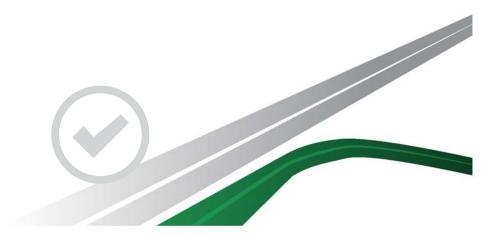
THE MARKETING AND PROCUREMENT RELATIONSHIP HAS IMPROVED FROM ONE YEAR AGO.



RELATIONSHIP COMPARED TO ONE YEAR AGO

IMPROVED

30% MARKETING
62% MARKETING PROCUREMENT

THE SAME

62% MARKETING
36% MARKETING PROCUREMENT



SENIOR MANAGEMENT SUPPORT IS VERY IMPORTANT IN FOSTERING A STRONG MARKETING/PROCUREMENT RELATIONSHIP

RATED SENIOR MANAGEMENT SUPPORT
AS VERY IMPORTANT

MARKETING

PROCUREMENT



SENIOR MANAGEMENT SUPPORT WITHIN THE **MARKETING** ORGANIZATION IS VERY IMPORTANT

90%

97%



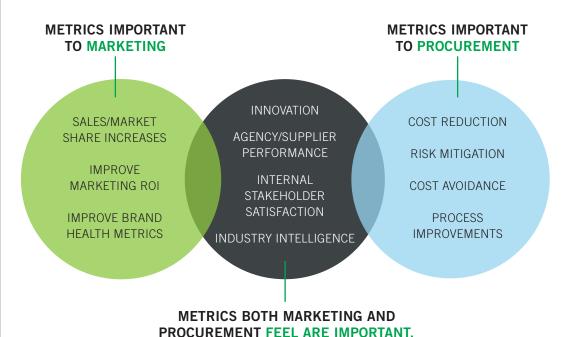
SENIOR MANAGEMENT SUPPORT WITHIN THE **PROCUREMENT** ORGANIZATION IS VERY IMPORTANT

88%

93%



MARKETING AND PROCUREMENT FIND DIFFERENT METRICS IMPORTANT.





MARKETING PROCUREMENT STRENGTHS



Marketer's View

RFI/RFP FACILITATION

67% MARKETING 33% PROCUREMENT

Shared

COST SAVINGS

65% MARKETING 56% PROCUREMENT

RISK MITIGATION

47% MARKETING 37% PROCUREMENT

Procurement's View

COLLABORATION ACROSS BUSINESSES

16% MARKETING 39% PROCUREMENT

