

DIGITAL DIALOGUE



of consumers use a smartphone to help with shopping



90%

trust peer recommendations

UNCERTAIN TIMES

25%

of companies that increased marketing budgets in the last recession saw an increase in market share that was 2.5 times greater than competitors who cut back.

66%

American Marketing Association members say the current state of the economy is having an impact on their marketing plans.

ARE MARKETERS KEEPING UP WITH THE MARKET?

SPEED OF CHANGE



In 10 years over 40% of the Fortune 500 will no longer be here



The Top 10 in-demand jobs in 2010

did not exist in 2004

EMPOWERED CUSTOMER

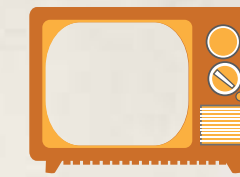
In 2011, the average shopper used 10.7 sources of information before buying

54%

comparison shop online



EXPLOSION OF TOUCHPOINTS



In the 70's, consumers were exposed to 500 ads a day.



50%

surveyed said they thought marketing & advertising were out of control

GLOBAL AGENDA

90%

of the world's population will live in **developing nations** by 2030.



P&G has acknowledged that **emerging markets will account for 25%** more business in a few short years.

THE LANDSCAPE IS CHANGING RAPIDLY AND MARKETERS NEED TO CHANGE ALONG WITH IT.

Follow us @ProphetBrand and #transformktg with us.

Prophet