

The Global CMO Growth Council

B4H

Brands **For** Humans
Summit

April 28, 2021

RECAP

- Activate the B4H
Growth Platform

CMO
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Marketing-as-Usual is a cost that CEOs can no longer afford.



A Call-to-Action for CMOs:

The massive transformation that occurred in business and society over the past year, has led chief executives around the world to reconcile their business strategies with the heightened expectations of their employees, suppliers, consumers – and in short, all their *stakeholders*.

And marketers must do the same, declared the hundreds of CMOs, CEOs, and academic leaders assembled for the Global CMO Growth Council’s first-ever Brands for Humans (B4H) Summit on April 28.

CMOs must go well beyond “making ads”, to helping the entire enterprise create value for its stakeholders - while making a positive impact on society. This is not about purpose-driven aspiration. This is an urgent call to CMOs and CEOs to up their game.

Any business today that defines marketing simply as B2C, B2B, or “business TO anything” will fall drastically short of delivering the stakeholder value required to drive their enterprises forward.

And so, it is now time to reframe marketing’s mission in a way that aligns with its elevated responsibility in the business – as “B4H” (Brands FOR Humans). But marketers can’t do this alone. It must be a concerted effort between business, academic, and marketing leaders.

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1. CEOs demand more from marketing:

CMOs must urge their C-Suite counterparts to elevate their expectations and demand more from their marketing functions.

To not let it fall back on “pre-pandemic” norms. Nothing else is going back to the way it was before 2020 and neither should marketing. CEOs must be certain that their marketing functions are operating at full potential to help the entire company meet the heightened expectations of consumers and create value for its stakeholders.

2. Build the talent pipeline the industry needs:

University presidents must reframe their traditional perceptions of marketing’s role in business. They must work together with corporations to prepare students for rewarding careers that are more innovative and less linear. That fosters creative thinking and personal leadership that results in a positive impact on society along the way.

3. CMOs adopt a “B4H” growth platform:

CMOs are uniquely positioned to help the company keep humanity at the center of its growth strategies. This was evident during the past year as they stepped up to help the company through multiple crises – leading with insights, experimenting, and being innovative and creative to help businesses not just survive, but thrive.

They must now help to orchestrate all the company’s disparate units to create a unified force for societal good and a force for economic growth.

Activate your B4H Platform - Join a Growth Council Working Team

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 • [Brand, Creativity, and Media](#)
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Here are the actions adopted by the CMO delegates of the B4H Summit that must be taken to ensure that our industry realizes the full potential of marketing as a force for good and a force for growth:

End the practice of ideating and operating in isolation.

- Participate in ongoing knowledge-sharing, leveraging the power of individuals amplified by the force of a private, exclusive network.
- Adopt new models, where relying on data and experienced-formed resources of CMO peers amplifies their capacity to influence stakeholders, contributing to driving change and grow revenue at an accelerated rate.



Join over 150 CMOs in the Global CMO Exchange

- [LINK for More](#)
- [Contact Rochelle Carter-Wilson, CMO Exchange Concierge at ANA](#)

Elevate your marketing craft

- Articulate marketing’s role in driving business – transcending transactions to build lasting relationships.
- Embody the role of thought leaders in Customer Experience by redefining marketing’s mission beyond ads, growing company and brand values while make customers feel good.
- Deliver data-supported experiences that feel legitimately human and build long-term value.
- Hire and develop teams whose key role is bending and reshaping all paths to be human-centric, human-to-human experiences.
- Recalibrate business solutions to ensure their focus is to achieve “Humanity for Good.”



Activate the B4H Growth Platform. Download the B4H Mission Statement

- [LINK](#)

Master the modern marketing mindset that drives business today

In collaboration with CEOs and CFOs, adapt marketing to support changed business models. Whereas balance sheets were asset-heavy (about 80%), companies have evolved into living organisms with balance sheets laden with more than 80% of their worth in intellectual property, human capital, and brand value.

- Create credible, relatable, human-centric brand messaging in and beyond ads.
- Ensure that brand purpose supports key stakeholders.
- Refocus creative ideas to speak to the brand experience throughout all touchpoints.
- Contribute as a marketer to cross-functional conversations driving business growth rather than being relegated to marketing conversations disconnected from business plans.
- Curate and analyze data that captures customer insights and how to inspire them, e.g., “love and money.”



Download the Yale School of Management report on management science for modern businesses.

- [LINK](#)

Adopt gold standard growth-driving marketing practices

- Build purpose-led cultures where creativity, empathy, and inclusion inform messaging beyond marketing.
- Invest in creativity as an advantage.
- Hire talent that understands the vitality of humans *and humanity*.
- Develop creative excellence teams.
- Enable agility for innovation, keeping the articulated and unarticulated wants and needs of people at the heart of everything.
- Ensure innovation and purpose influence the entire business, in service of customer experience.

Adopt a universal framework of KPIs to measure brand growth and value

- Define brand based on value.
- Build marketing plans and messaging to increase desirability and brand preference using storytelling.
- Collaborate with CEOs and CFOs to agree to and adopt standardized brand value metrics aligned with organizational growth.
- Make business cases for investing in brand to build organizational value.
- Develop an appreciation of brand engagement and preference that achieves increased growth while contributing to societal good.

Engage with the global CMO community at the next CMO Working Team Session, Executive Forum, CMO Office Hours, or Summit.



Download the Essential Digest from Cannes LIONS: The State of Creativity
[LINK](#)



Download Brand Growth KPIs: New universal frameworks for B4H Brands
[LINK](#)



Visit the CMO Events landing page.
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The Business, Marketing, and Academic Leaders of the B4H Summit

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