

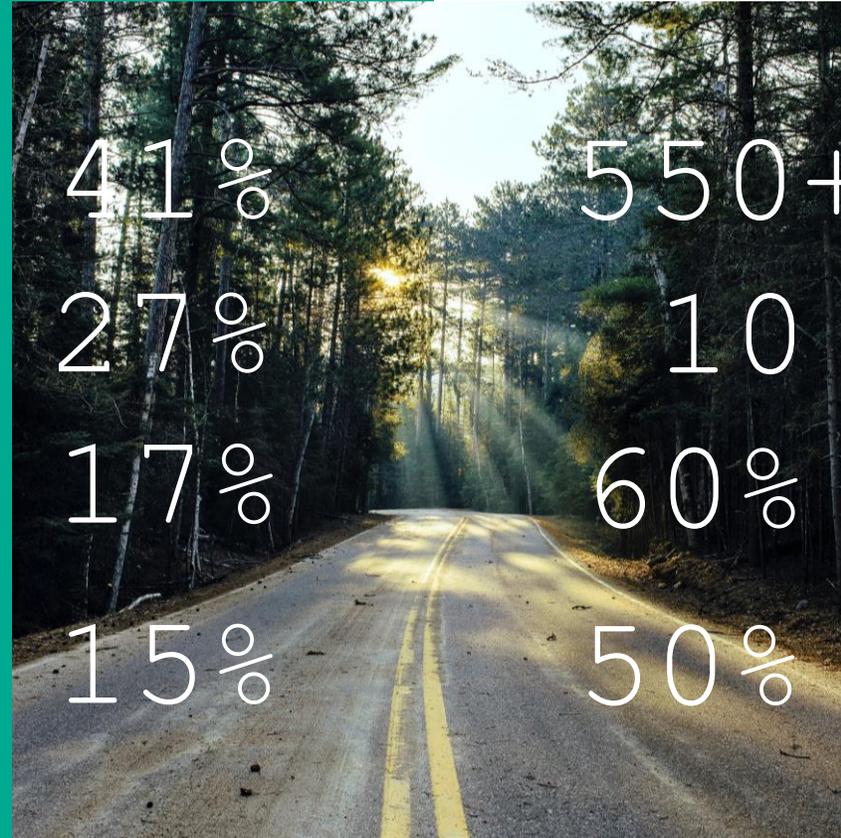
“ **B** : **A** / **M** ! BELGIAN
ASSOCIATION
OF MARKETING

Meaningful Marketing Framework
Towards more relevance at the heart of brands & marketing

Role of the Belgian Association of Marketing

1. Help to define the future of marketing in Belgium to be about meaningful marketing
2. Help to install marketing at the strategic heart of every company in Belgium

Our members



Advertisers

41%

550+

Memberships and 2200 member contacts

Agencies

27%

10

Founding architects

Media & Sales Houses

17%

60%

Is Dutch
40% is French

Other (Data, Technology, Legal, Mail handlers, ...)

15%

50%

Is male
50% is female

THE MEANINGFUL MARKETING FRAMEWORK



The Meaningful Marketing Framework is an evolutive guide to thriving and growing in the digital era. It aims to inspire and help marketers and brands to fundamentally reassess what they do in a world where relevance defines success.

The Meaningful Marketing DNA comprises **Purpose, Holistic, Shared Values, Trust, Personal, and Collaboration.**

Use the framework to guide your journey towards meaningful business growth.

1.Purpose:

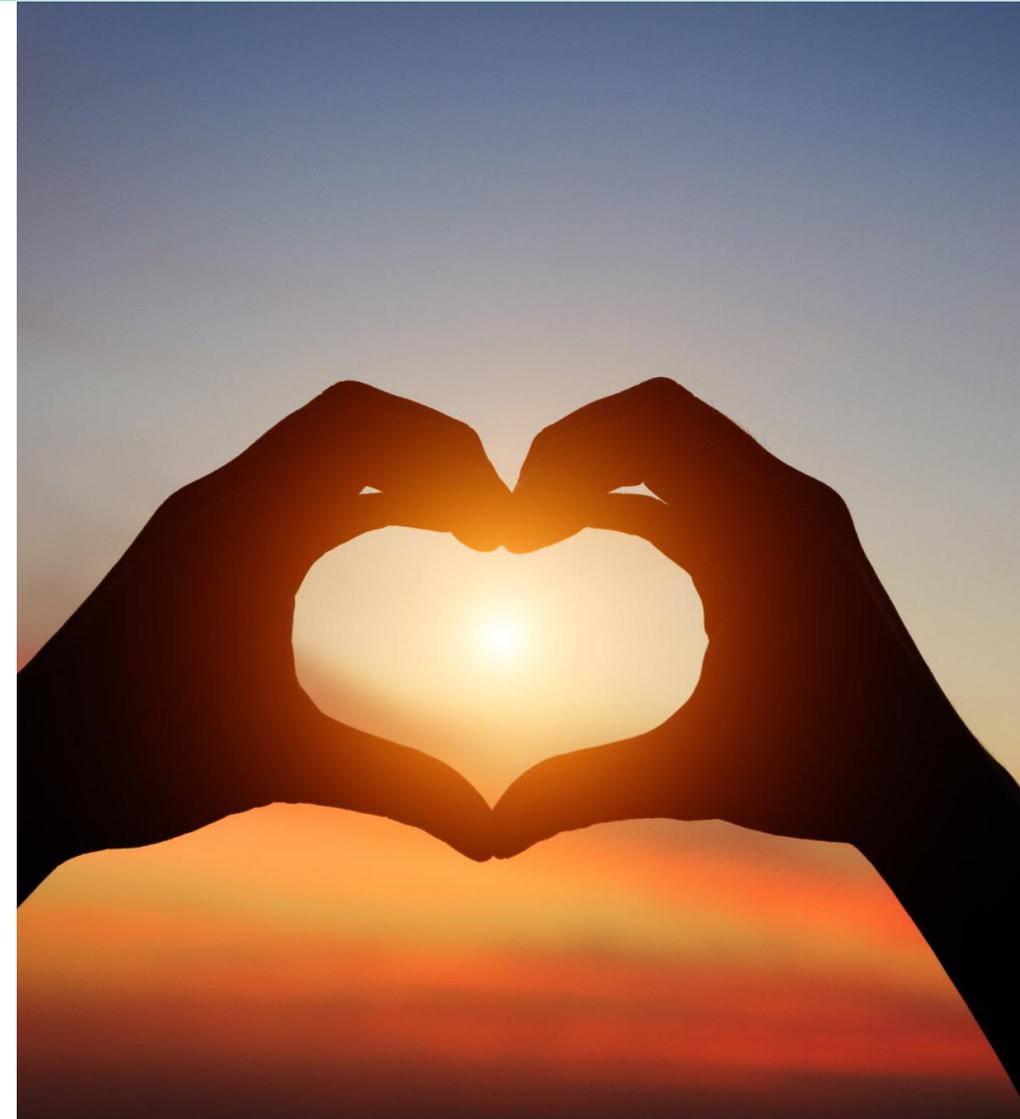
The “higher purpose” of the organization and its role in society

We are currently undergoing a massive societal shift. It touches every aspect of economic, social and political life, from climate change to *Gilet Jaunes* and #MeToo.

While these movements will evolve and be replaced by others, brands cannot afford to ignore the fundamental changes happening nor their role in contributing to and engaging in them.

Although it is not within the power of all businesses to directly solve a societal challenge, such as curing cancer, every business can contribute to making the world a better place, from tackling stereotypes and gender inequality to helping eradicate child slavery.

Identifying your higher purpose goes beyond Corporate Social Responsibility. It is not a nice to have; purpose has become a prerequisite of future success. Purpose drives your organization and its meaningful growth, as does empowering your employees to contribute in meaningful ways to your purpose.



2. Holistic:

Looking beyond the organization to the broader ecosystem.

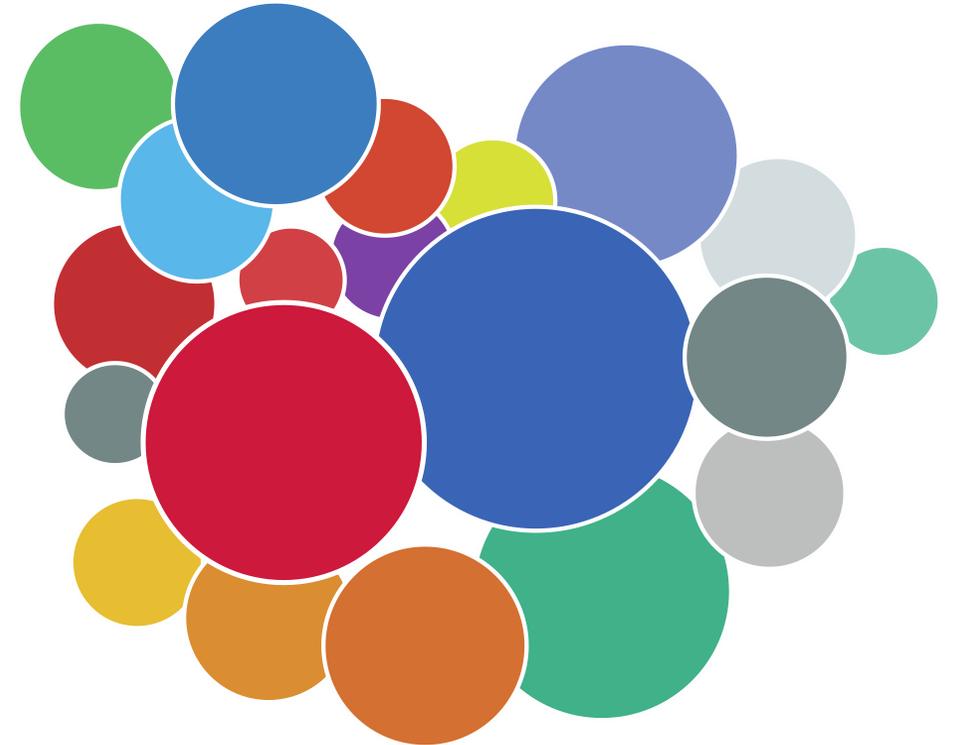
Your purpose needs to be embedded in the whole organization and shared with the external world. It defines how you interact with all stakeholders, internally and externally.

Marketers are the first purpose ambassadors. Their mission is to create the spark and drive the change so that every employee becomes a purpose ambassador and every ecosystem partner understands what your organization stands for.

Embedding purpose in your organization means breaking down silos and building bridges between business units and people.

Embedding purpose in your broader ecosystem involves engaging with partners in your own sector but also partners in other sectors, your customers and wider society. Delivering meaningful experiences in the digital era involves them all.

From products and services to business strategy and accounting: every stakeholder must know and recognize the purpose of your brand.



3. Shared values:

Creating new value for your customers, brand and society.

Traditional business models are being challenged and reinvented. Making a profit is no longer the only goal. We are evolving to the next level. If brands want to make a profit in the future, they must share more than just a commercial relationship with their stakeholders.

There is nothing wrong with making a profit! Rather, today we have an opportunity to use the enormous financial power of business to have a greater societal impact.

Shared values should serve the organization, its employees, customers, society, and ecosystem partners.

Shared values help brands to stay relevant. Brands can leverage their economic power and shared values to tackle societal issues in meaningful ways.

These values must also be relevant to your brand. Choices need to be made in function of where your organization is now and where it wants to be in the future. What is achievable for your organization? By when? How?



4. Trust:

Respect for the client and brand authenticity

Approaching customers with the sole purpose of selling more is a thing of the past. People now expect businesses to offer them fair and ethical products and services, and respectful communications.

This is the correct way to build a lasting relationship with your customers. If your brand shows them respect, they will respect your brand. Promise what you deliver and deliver what you promise. Across all channels.

To build trust in your brand, you must be authentic. Every interaction should support your purpose and shared values. For example, demonstrating your social responsibility, respecting data privacy, transparent communications and listening to all stakeholders in your ecosystem. And also avoiding pushy commercial selling techniques plus ensuring a human touch in every interaction...

Building genuine communities around your brand, from customers to employees, is another way to create powerful groups of external brand influencers who speak with one authentic voice.

And while many new digital marketing tools may seem tempting, they first need to pass the test of whether or not they align with your brand's purpose and shared values. Will they increase or decrease the trust customers have in your brand?



5. Personal:

Using data and technology to deliver personalized and seamless experiences

The digital tools we have at our disposal are capable of delivering previously unimagined experiences. These technologies and the data feeding them are means to an end but not objectives in themselves. First, you need to decide what experience or outcome you want to achieve, and then choose the technology.

In a noisy world of endless choices, it's all too easy to overwhelm the people you most want to reach. Aggressively pushing your products and services in order to stand out from the crowd will result in people opting out. And in the digital world, this happens in one click of the mouse.

Listen to your customers and then propose quality solutions that meet their changing needs and expectations in a personalized way. Technology is a powerful tool to achieve this and to make the shift from a push attitude to a pull attitude.

Data is the lifeblood of digital technologies. Gathering data, crunching data and structuring data enables you to create better and more personal touchpoints. But customers also need to know you handle data with respect. Make sure you have the necessary data management governance in place to avoid misuse or breaches and grow trust in your brand this way.



6. Collaboration:

Open-minded thinking and co-creation

With a higher purpose, shared values, and a broad ecosystem, brands have access to collective intelligence that can help them shape the personalized experiences customers want. Listening to your stakeholders is fundamental. Understanding how customers use your existing products and services will help you to build better solutions in the future.

More and more people today are looking for total experiences, unlike those traditionally offered by many brands and organizations.

For example, we no longer buy a simple plane ticket. We buy a total journey from our doorstep to our final destination with everything in between to make that experience complete (taxi, insurance, travel guide, hotel, etc.).

To respond to this trend, brands and organizations must be open to co-creating with all the partners in their ecosystem, even with their competitors. Trust between partners will result in better and more relevant products and services in the future.

Co-creation and collaboration are powerful and productive ways to access ideas you may not have even thought of and accelerate them into products and services that differentiate your brand.



THE MEANINGFUL MARKETING FRAMEWORK

COLLABORATION

Facilitation of open-minded thinking and co-creation

PERSONAL

The use of data and technology to deliver a better experience

TRUST

Respect for the client and the brand (authenticity)

PURPOSE

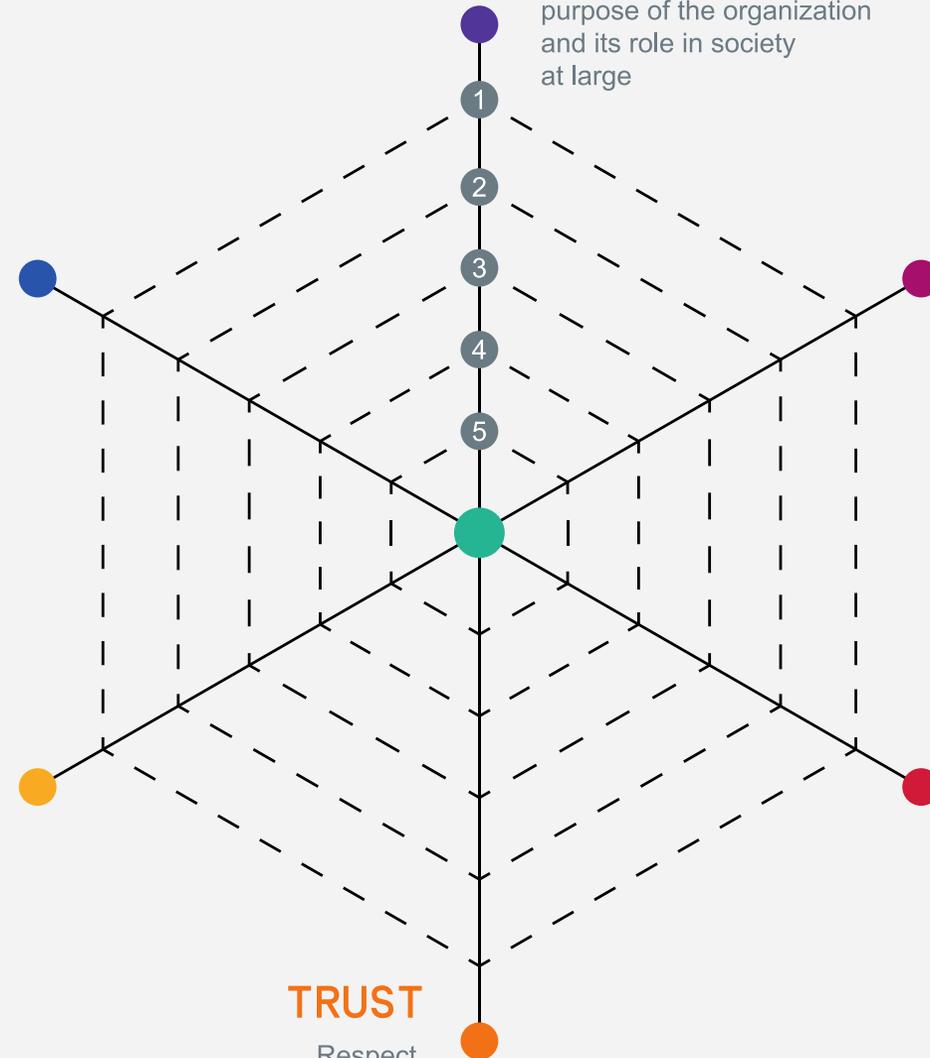
The “higher” long term purpose of the organization and its role in society at large

HOLISTIC

A broad view on the organization and its ecosystem expanding its vision further than its own departments

SHARED VALUE

Creating value for the customer, the brand and society at large



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/

Belgian Association of Marketing vzw/asbl

Z1 Research Park, 120, 1731 Zellik – T. +32 2 234 54 00 – E. info@marketing.be – www.marketing.be