The results are in for the 1st Annual NYAMA BrandSpark American Marketers Survey. Conducted in April and May 2016, the survey captured the views of 661 marketers across the United States, representing a range of major industries. Marketers shared their overall strategy, key tactics, challenges, successes, media spend intentions, and ROI perceptions.

**MARKETER PLANS AND PERCEPTIONS IN 2016:**

Marketers feel that the world of marketing is becoming more complex, but that the changes have made marketing more important than ever (83% agree). They believe that differentiation and competitive advantage come from taking chances (78%) and that adopting new technologies is a must in order to remain competitive (83%).

Marketers feel that mobile will be the most impactful trend in marketing in 2016, with new digital technology, the continuing emergence of Millennials, and demand for personalization also being key trends.

Looking to the next ten years, marketers see a range of trends impacting their industries:

**Which consumer trends do you believe will have the greatest impact on your industry in the next 10 years?**

Top 10 Selections (n=524)
1. Mobile
2. Advanced Marketing Analytics
3. Emergence of Millennials
4. Demand for Personalization
5. Increased Focus on Convenience
6. Big Data for Operations
7. Aging Population
8. Increased Focus on Health & Wellness
9. Talent Shift / Talent Drought in Industry
10. Focus on the Shopping Experience

**Which trend do you think will have the biggest impact on marketing in the next 12 months?**

- Measuring ROI
- Driving sales without price promotion
- Coordination with cross-media campaigns
- Adopting a shopper-focused mindset
- Retailer buy-in
- Other

57% 39% 33% 22% 20% 12%

**Marketing Tactics** – Marketers are looking to leverage earned and owned media more in their marketing strategies, maintaining or implementing strategies on email, social, online search, content marketing and more.

**Top 10 Marketing Strategies/Tactics Ranked by Intent to Implement or Maintain Focus**

- Email Marketing
- Social Marketing
- Focus on Digital Marketing
- Online Search
- Content Marketing
- Word of Mouth Marketing
- Online Display
- Campaigns in Traditional Media
- Data Management & Analytics
- Online Video

**Shopper Marketing** – 63% rate their shopper marketing initiatives as at least somewhat successful, while 27% said they aren’t sure if they have been successful or not. The biggest challenge has been measuring ROI on initiatives.

How would you rate the success of your shopper marketing initiatives?

- Very successful, 10%
- Somewhat successful, 53%
- Not very successful, 25%
- Not at all successful, 2%
- Too early to tell/I don’t know, 27%

What have been the biggest challenges to executing shopper marketing campaigns?

- Measuring ROI
- Driving sales without price promotion
- Coordination with cross-media campaigns
- Adopting a shopper-focused mindset
- Retailer buy-in
- Other

57% 39% 33% 22% 20% 12%
E-Commerce – 40% of marketers’ organizations had an e-commerce strategy in place while another 21% intend to implement. Challenges to e-commerce growth are adapting to differing expectations of the e-commerce shopper and having categories that are rarely bought online.

Digital Marketing – 70% said they have a strong focus on digital marketing, while another 24% were intending to implement a digital marketing focus. 1 in 2 marketers leveraging digital had more than one third of the media budget assigned to digital channels. The greatest challenges faced in shifting to more digital marketing were a lack of resources to make the shift (46%), lack of analytics capability (29%) and the inertia of legacy systems in place (26%). 50% of those with a digital marketing focus have sought digital knowledge and experience in new hires.

Consumer Generated Content & Reviews – Almost 1 in 3 have a CGC strategy in place, while another third planned to implement one in the coming year. Of those with a CGC strategy, 64% rate their CGC initiatives as at least "somewhat successful". The most common CGC tactics are generating content from social media (59%), via contests & promotions (37%), and through consumer review strategies: these strategies include reviews generated on brand sites (26%), via sampling (25%), and sourced from 3rd party sites (16%).

For more information on the NYAMA BrandSpark American Marketers Survey results please contact: Robert Levy, President, BrandSpark International, RLevy@BrandSpark.com

About the New York American Marketing Association
The NYAMA raises the profile of marketing and marketers. We prepare marketers to thrive in new roles, develop expertise and grow new capabilities. We are advocates for breakthroughs in all aspects of marketing. We inspire, support and celebrate brilliance in marketing.

About BrandSpark International
BrandSpark Insights gets at the heart of WHY shoppers act the way they do and HOW marketers need to respond to grow their business. We specialize in shopper insight research including quantitative and qualitative path-to-purchase studies mapping the in-store and e-commerce experience.

BrandSpark runs the most credible consumer-voted awards programs in CPG: the Best New Product Awards™ and the BrandSpark Most Trusted™ brand awards. BrandSpark’s Shopper Army™ platform generates high quality reviews syndicated to e-commerce and brand sites.