

3 WAYS THE MARKETING FRATERNITY CAN THRIVE

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1 EMBRACE BRAVERY

“I’ve always worked as a marketer with a mantra of being the first to taste the mushroom. That’s because it took a brave person to taste that mushroom. Let’s be brave and keep that bravery up. We have to be sensible and responsible, but I’m really keen to keep that momentum going.”

Kevin Gault, Hyundai



2 PAT EACH OTHER ON THE BACK

“What has happened in 2020 is there’s a lot of humanity coming back... When a brand has done something genuine and had a crack, there has been a universal, ‘That’s really good’. If we are more supportive and understanding of each other, that’s a good outcome.”

Brent Hill, SATC



3 GET MARKETING INVESTMENT FRONT AND CENTRE

“As marketers, we get brand equity ultimately equals brand share or market share. That is a really powerful thing we have figured out that we need to translate to the c-suite.”

Penny Elmslie, Xero