



MODERN MARKETERS' GUIDE TO CONNECTED CONSUMER JOURNEYS





KEY HIGHLIGHTS



**UNDERSTAND
THE SHIFT
IN CONSUMER
BEHAVIOUR**



**IDENTIFY NEW
CHALLENGES THAT
ORGANISATIONS
FACE DUE TO THESE
CHANGES**



**LEARN ABOUT
SOLUTIONS AND
BEST PRACTICES
TO ADDRESS
THESE CHALLENGES**



KEY HIGHLIGHTS



Market Landscape

How has the overall landscape changed and expected to change?

What are the factors driving this shift?

Channel Choice

What are the key factors in channel choice and how is the landscape evolving from a channel usage perspective?

How do we Unlock D2C Opportunity?

Purchase Decision Making

Where are consumers discovering products and engaging with brands?

How has the consumer journey evolved and where are purchase decisions being made?

Purchase Patterns

How has shopping behaviour changed across consumer segments?

What are the new consumption trends that have emerged?

The Future is here: Voice, Video, VR, AR and more

How have Voice, Video & Vernacular helped drive adoption of the channel amongst new consumers?

How are brands using Augmented Reality based experiences to drive online sales?



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ABOUT MMA

Comprised of over 800-member companies globally and 15 regional offices, the MMA is the only marketing trade association that brings together the full ecosystem of marketers, tech providers and sellers working collaboratively to architect the future of marketing, while relentlessly delivering growth today.

Led by CMOs, the MMA helps marketers lead the imperative for marketing change – in ways that enable future breakthroughs while optimising current activities. The MMA is committed to science and questioning and believes that creating marketing impact is steeped in constructively challenging the status quo, encouraging business leaders to aggressively adopt proven, peer-driven and scientific best practices, without compromise. The MMA invests millions of dollars in rigorous research to enable marketers with unassailable truth and actionable tools. By enlightening, empowering and enabling marketers, the MMA shapes the future of modern marketing propelling business growth.

Anchoring the MMA's mission are four core pillars; to cultivate inspiration by driving innovation for the Chief Marketing Officer; to build marketing capabilities for marketing organizations through fostering know-how and confidence; to champion the effectiveness and impact through research providing tangible ROI measurement; and advocacy.

Members include:



The MMA's global headquarters are located in New York with regional operations in Asia Pacific (APAC), Europe/Middle East/Africa (EMEA) and Latin America (LATAM).

For more information see www.mmaglobal.com



BOARD MEMBERS

Local Council Leadership



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MMA AMMP COMMUNITY

The MMA AMMP Community is a credible industry resource centre for everything one needs to know on modern marketing.

The circumstances of 2020 accelerated digital innovation and adoption by several years hence for MMA it becomes the best time to showcase growth frameworks, opportunities in the space of modern marketing.

With this in mind, in 2021, MMA brought together a high-powered ecosystem to 'Accelerate Modern Marketing Practices' (AMMP).

The **MMA AMMP Community** is a specialized taskforce with elite leaders across the below six core councils:

MarTech

E-Commerce

Voice & Audio

Brand Safety

Creativity

Media Effectiveness



MMA AMMP COMMUNITY

The key objective of the taskforce is to enable resources, tools, evangelism and education to accelerate modern marketing practices in the ecosystem.

Below is an overview of our taskforces that enable AMMP:

E-Commerce

The E-Commerce Council seeks to build an overall understanding of the ecosystem and address cluster-specific issues, build capability in the Omni Channel Marketing and streamline the ecosystem through building a common vocabulary and enable industry standards.



MarTech

The objective is to enable pioneering marketers to understand the dynamically evolving nature of modern marketing. The Council seeks to add value to marketers by helping them to assess & adopt the right MarTech stack, enabling business transformation and optimise marketing KPIs.

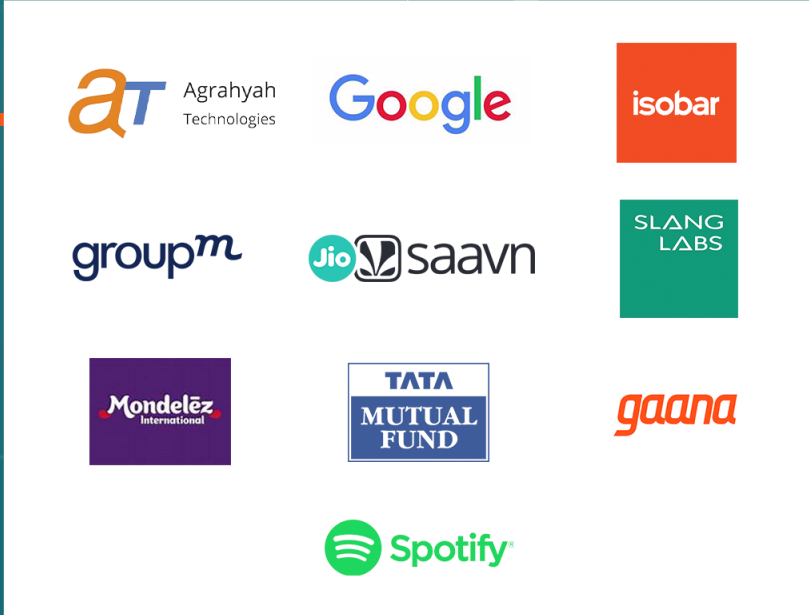




MMA AMMP COMMUNITY

Voice & Audio

The Voice & Audio Council seeks to create leadership & evangelism for marketers to better understand the dynamically evolving nature of voice marketing and enable guidelines, use cases, expertise to exploit the platform.



Brand Safety

The Council works on enabling best practices, standards & guidelines for brand marketing & performance marketing by driving compliance at various levels in the ecosystem amongst stakeholders to deter ad-fraud.





MMA AMMP COMMUNITY

Creative

The Creative council works extensively in building guidelines and best practices for effective short-format advertising content.



Media Effectiveness

The council seeks to enable POV on cross-media reach and mobile effectiveness versus other media & assess the impact of new media on business outcomes.



To learn more about the AMMP Community & its initiatives, [click here](#)

Become a part of the AMMP Community, contact us at mmaindia@mmaglobal.com