

# A SNAPSHOT OF THE VOICE OF THE CMO

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EXPLORING ATTITUDES TOWARDS  
TODAY'S MARKETING LANDSCAPE

# THE MARKETING INDUSTRY IS EVOLVING AT A FASTER PACE THAN EVER BEFORE

CMOs are dealing with an explosion of digital channels and a widening range of disciplines requiring new skill-sets - all driven by rapidly emerging technology, not least Artificial Intelligence (AI).

As marketing leaders try to navigate this shifting landscape, helping the brands they champion to achieve continued success, we recognised that it's a great time to take a temperature check of their challenges, concerns and changing attitudes.

This report puts the views of 500 CMOs from organisations of all shapes and sizes, based across the UK, under the microscope. You'll discover that - even amid a rush to embed new technology that promises to revolutionise brand-building and marketing campaigns - the customer remains king. Understanding and responding to the values of target markets is a priority, especially if businesses are to avoid the 'brand backlash' that threatens reputations and bottom lines.

CMOs also reveal they are hands-on with AI, although they still have concerns over the long-term effects on important aspects of their industry such as creativity and employees' future roles.

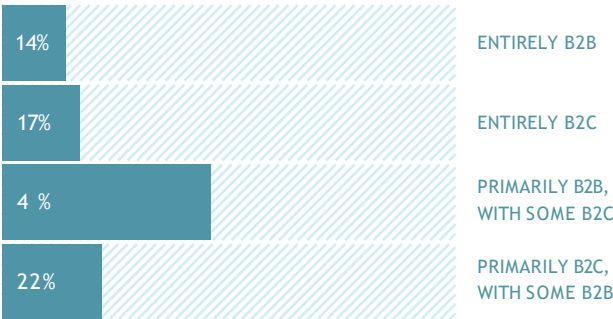
Our study also suggests that while they have a clear idea of the talent required to manage a tech-driven future, CMOs are struggling to find the skills they need.

Another key challenge is putting in place the right measurement systems to prove the value of marketing. Only when the level of campaign effectiveness and ROI is clear can CMOs expect to win full buy-in for their strategy from senior stakeholders at their business. Crucially, CMOs who use market research techniques to measure their output see a significant surge in boardroom backing for their plans.

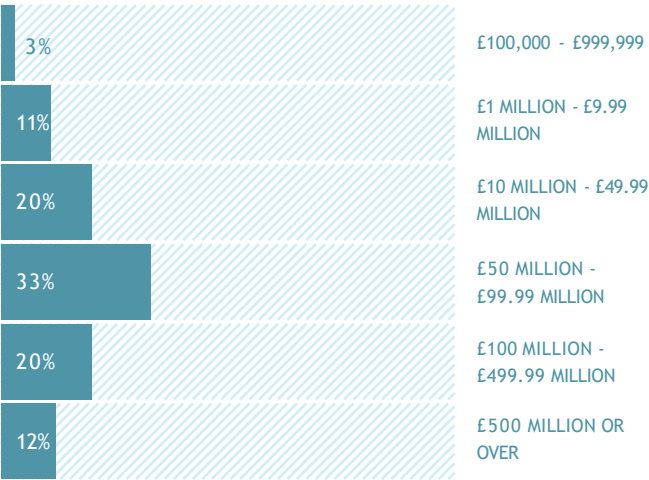
We trust that the insights we uncover in this report serve as a useful way of benchmarking your performance, as well as showing that when it comes to even the biggest challenges you're facing, you are certainly not alone.

# CENSUSWIDE SURVEYED 500 CMOS AGED 25+ BETWEEN 25.06.2024 - 08.07.2024 (SAMPLE BREAKDOWN)

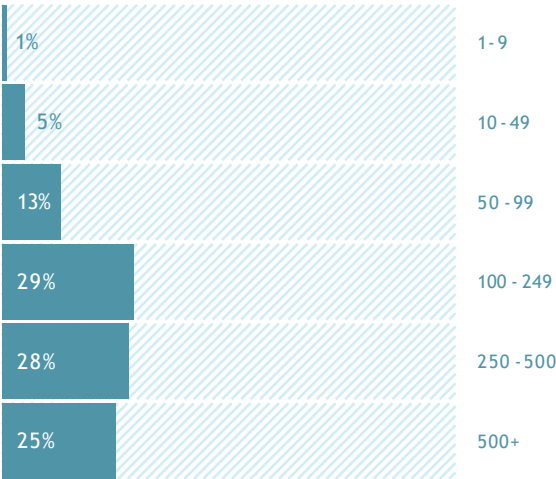
## Marketing Focus



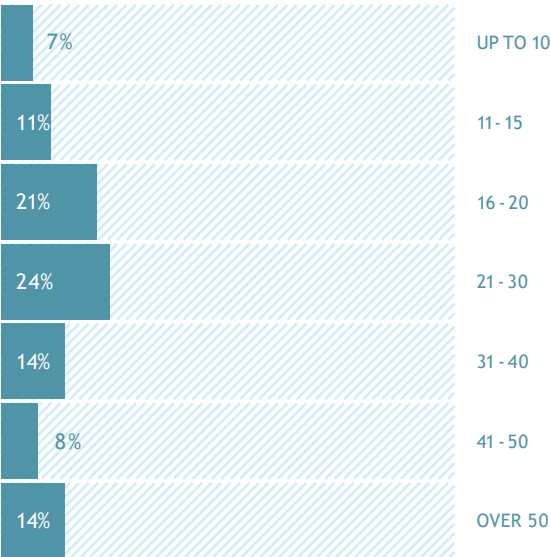
## Company Turnover



## Company Size



## Marketing Department Size



# TOPICS COVERED BY THE RESEARCH

- CMO PRIORITIES: A SUMMARY

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- KEEPING CUSTOMERS HAPPY

Staving Off Brand Backlash  
The Impact Of Brand Backlash  
B2B V B2C - Key Differences

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- TECH TRENDS: THE RISE OF AI

Handle With Care  
AI's Numerous Advantages  
Creative Champion or Curse?  
B2B V B2C - Key Differences

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- WHAT'S YOUR SKILLS STRATEGY?

Finding Talent Is No Mean Feat  
B2B V B2C - Key Differences

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- MEASURING MARKETING'S IMPACT

Providing Campaign Success  
B2B V B2C - Key Differences

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- INNOVATORS VS. LATE ADOPTERS

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- KEY TAKEAWAYS

Download a copy of the full report [from here](#)

You can also access the 2025 Voice of the US CMO Report [here](#)

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