

ASIA CMO

Driving Brand Growth

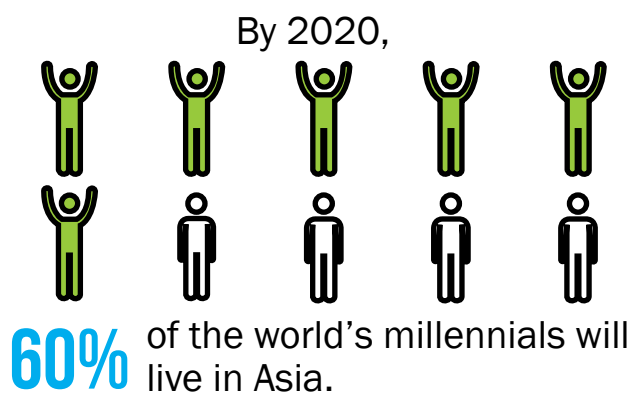
In the latest publication from R3, we explore how Asia's CMOs are driving brand growth in an increasingly complex region.



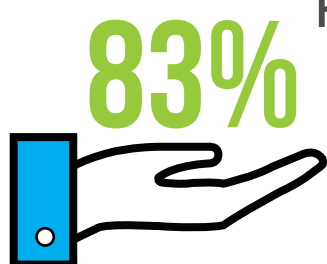
THE REGION



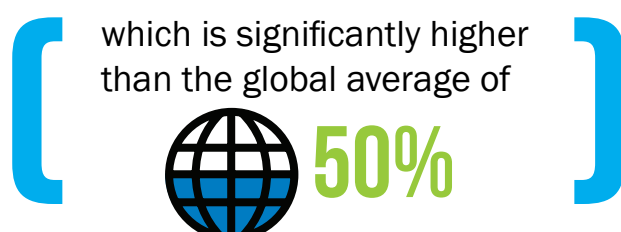
Today, Asia accounts for **40%** of the **global economy**



RESEARCH SHOWS THAT



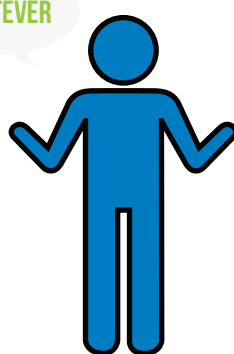
of people in **emerging Asia** show **trust in brands**



HOWEVER,

those same people report that they wouldn't care if **40%** of brands in the region **disappeared**

WHATEVER

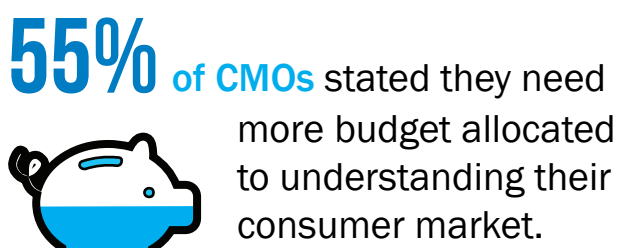


In developed Asia, that number is

89%



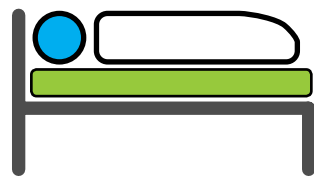
THE CHALLENGES



WHEN ASKED "WHAT KEEPS YOU UP AT NIGHT,"

24%

of the respondents said **digital technology**



and another **24%** said aligning **marketing** with the overall **business strategy**



THE FUTURE

Only **3%** of the CMOs surveyed for the book totally agreed with the statement



"OUR MARKETING STRATEGY IS INNOVATIVE"

and just **7%** said that Asia CMOs are

"VERY PREPARED"

to navigate their brands into the future



44.8% SAID THAT

CONSUMER EXPERIENCE



ENGAGEMENT

would be the **most important factor** to stay ahead of competition going forward