

# Are There Risks to Objectives?

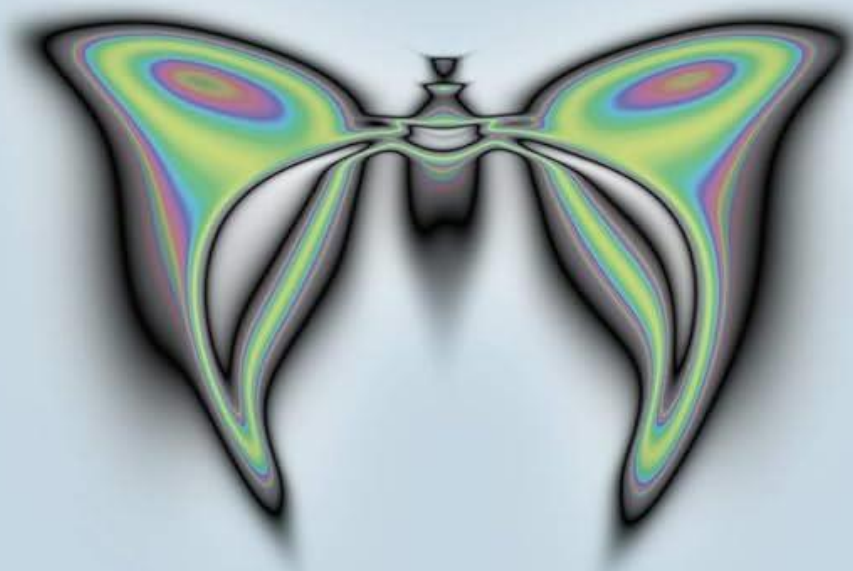




Kenneth O. Stanley · Joel Lehman

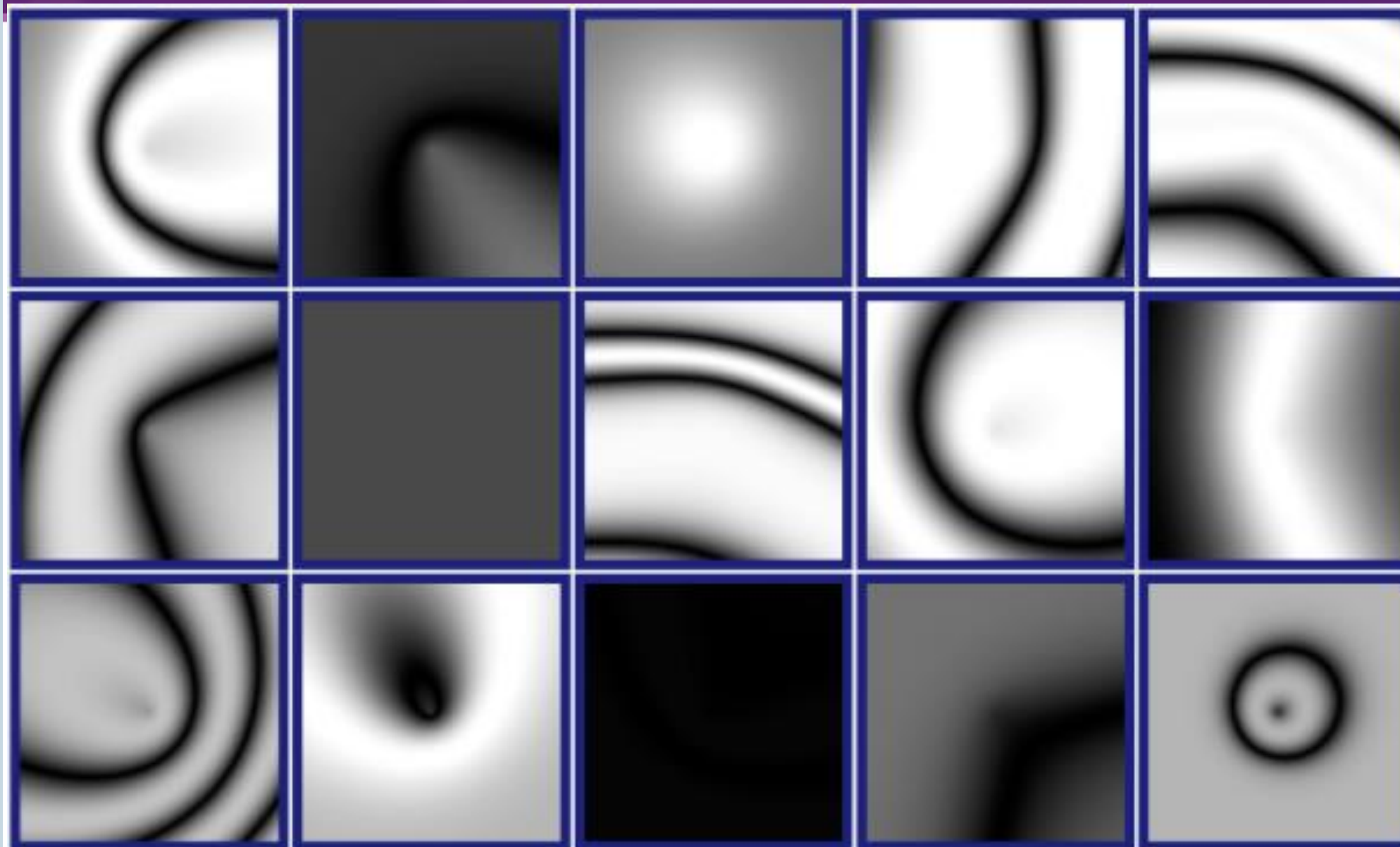
# Why Greatness Cannot Be Planned

The Myth of the Objective

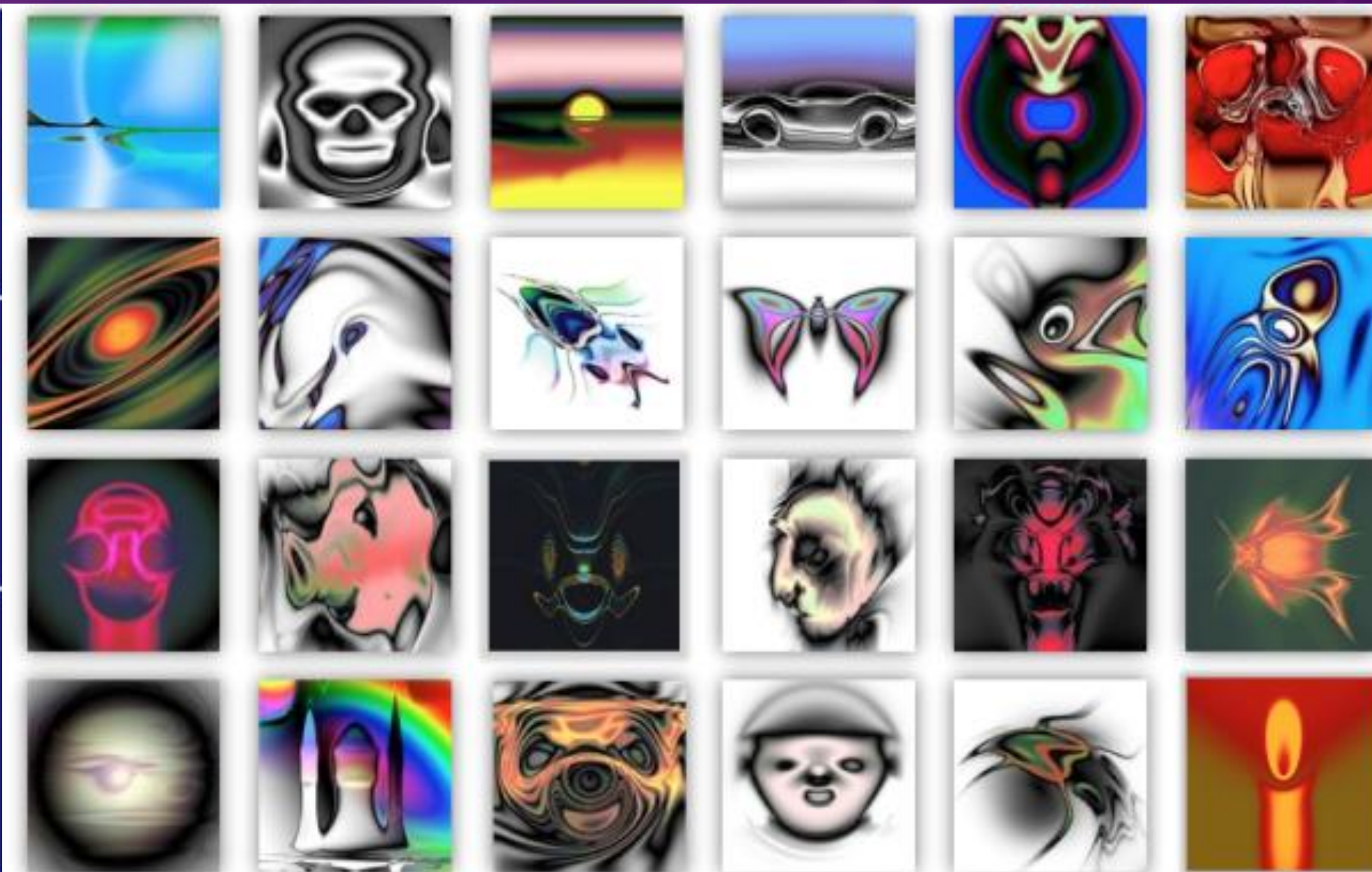


 Springer

Stanley built an algorithm that allowed users to evolve photos from simple blobs like this...

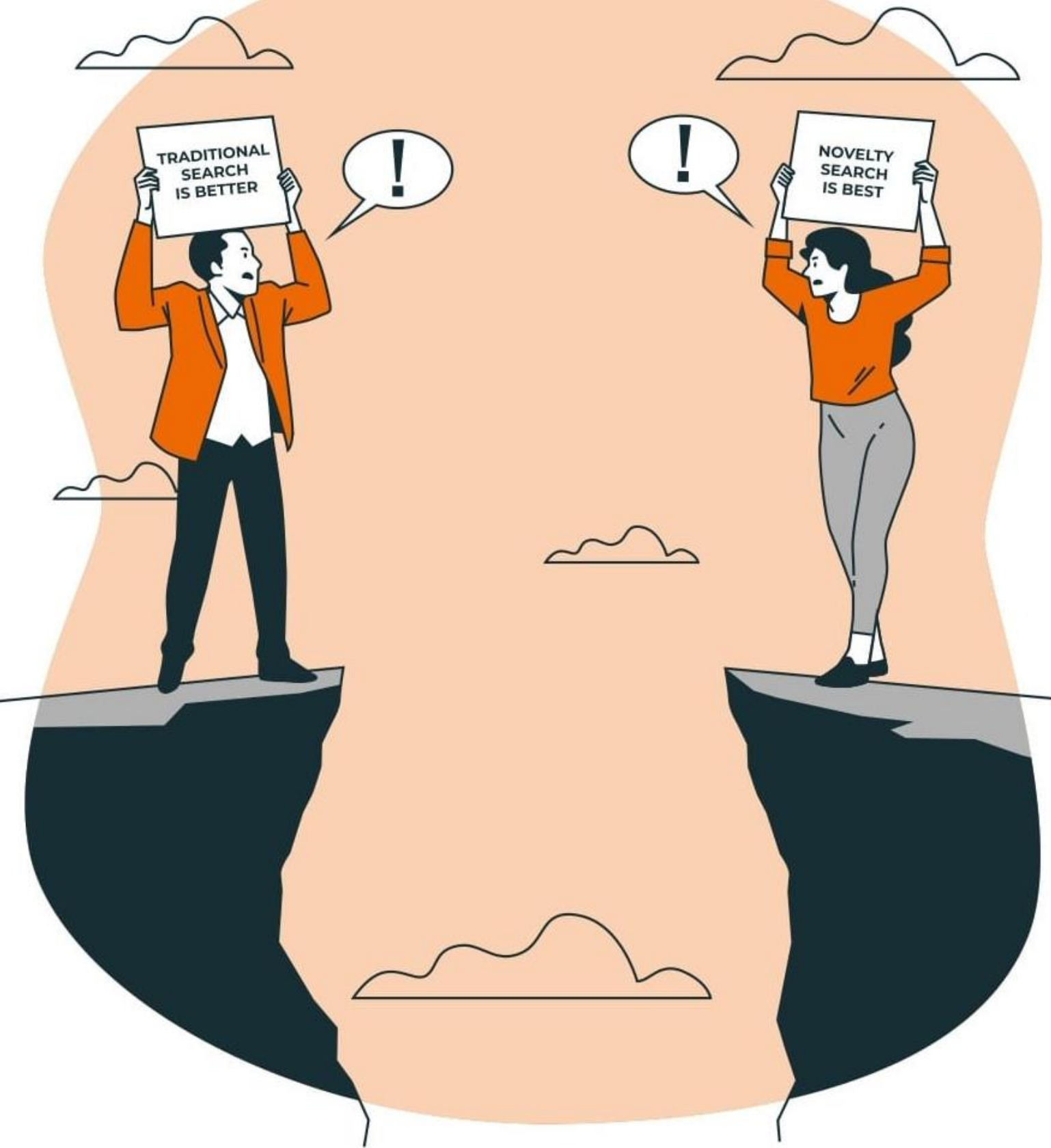


To this...



**MMA**  
**SMARTIES**  
**UNPLUGGED**  
**INDIA**  
FUTURE OF MARKETING EXCELLENCE



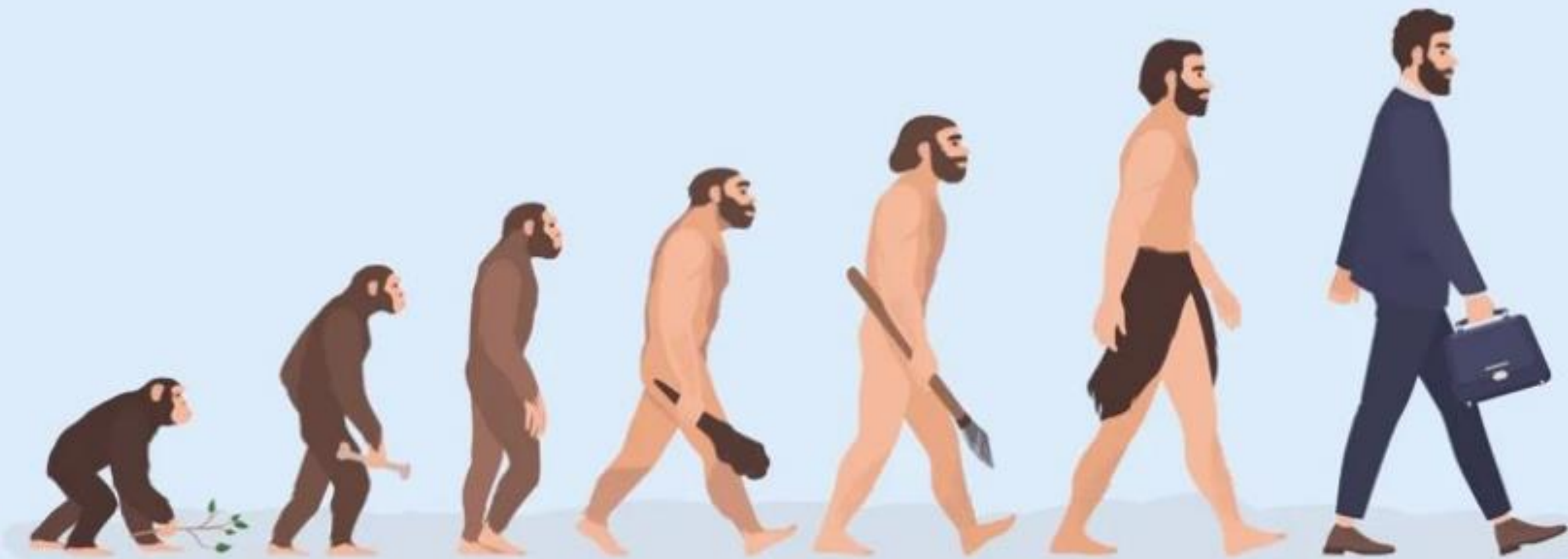


Novelty Search &  
Discovery Driven-Methods  
Present Potent  
Opportunities & Lead to  
G.O.A.T. Discoveries



Video to be played

## 7 STAGES OF HUMAN EVOLUTION





40% of the top 50 companies in India, in terms of market capitalization, do not have a marketing representation in their boards



60% of CEOs are quick to compromise long-term brand health for short-term measures like ROI





Metrics that matters for CEOs versus CMOs are disparately different

CEOs often view marketing as a line item to be managed efficiently v/s effectively

A willingness to take risks, even when it's hard to justify ROI immediately



# What's Holding CMOs back -

- 40% of top 50 companies in India don't have marketing representation in their boardrooms
  - Less than 3% of companies globally have a CMO serving on their boards
- 60% of CEOs are quick to compromise long term brand health for short term measures like ROI
  - Metrics that matters for CEOs versus CMOs are disparately different
- CEOs often view marketing as a line item to be managed efficiently v/s effectively



# 4 Best Practices for the Unplanned Road to Achieving Marketing Excellence/Greatness



The background is a complex, multi-layered abstract painting. It features a central figure of a person walking away from the viewer towards a bright, glowing horizon. To the right, a vintage-style bus is depicted on a path. The composition is filled with various geometric and organic shapes: spirals in shades of green, red, and blue; gears and hexagons in white and gold; and swirling patterns of light and dark colors. The overall effect is one of dynamic energy and intellectual exploration.

Unleash the Power of

Experimentation

Novelty Search

Discovery Mindset



# The State of Creative Process in Marketing



JUNE 2024



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**PerforMonks**

The only newsletter that *inspires* marketers to *escape mediocrity*

NEWSLETTER

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By Rashi Goel

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## KEEP GETTING THE COW OUT OF THE DITCH



Keep getting the cow out of the ditch

Rashi Goel on LinkedIn • 5+ min read

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## FROM TACTICAL TO MAINSTAY: CAN INSTAGRAM BUILD BRANDS?



From tactical to mainstay: can Instagram build brands?

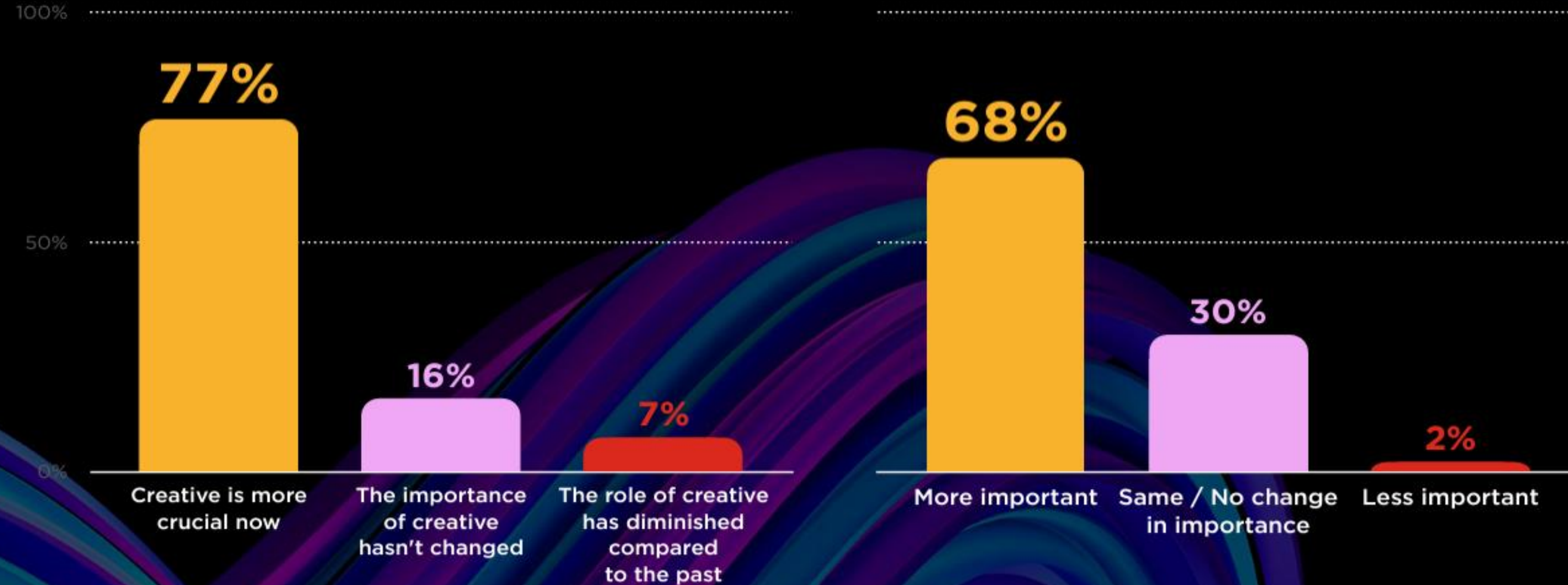
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# Creative is more crucial than ever.

### Importance of creative compared to the past

### Expected Importance of creative in the next 12 months



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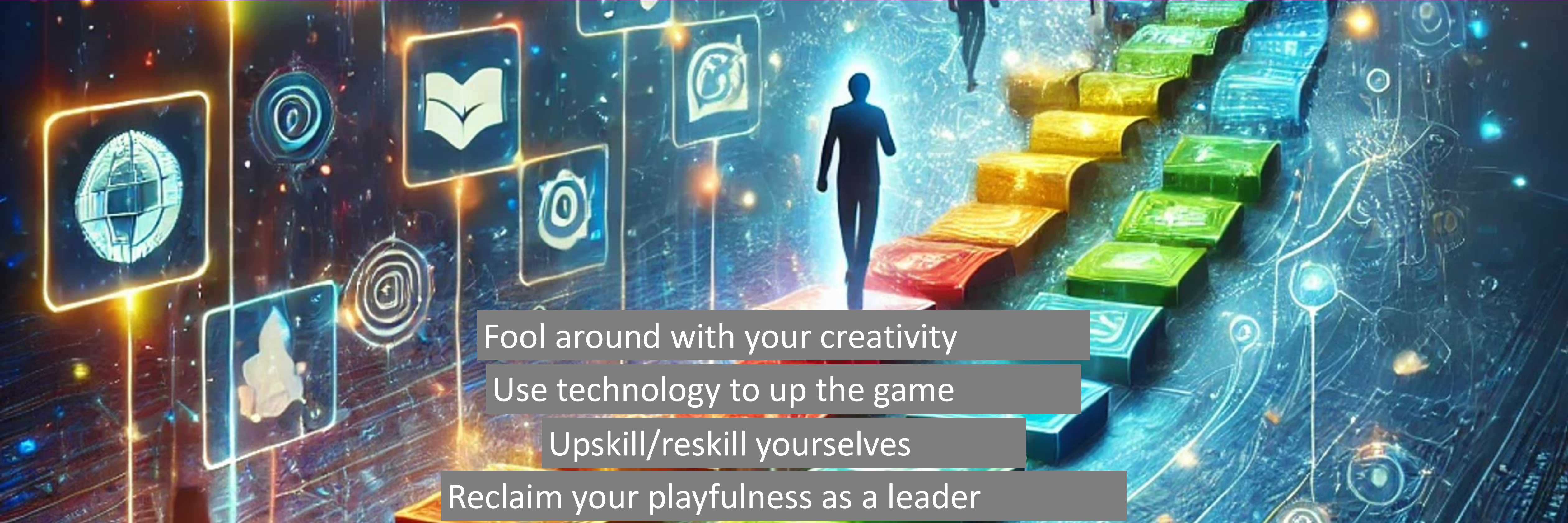


Q. Considering the evolution of the marketing industry, do you believe the importance of creative has changed compared to the past? (Select one)

Q. In the next 12 months, do you expect that creative will become more or less important in your organization? (Select one)

N=94 Senior Marketers





Fool around with your creativity

Use technology to up the game

Upskill/reskill yourselves

Reclaim your playfulness as a leader



# Our Partners

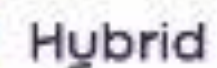
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 Chief Digital Officer



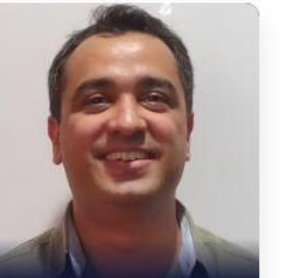
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 Practice Head-CMO Advisory & Marketing Services




**SNEHI JHA MEHTA**  
  
 Head - Mindshare Fulcrum, South Asia



**VIVEK BHARGAVA**  
  
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A wide-angle, cinematic shot of a futuristic city. The scene is dominated by a bright, glowing sun in the center, creating a lens flare effect. The city features tall, dark, vertical structures and a complex network of glowing lines and patterns in the sky. In the foreground, a transparent globe of the Earth is visible on the left. The overall atmosphere is one of awe and wonder, with a mix of blue and orange tones.

Why chase the myth of a fixed objective when true greatness is found in the journey itself?



Thank You!