## Marketing & Leadership Lessons from the World's Most Influential CMOs

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THE FINANCIAL BRAND



## l've spent a lot of time interviewing CMOs...





















The New York Times























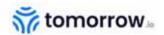






Robinhood P















### What are the patterns we see?



## What are the mental models and habits of successful CMOs?



# What are the differences between challengers and incumbents?



## 3-5 Things

Think about 3-5 specific things you want to do differently based on what I share today...



#### A bit about me...











#### A bit about Rival...

- Our mission is to understand and enable the growth of challenger brands
- What does the modern McKinsey for CMOs look like?
- We work with start-ups to help them scale and incumbents to help them innovate
- Rival Media is a mini media company for challenger marketers

#### 10 Lessons

- Overview
- Examples (with links!)
- How to Apply



Don't forget about your 3-5 things...



## 1. Have a framework for innovation



#### Have a framework for innovation

VInnovation is something you need to program yourself and your team for.





eos





Set a 5-10% quarterly "innovation budget"



## 2. Relentlessly focus on the customer



#### Relentlessly focus on the consumer

Make marketing an R&D function and put yourself on the front line.





Martin Lindstrom Noteworthy



Spend "more than none" time with your customers or members



## 3. Seek out different perspectives

### Seek out new/different perspectives

Pon't get stuck in an ivory tower.



Rory Sutherland Pepsi



Learn about one new brand outside of your category/market every month



## 4. Move fast on the things that matter

### Move fast on the things that matter

Speed is a massive competitive advantage.





Podium Nutrition Gary Vee



Come up with 3-5 ways to make your team move faster.



### 5. Be creatively brave

#### Be creatively brave

Creativity is what leads to breakthrough results.





Mint Mobile Magnolia Bakery



Ask for one idea in every set that makes you uncomfortable.



## 6. Do the work around the work

#### Do the work around the work

Perception and behavior change internally is half the battle.





Gymbox

Huawei





Learn and speak the language of the c-suite.



## 7. Differentiation is everything

### Differentiation is everything

Great brands are built on points of difference, not points of relevance.





Who Gives Here We a Crap Flo



If you took your logo off your marketing, could it be your competitor?



### 8. Double down on the data



#### Double down on the data

Customer data and martech are both the foundation and the frontier of modern marketing.





Resident Home

Bloom & Wild





Get more data DNA into your team



### 9. Stay on top of your craft

### Stay on top of your craft

This industry doesn't stand still so you can't either.





Mastercard Hubspot



Spend 30 mins/week on the thing that the next generation of you will need to know.



### 10. Love what you do.

### Love what you do

There's no substitute for passion and curiosity.









## What are your 3-5 things?



## 1. Keep learning

Don't get static, don't get stale. Find your sources of inspiration and insight and keep the ideas flowing.



### 2. Do a "scratch" plan

Challenger growth comes from gap between what you're doing and what you'd do if you started again.



### 3. Differentiate

...the whole marketing supply chain – data/tech, insight/ideas, activation/distribution, learning/evolution.





## Questions?



Scratch Podcast



Content Hub



Amp Community

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## Thank you!



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