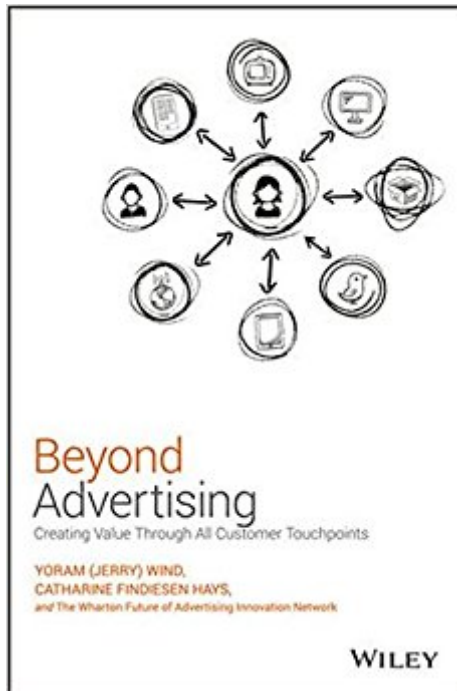


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# Beyond Advertising: Creating Value Through All Customer Touchpoints



## Synopsis

The fundamental relationships among brands, media, and people are being transformed, and just as we try to adapt, along comes a new disruption. Are you and your organization prepared to deal with today's unprecedented speed and scope of technological change? Beyond Advertising provides a business transformation road map for an aspirational future, based on the insights of more than 200 of the world's most forward-thinking executives, innovators, and academics all grappling with today's unique challenges and opportunities. This book offers a concrete set of principles, including The All Touchpoint Value Creation Model, designed to lift us out of reactive thinking and encourage the co-creation of a future better for business, better for people, and better for society. Actionable steps include: Holistically orchestrate and allocate resources across all touchpoints Redefine expectations of success to align for multi-win outcomes Provide every stakeholder at all touchpoints a R.A.V.E.S. standard of content: relevant and respectful, actionable, valuable, exceptional experiences, and a shareworthy story Develop all touchpoints to maximize the M.A.D.E.s value of context: the complete person, the features of the delivery platform, the dynamic environment, and synergies with other touchpoints

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## Customer Reviews

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Why Do CEOs Recommend Beyond Advertising? "If you need to convince others that it is time for a fresh look at the role Marketing should play in your company, hand out this book." #151;David C. Edelman, Global Co-Leader, McKinsey Digital, Marketing and Sales "This book is a must-read for anyone who wants to be effective in reaching, influencing, and creating value. I think this book will be a milestone in the history of marketing communication." #151;Philip Kotler, S.C. Johnson & Son Distinguished Professor of International Marketing, Kellogg School of Management, Northwestern University "This is a compelling and necessary resource for any company executive seeking to understand our changed media environment and the implications of unprecedented consumer control of brands. With a call to rethink both organizational structure and process as well as the very definition of advertising, this book provides a valuable new construct for success." #151;Jennifer Rooney, CMO Network Editor, Forbes "Beyond Advertising is not about advertising at all, it is about the way that the economy, business, society, and culture now work in a connected digital world. It gives tools and frameworks to help people and businesses succeed by looking at all the touchpoints that now exist, and most importantly how they create new value as an interconnected, interdependent, and transparent system." #151;Nigel Morris, CEO, Dentsu Aegis Network Americas & EMEA "The world of marketing is moving from Marketing To Consumers > Marketing For People > Matter To People. As a result, the rules of brand building are being rewritten every day. This book challenges entrenched mental models, provides a great framework for developing new ones, and provides a road map for reimagining the world of marketing." #151;Stan Sthanunathan, Sr. Vice President, Consumer and Market Insights, Unilever "Beyond Advertising should be one of the go-to resources in the modern advertiser's toolkit. The diversity of opinion

and insight presented throughout the project will force you to broaden your understanding of advertising and think critically and strategically about our industry's future and how to prepare your brand for it." —Gustavo Martinez, Worldwide Chairman and CEO, JWT

Advertising and marketing is in a state of chaos and everyone knows it. Marketers are still thinking too much in their domains. Marketing execs have to manage all of the technologies and channels but fixing the problem is hard with internal and external challenges. Beyond Advertising lays out the primary obstacles to transforming organizations and marketing practices, but, more importantly, the book's prescription is visionary and yet practical. By treating digital marketing and advertising as an intertwined system, brands have the opportunity to engage with customers as they expect and demand.

This is some welcome and overdue thinking for an industry that is more resistant to digital change than most. Advertising and marketing are faced with the classic innovator's dilemma and the authors and contributors provide many useful insights, ideas, and most important, frameworks for re-thinking the business. Disclosure: I contributed to the project in some small ways.

Arrived as expected

Since 2008, the Wharton School's Future of Advertising Program has been a major force in the debate about the role of advertising in marketing and in society. In this important and timely book, Founder Professor Jerry Wind and Executive Director Catharine Hays document why and how the future of advertising is beyond advertising to encompass all aspects of customers' interactions with companies. Both the premise and the conclusions of Beyond Advertising are strongly supported by what we at the Marketing Science Institute are hearing from our corporate sponsors. Our top priority for funding academic research is leveraging data and analytics to understand customer experience and the decision journey across all touch points. Our members are also asking for frameworks and new mental models to make sense of the growing complexity of marketing to the 24/7 connected customer. Wind and Hays deliver on both counts. Just as importantly, they offer a roadmap for the organizational and cultural changes that senior management must drive to move beyond advertising to the benefit of companies, customers and society itself.

With 400 million people (at last count) using ad blockers and dozens of other ad-avoidance tools in great demand, it's clear that advertising-as-we've-known-it is facing a rebellion. It's also clear from working in the ad business for 16 years that brands and agencies both are floundering and lost. Luckily, "Beyond Advertising" has come along just in time to provide the answers and attitudes that brands, agencies, publishers and audiences need so badly. In the middle of the media industry's greatest crisis since Gutenberg put all the scribes out of business. Wharton's Jerry Wind and Catharine Hays, two of the best thinkers in the field of modern marketing, have written the best marketing book of the decade, analyzing the serious problems of the ad business and, more impressively, explaining how to fix them. I will share this book with clients, talk it up at industry conferences, write about it repeatedly and quote from it frequently. This is the comprehensive and clear rethinking of advertising and marketing that the ad industry so badly needs for this brave, new post-advertising era.

If you are a practitioner or student of advertising, and want to learn more about the future of advertising, I highly recommend you read *Beyond Advertising: Creating Value Through All Customer Touchpoints*, by Jerry Wind and Catharine Hays. Consumer behavior is changing dramatically and this book is the result of an amazing project at Wharton called *The Future of Advertising 2020*. The pilots, Jerry Wind, and Catharine Hayes are futurists in pursuit of the future. *Beyond Advertising* includes the insights of dozens of professionals who provide an uncanny perspective on the future. This dose of the future is needed now if you have a prayer of preparing. My business partner, Cheryl, and I, were fortunate to be contributors to the Wharton Future of Advertising project and were presented with the challenge of presenting to a roundtable of high-level ad agency executives who cheered loudly at the completion of our presentations. I am a proud contributor to this project and join the likes of many amazing people like David Edelman, Jez Frampton, Scott Goodson, and many more. *Beyond Advertising* is about how the fundamental relationships among brands, media, and people are being transformed, and just as we try to adapt, along comes a new disruption. Do yourself a big favor, and buy *Beyond Advertising* today. The future is coming soon.

Jerry and Catharine have forgotten more about marketing than most of us will ever know, so it's a good thing that they decided to put some of it down on paper! On a slightly more serious note, part masterclass, part meditation, and all meaningful, *Beyond Advertising* distills the collective wisdom from hundreds of marketing professionals comprising thousands of years of experience into clean

and compelling action plans for the next generation of marketers. It's a must-read for advertising professionals, CMOs, and CEOs who believe that marketing is an investment and not a cost-center. If you have an opportunity to take a class with either authors as an undergraduate or MBA student, do so. If you have an opportunity to take a class with either as an Executive MBA candidate or simply have the ability to drop-in to one of his classes, do so. Your head will hurt, but you'll be a better person and a smarter marketer for it.

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