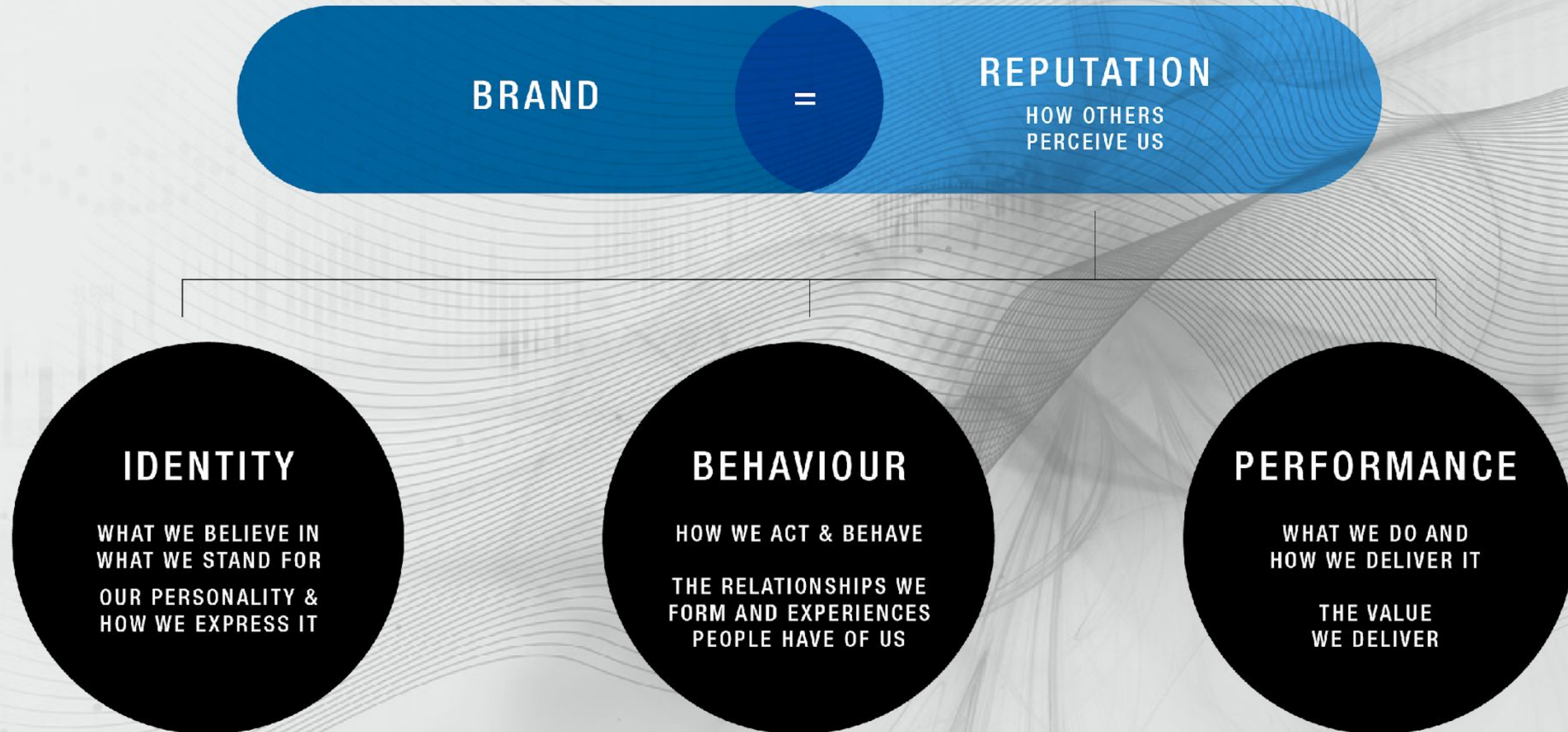


# **CAN A MODERN MARKETING FUNCTION BE SUCCESSFUL IF COMMUNICATIONS ARE SEPARATE?**

**FABIAN MARRONE**  
CMO



# BRAND MANAGEMENT

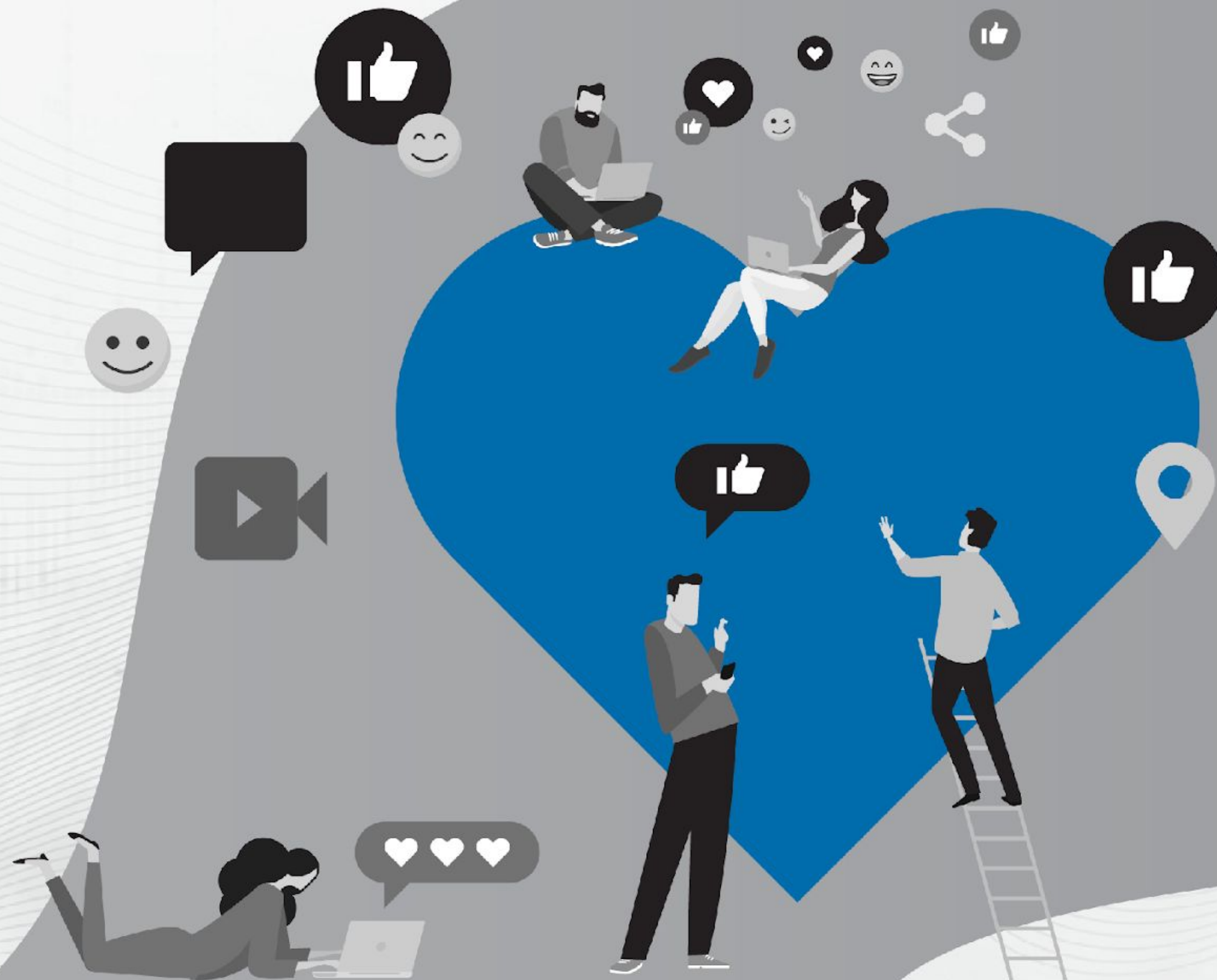




# AN INTEGRATED APPROACH



**PRODUCT AND  
SERVICE  
MARKETING HAS  
BEEN REPLACED  
WITH VALUE  
BASED AND  
PURPOSE  
MARKETING**



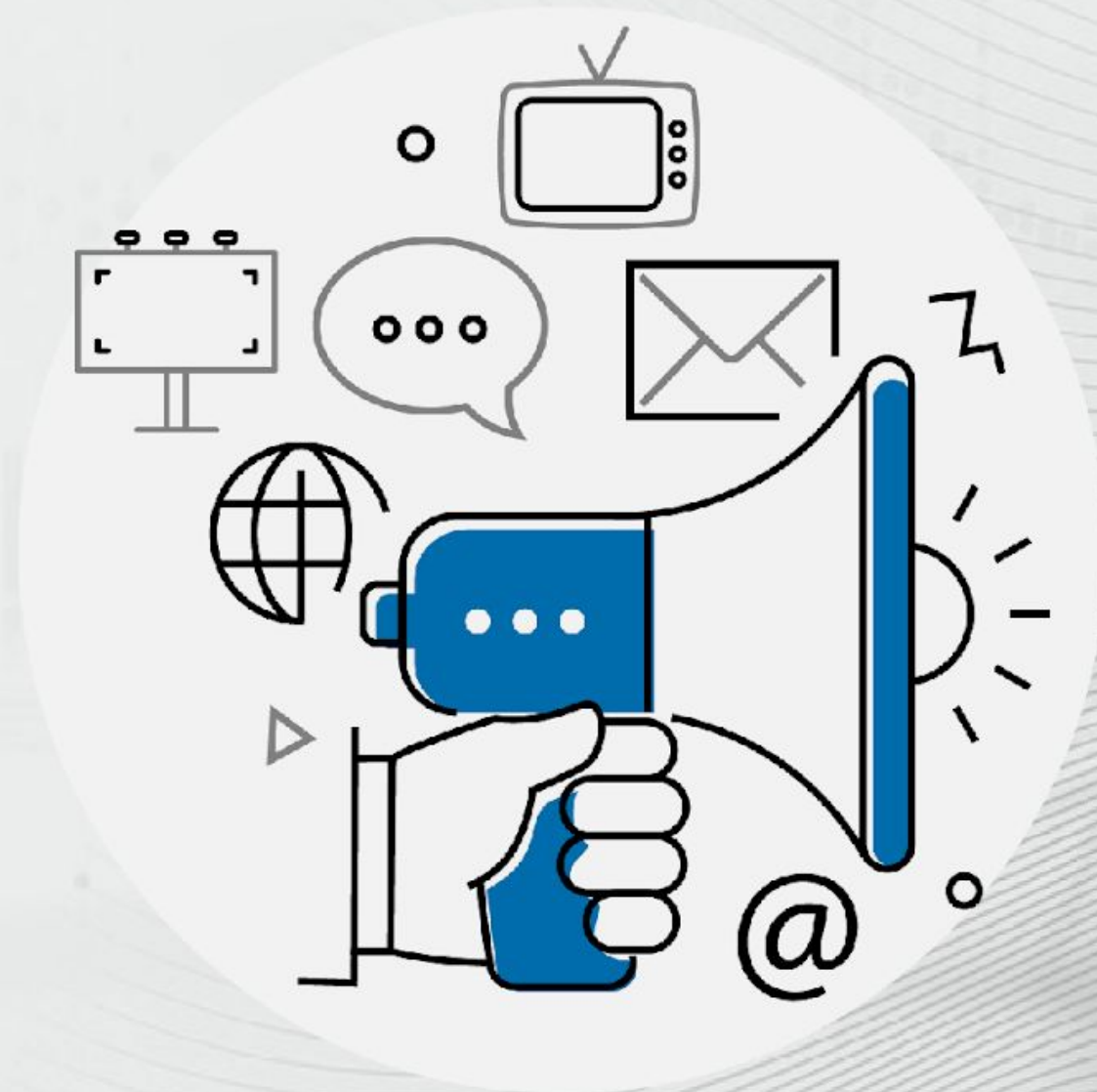


**WHEN YOU TELL  
YOUR PURPOSE  
AND TRUTH,  
COME THE  
ISSUES**

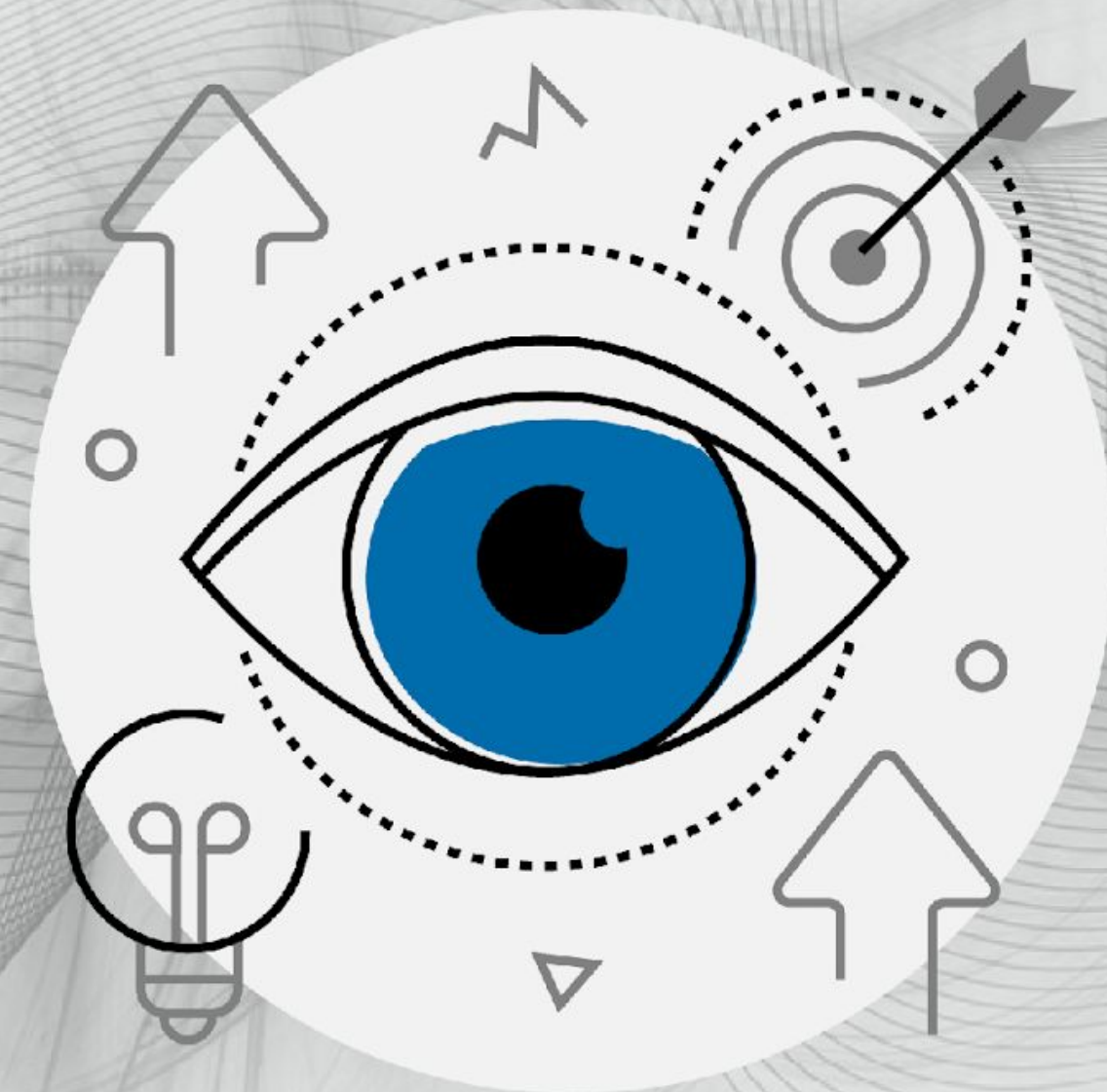




## WHAT IS A COMMS CHANNEL?



## WHAT IS A MARKETING CHANNEL?





# INFLUENCER



VS



# SPOKESPERSON



# CROSS CHANNEL APPROACH

## 5. MONITOR & REVIEW

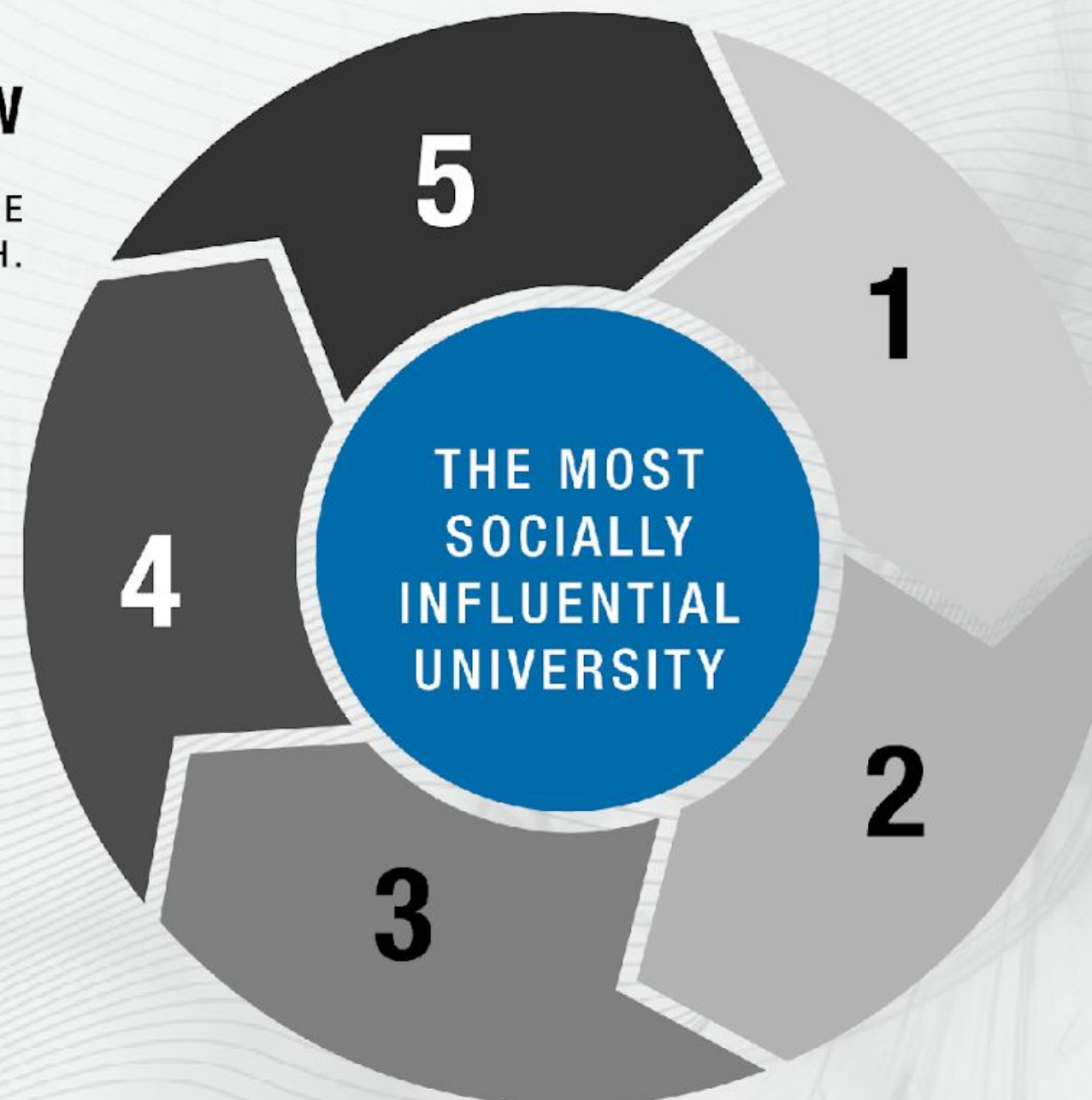
LOOK AT KEY INSIGHTS, PROVIDE  
FEEDBACK AND REVIEW APPROACH.

## 4. AMPLIFY

STRATEGICALLY SHARE OUR  
THOUGHT LEADERS CONTENT

## 3. WATCH & WAIT

LISTEN TO WHAT OUR MONASH  
COMMUNITY STANDS FOR



## 1. IDENTIFY

1A.  
KEY MONASH THOUGHT LEADERS  
BASED ON A RANGE OF KEY CRITERIA.

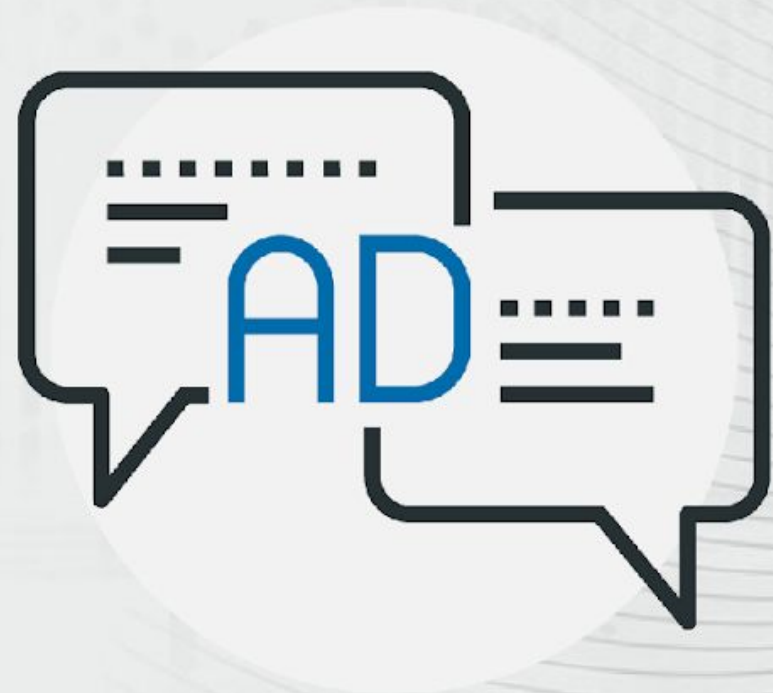
1B.  
UPLIFT POTENTIAL THOUGHT LEADERS  
TO BECOME CONFIDENT ADVOCATES  
FOR THEMSELVES, THEIR RESEARCH  
AND MONASH.

## 2. DELIVER

IDENTIFY AND DELIVER APPROPRIATE  
TRAINING, GUIDANCE AND SUPPORT

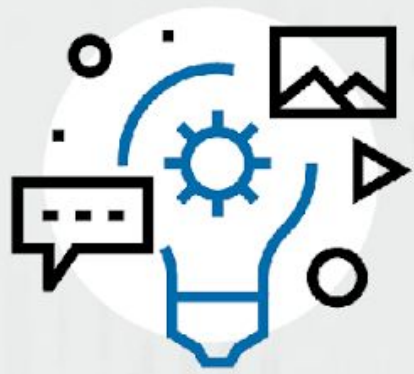


# ORGANIC, PAID, OWNED AND EARNED





# NOT ALL STORIES ARE MADE OR SHOULD BE CONSUMED FOR THE NEWS, BUT EVERY STORY HAS A CHANNEL



## HERO

MAKE CHANGE  
THROUGH RESEARCH  
AND EDUCATION



## OUTDOOR

LOCAL ISSUE AND  
DISCIPLINE SPECIFIC



## A DIFFERENT LENS

OUR CHANGE FOCUS  
EXPLORE IN A NON  
LINEAR MULTI  
DISCIPLINARY WAY



## AGENTS OF CHANGE

INDIVIDUAL PEOPLE  
MAKING CHANGE



## LENS

TOPIC  
CHANGE



## ACTIVATION

OUR INTERVENTION  
AND YOUR ROUTE TO  
INTERVENTION

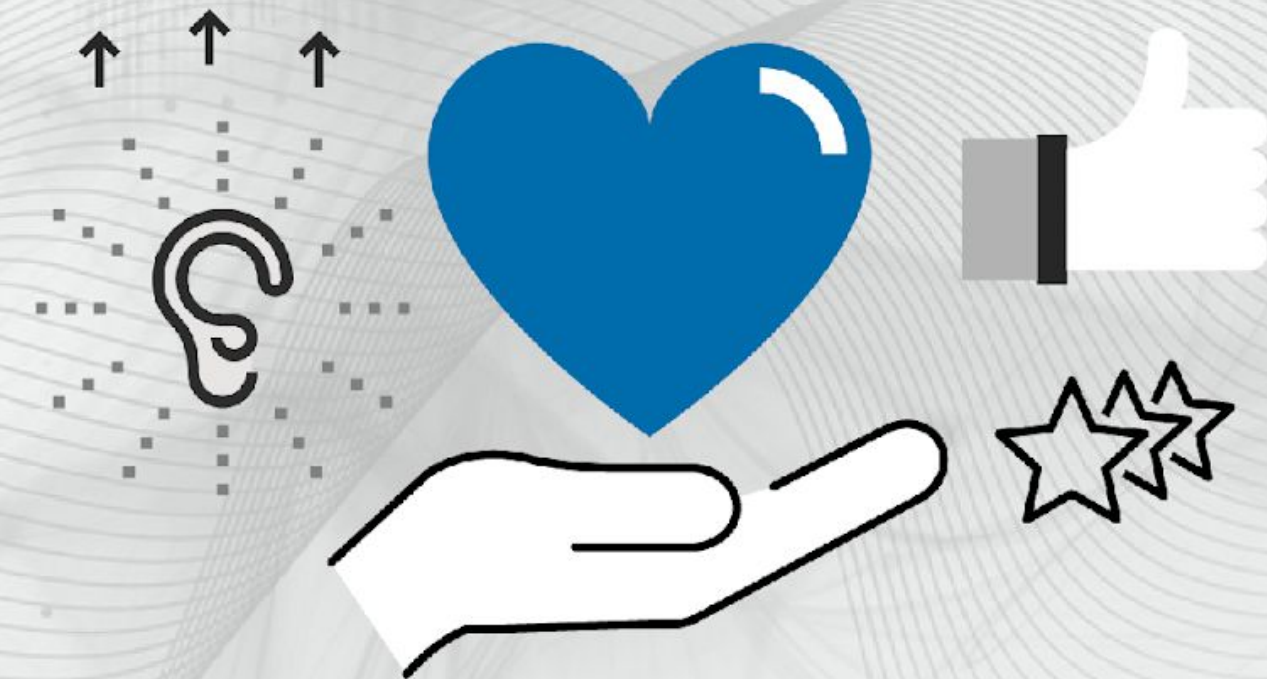
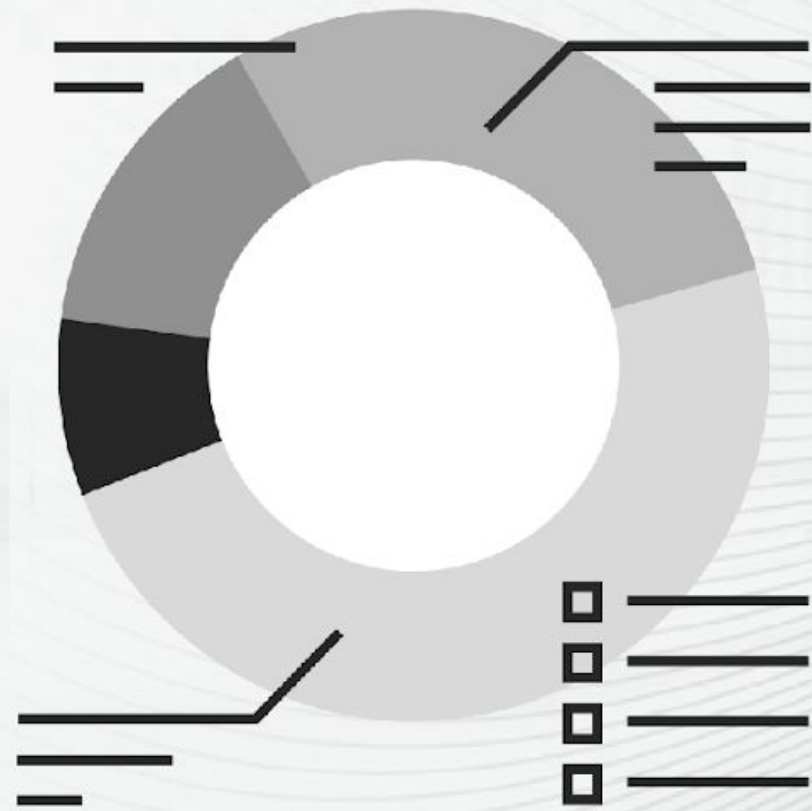


# BUT THE CAUTIONARY TALE



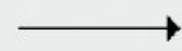


# BRAND TRACKING IS LESS IMPORTANT THAN SENTIMENT AND REPUTATION





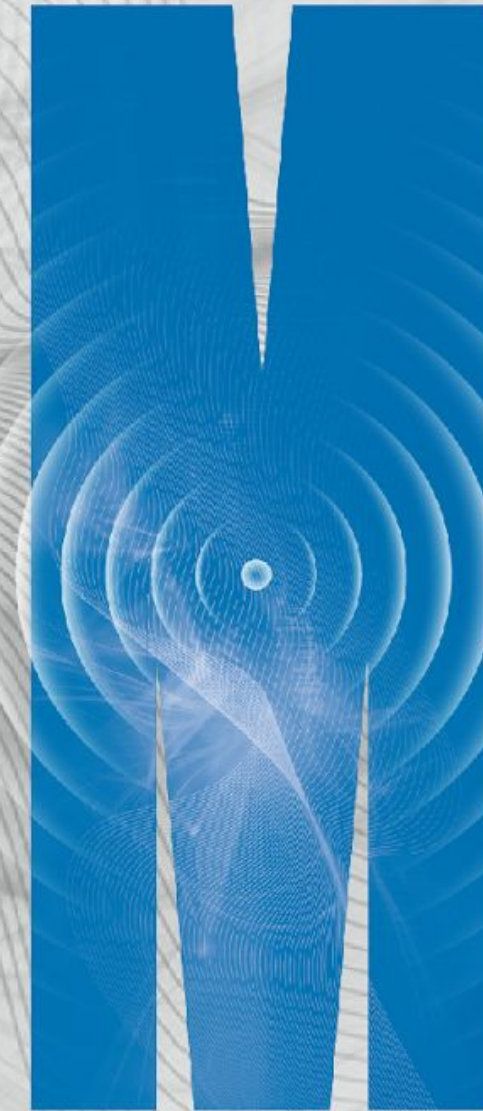
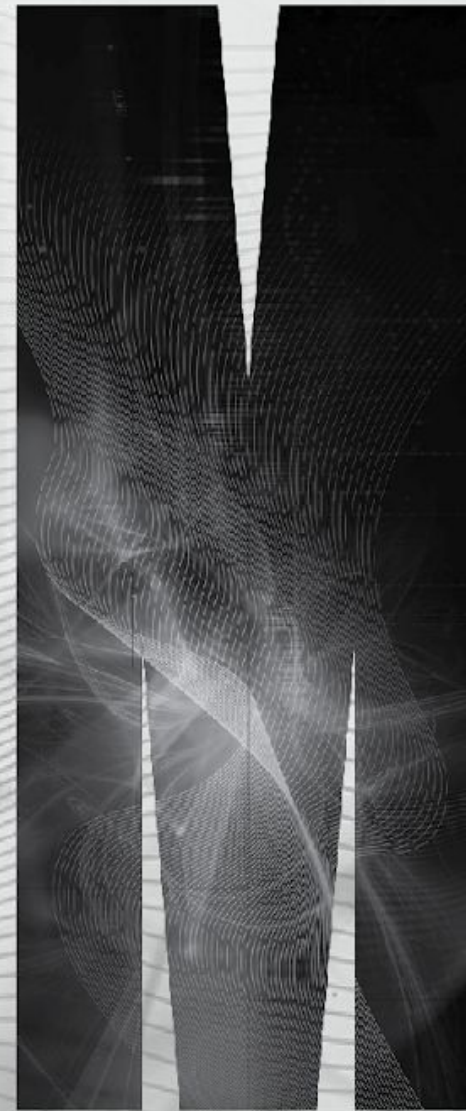
**FRAGMENTATION**



**COORDINATION**



**AMPLIFICATION**





# THANK YOU