

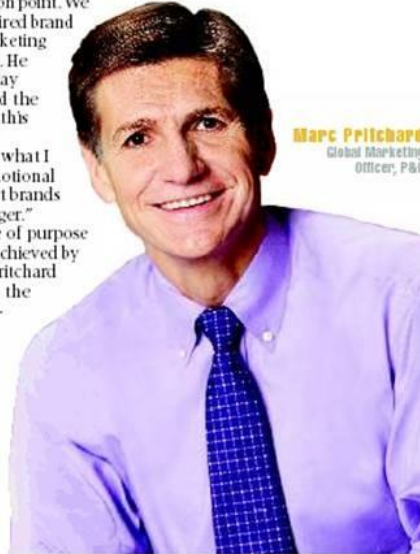
MARC HIS WORDS

MARC Pritchard, global marketing officer at Procter & Gamble, takes the trip to Cannes very seriously. Besides a speaking engagement at one of the seminars, Pritchard and his team — head honchos at P&G — sit through many of the other presentations and workshops soaking in and learning what the field of communications has to offer from across the world. “We started coming to Cannes eight years ago. Back then very few marketers showed up here,” says Pritchard, as he settles in for a chat. The intention, he says, is to “increase our creativity and inspire us.” So Pritchard handpicks about 20 top leaders including general managers, directors and presidents across disciplines like marketing, consumer market knowledge research, design and even PR to come to Cannes, learn and take some of what they’ve learnt back to their respective functions.

Even for the world’s largest advertiser, with an estimated \$9 bn in spends in 2009, acquiring some new lessons is critical. According to Pritchard, the world is heading towards Marketing 3.0 and that means marketing as a function needs to overhaul itself. “We are not there yet, but we are moving towards an inflection point. We are shifting to purpose inspired brand building, a shift from marketing to serving,” Pritchard states. He adds that consumers today want to know that beyond the product attribute, why is this brand good for me?

“And does it care about what I care and have a deeper emotional connect. Consumers expect brands to be part of something bigger.”

So at P&G the objective of purpose inspired brand building is achieved by purpose driven creativity. Pritchard says the aim is to express the brands and the specific benefits through ideas, services and entertainment. “So how do we bring brands to life through digital, in-store and even PR? Of course, it begins with deep and meaningful consumer insights and from that a communication that brings to life those insights, is created,” he states.



Marc Pritchard
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