

## Senior Marketers' Challenges

Recent member questions answered by the Marketing Insights Center research team.

<b>Building Brands</b>	Our brand is well-established but needs updating. Any information on how to build a brand identity/image for an established brand.
	Requested information on brand building in a merger/post-merger environment.
	Looking for examples of companies that launched successful and unsuccessful brand line extensions. I'd like to know what impact brand line extensions had on the parent brand, do they dilute value or do they add value?
	I would like some case studies that show how brands have re-invented their image and re-entered the marketplace. I would also like to know how to quantify the value of a brand.
	We have many new products, and want to know the best way to go about naming them. Any guidelines to follow when naming or positioning a new product. Also need a list of naming consultants.
	I want to understand whether it would be more effective for all of our sub-brands to contain the corporate brand name. Are there benefits of a "unified" brand?
<b>Integrated Marketing Communications (IMC)</b>	Looking for information on and examples of successful integrated, cross-media marketing campaigns.
	Can you provide information on integrated marketing communications, particularly on the issue of branding multiple products/services within an organization?
	Requested information: 1) how much money companies spend on employee communications; and 2) whether there any marketing communications firms that specialize in employee communications.
	Requested information and best practices in marketing communications integration; and how to improve or implement effective measurements of integrated marketing communications.
	Requested information on integrated marketing communications, including ratios of the percentage of marketers budgets that is being spent on marketing communications vehicles such as advertising, relationship marketing, events, collateral, etc.

**What are your specific marketing challenges? The Marketing Insights Center can provide the insight you need!**

Questions? Mary Anne Farrell at 212-455-8073 or [mfarrell@ana.net](mailto:mfarrell@ana.net).

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<b>Marketing Organization</b>	Is there any research available on companies who have moved from centralized to decentralized marketing, and how this has impacted personnel?
	Is there any benchmark information on organizational structure, including information that details the ratios for headcount to money spent on marketing communications programs?
	Requested information on consumer packaged goods marketing organizational structures, along with descriptions of roles and responsibilities that go with job titles shown on charts.
	Requested information on centralization and decentralization of marketing departments; interested in understanding how other large companies have structured their Marketing Communications, and specifically advertising.
	Requested information on restructuring and consolidating internal advertising and marketing operations, and names of consultants that help marketers with this process.
	Are there any case studies or profiles on how merged companies approach communications and media integration?
<b>ROI / Accountability</b>	We are trying to justify our corporate image advertising initiatives, and would like to do this by demonstrating how other companies' measure and justify their ROI for corporate image advertising.
	How do you measure the effectiveness of PR efforts, particularly in the b-to-b industry?
	Requested information on tradeshow ROI.
	Is there any information on high-level strategies business-to-business companies use for ROI measurement?
	Requested information on the value of marketing during a recession.
	Can you provide a list of marketing measurement analytic companies who specialize in measuring corporate brand image?

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