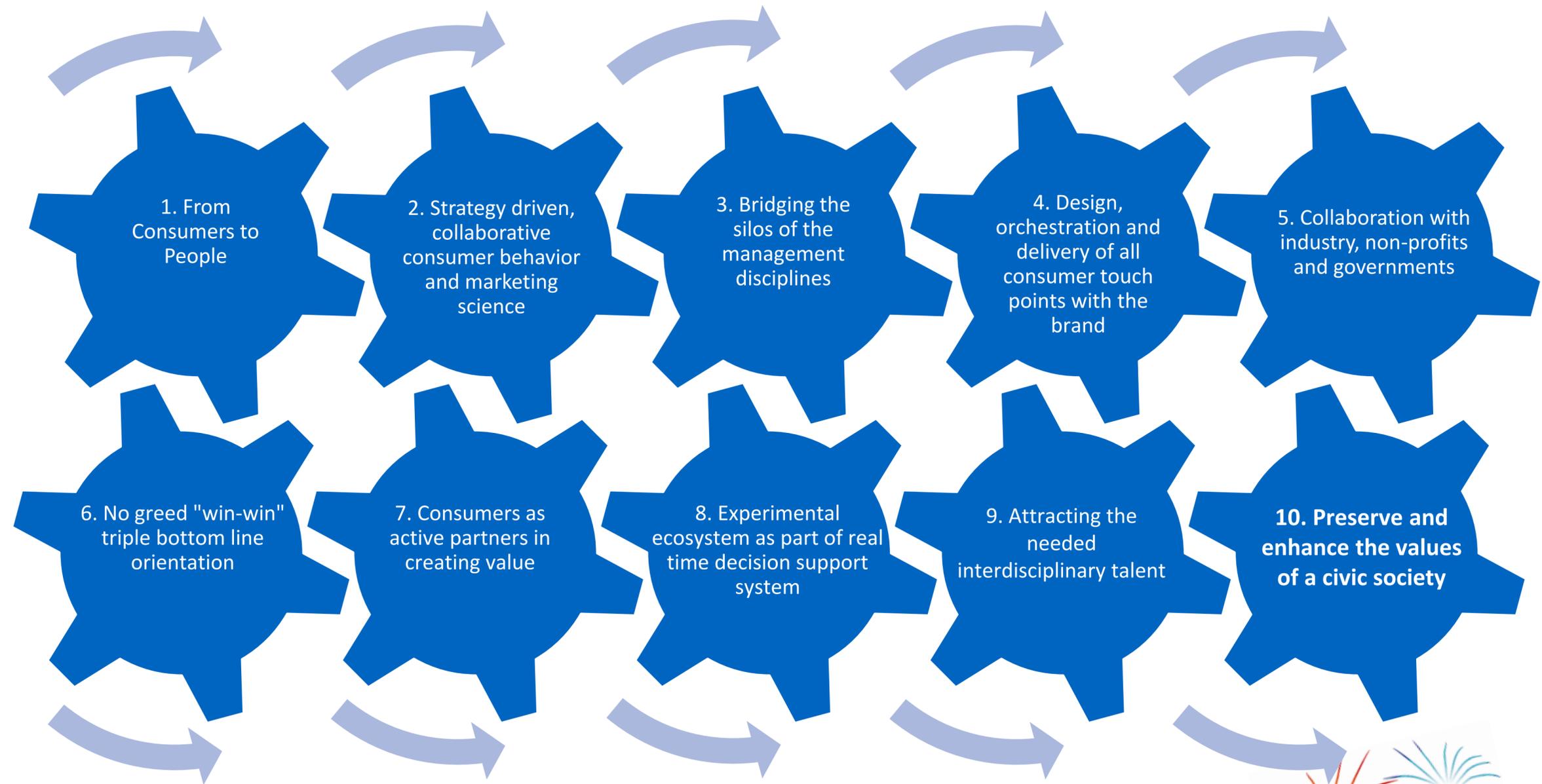
Imagine how these interdependent changes could change the nature, scale, and impact of marketing



But it is not enough!

**WE HAVE TO ADDRESS THE THREATS TO
OUR FUNDAMENTAL VALUES.**

Our challenge as individuals, businesses, organizations such as the AMA, ANA, ARF, and others, and the discipline is to challenge our current mental model of Marketing and start experimenting with the new dimensions of the reimagined marketing.



Leading to a more impactful and respectful discipline – a discipline we can be proud of.



Thank you

