



Case Study

Benchmarking Branding and Marketing Roles Across Organisations

About the Client

- The client is an Asia-based marketing procurement and relationship management firm

Business Objective

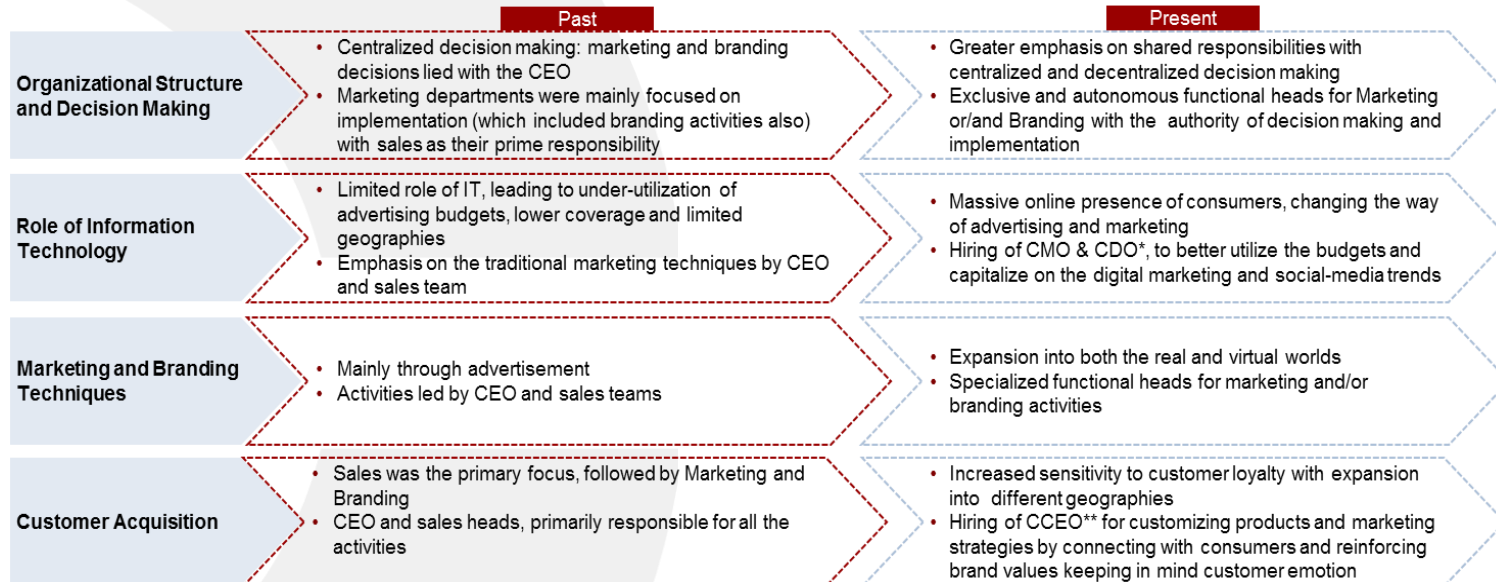
- Our client was working with an Asia-based financial services brand looking to upgrade its corporate brand and marketing functions through new appointments in chief brand officer and chief marketing officer role
- The objective of the study was to understand and benchmark how leading companies structure their CBO-led brand management and CMO-led marketing departments/functions/teams

Results & Value Add

- Our research helped the client gain insights into how organizations structure brand/corporate communications and marketing functions; the mandate of each function and the relative strengths and weaknesses of the organization's approach

Research Methodology and Approach

- The team provided an overview of the various models for management of marketing/branding activities adopted by major global brands. The team also covered:
 - Definition, segmentation and overlap between the roles and responsibilities for CBO and CMO
 - Evolution of Marketing / Brand Structures and responsibilities
 - Key trends in the ‘C’ level branding and marketing functions and the formation of new designations/positions
 - Assessment of the importance of the role played by CBO
 - Company profiles in the form of case studies detailing the company marketing and branding functions



Source: News articles; LinkedIn.com



rocsearch
advantage through intelligence

Contact Us

Business Enquiries - sales@rocsearch.com

General Enquiries - info@rocsearch.com

www.rocsearch.com