

Business trends that we need to watch out

By: Sandra Pedro



MARKETING WORLD REVIEW

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We started the year with Caroline Berryman providing marketing trends for 2016. The global marketing community has already defined their organization's strategies for this year, but there is always time to redefine strategies and tactics for better results.

In this issue I provide clues on business trends that are and will continue to influence marketing strategies. Fjord, a consultancy firm of Accenture for design and innovation, published a trends report for 2016 with some new and not so new trends. From design thinking,

data monitoring, consumers' behaviour and virtual reality, marketers will find in this report a source of innovation and creativity for their marketing and commercial strategies. I certainly did!

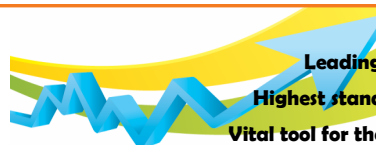
Technology is part of our daily life and digital generations are transforming marketing principles and strategies. There is more focus on their needs and wants but they are also more demanding of corporations and their social impacts. This is a subject for the next issue. For now I hope you enjoy the article.

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How communication can support the fight against the Zika Virus

By Sandra Pedro

The Zika virus outbreak in South America is concerning health authorities all over the world. North America, Europe and Asia are reporting domestic cases, all contracted outside their borders. We live in a global world where diseases spread rapidly. Zika is no exception. PAHO (Pan America Health Organization) anticipates that the [Zika virus will continue to spread](#) and will likely reach all countries and territories where the *Aedes* mosquitoes are found.

World Health Organization (WHO) declared the Zika virus a “[public health emergency of international concern](#)”. The major concern is for women who become infected while pregnant because of an unconfirmed link to microcephaly, which results in an abnormally small head in newborns and is associated with incomplete brain development. The Zika virus is an emerging, mosquito-borne virus, transmitted by the *Aedes* mosquitos. While there is no definite evidence linking the virus and microcephaly, there has been an abnormally high increase in birth defects.

WHO has warned that the virus could infect as many [as three million to four million people in the Americas](#). Additionally, the El Nino weather phenomenon and its impact on the environment and sanitation are expected to aggravate the situation in 2016.

The Ebola outbreak is still top of mind and, as a result, public health programs have been implemented to deal with it. In light of the rapidly evolving situation, governments and health authorities can learn a lot from previous public health threats, such as the Ebola virus. After the provision of the necessary human and technical



infrastructures, another key strategy and priority is information management.

Lessons learned from the Ebola virus

Nigeria is a success story for the prevention and eradication of the Ebola virus, which resulted from Communication for Development (C4D) strategies supporting national and local authorities to help control the spread of the virus and mitigate its impact on disadvantaged communities. C4D experts used a multi-sectorial approach through long lasting partnerships with national and local authorities, civil society organizations (CSOs), non-governmental organizations (NGOs) and community networks to protect families and communities, increase their knowledge and capability to protect themselves and end myths and rumors.

C4D practitioners focus on a social mobilization strategy for safer communities. An integrated communication strategy was crucial for disseminating accurate informa-

tion about vector control measures to reduce contamination and address the stigma faced by survivors. These included a variety of communication tactics, from traditional and digital media, such as text messaging via mobile phones, community mobilization (village meetings) and door-to-door outreach (interpersonal communication) explaining how to take personal preventive measures and what was being done to control the mosquito responsible for the virus. These tactics were complemented by telephone hotlines and more traditional public health approaches to help people to stay safe.

In addition, television and radio was used, a social media campaign was launched, brochures, billboards, music video posters and announcements by town criers were developed and launched and participating theaters spread messages in local languages (like Hausa, Yoruba, and Igbo) to reach the entire population, especially vulnerable communities in rural areas.

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Business trends that we need to watch out—Editorial by Sandra Pedro

Les tendances des affaires auxquelles nous devons faire attention



Nous avons débuté l'année avec Caroline Berryman en fournissant les tendances marketing pour 2016. La communauté mondiale du marketing a déjà défini les stratégies de leur organisation pour cette année, mais il est toujours temps de redéfinir les stratégies et les tactiques pour de meilleurs résultats.

Dans ce numéro, je fournis des indices sur les tendances des affaires qui influencent et qui continueront d'influencer les stratégies de marketing. Fjord, un cabinet de conseil d'Accenture pour la conception et l'innovation, a publié un rapport sur les tendances pour 2016 avec quelques nouvelles et moins nouvelles tendances. De la pensée de conception, du suivi de données, du comportement des consommateurs et de la réalité virtuelle, les marketeurs trouveront dans ce rapport une source d'innovation et de créativité pour leur marketing et leurs stratégies commerciales. C'était le cas pour moi !

La technologie fait partie de notre vie quotidienne et les générations digitales sont en train de transformer les principes et les stratégies de marketing. Il y a plus de focalisation sur leurs besoins et désirs, mais celles-ci sont aussi plus exigeantes vis-à-vis des corporations et de leurs impacts sociaux. Ceci est un sujet pour le prochain numéro. Pour l'instant j'espère que vous apprécierez l'article.

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Get Started

What's impacting business in 2016?

By Sandra Pedro

For the right strategic choices we need to know what mainstreaming marketing and business trends are driving differentiation, innovation and growth. In a constantly changing world we need to keep up to date with technological and structural transformations. We evolve or we die.

[Fjord Trends report](#), from Accenture, focuses on digital developments and gives insights into what's impacting design, business, government and society. Some of the described trends are starting to be part of our professional lives as marketers, while others are about to make their debut:

1. Marketers accessing stream data of consumers' habits and behaviours from wearable gadgets and interactions. This data gives us valuable information to design products, services and customer experiences. Analysis is crucial. Nevertheless marketers need to [listen their customers](#) and prospects in explicit and implicit ways. It is a two-way communication to find out what their messages are to turn their purchases into a remarkable experience.
2. In an Era when data is king, it is imperative to protect it by using secure, respectful and best practices. Organizations need, therefore, to design privacy standards, assure consumers that their data is protected and exchange data in a clear and friendly way. [Digital trust](#) is imperative for customer trust, loyalty and value.
3. In business it is not only customers and prospects that matter, but [Employees also matter](#) and a lot. Workplaces and culture are not the same as it was decades ago. It is not only external markets that have changed. Internal markets also experience alterations. Millennials and Generation Z look for more than a salary at the end of the month. They look for jobs where social impact plays an important role, places where empower people, reward and recognize their work and where their work is an extension of their social environment. Organizations should design their Employee Experience (EX) and introduce it into their culture and structure if they want to select and retain talent or the competition will.
4. People who have smartphones and tablets have a number of apps that they don't use. Apps are reaching a tipping point. Services are becoming more intelligent and integrated as they are atomized. The same is happening in the apps world. They should be an extension of services and not the service itself. Marketers need to think strategically and [understand user's interactions](#) to reach a certain point. Simplifying is the word for making user experience more responsive.
5. [Technology has democratized luxury](#). In the past, tailored services were only accessible to a few people. Today, digital technology enables masses to have personalized experiences and status. Personalized technology platforms and services should be designed to meet the higher expectations in consumer experiences, empowering users to consume services and find solutions to their problems.
6. It is not only the business world that is in the midst of massive transformations. Government services are "under construction" as well in citizen driven perspectives. Government agencies should think about [citizen experiences](#) and design tailored services to individual needs, using technology to service the public good. Services should be more humane in their interaction with citizens and use simple and plain language. Designing more citizen-driven services implies researching an entire ecosystem to uncover insights, such as people, places, services, processes and performance.
7. A whole new dimension is emerging in the area of health with consumers generating stream data about their health conditions using [monitoring health gadgets and apps](#). The market for wearable health trackers is expected to grow 600% by 2019. This opens up a range of opportunities for new products, services and partnerships, generating loyalty and commitment to the provider. Both healthcare and wellness markets are assisting consumerization.
8. [Virtual reality](#) is about to go mainstream this year, from education to tourism and health. It will impact business processes and customer experiences.
9. In a world where information is widespread and consumer decision-making is not always easy, there is often a decrease in purchase decisions. Anticipating the needs and delivering what people want while reducing the thinking process, facilitates decision-making. However, when [simplifying purchase decision-making](#) we must not sacrifice the thrill of discovery, which motivates consumers to explore physical and digital points of sale.
10. Design thinking is emerging within organizations to enhance business processes, structure, culture and integrated in customer-facing units. [In-house design thinking](#) encourages collaboration and co-creation for innovation.

Marketers have a whole new world of marketing opportunities with these ten trends. Some are new, while others are starting to emerge and consolidate. Creativity and design thinking involving all organizations and departments demand organizational, cultural and operational changes. The market demands. Marketers create. Businesses evolve. Everyone benefits.

MARKETING WORLD

REVIEW

Call for Papers for Premier Issue of MWR Magazine

The International Institute of Marketing Professionals (IIMP) publishes the quarterly magazine "MarketingWorld Review" to advance marketing professionals' knowledge of worldwide industry changes, to provide practical solutions of their problems, and to keep them informed about the current informational and technological tools available to achieve marketing efficiency and effectiveness. Marketing professionals find relevant and timely content in every issue to maximize strategic and tactical business performance.

The Editor-in-Chief of MarketingWorld Review invites practitioners, consultants, and academics to submit pieces worthy of contribution to the theory and practice of marketing for its initial issue.

The latest technological developments such as social media, online communities, or social networks have all transformed markets and marketing. In this new era, which demands changing classical practices, customers and companies are both empowered with many capabilities such as easy access to information or ability of multi-way communication. Within this broader networked customer-company relationships, customers are actively engaging with the companies in every aspect and have an influence on marketing decisions at an increased level. However, both scholars and practitioners also address potential risks and challenges that companies face associated with this new era of connected marketing.

The initial issue of the MarketingWorld Review will focus on the latest thinking, principles, and best practices on the field of marketing, that reflects the challenges and opportunities in a digitally-empowered and connected world. We welcome submissions which may be case studies, market analyses, interviews, and research papers employing a range of theoretical and methodological approaches and which provide future research directions and in-depth strategic marketing implications for today's marketers.

All topics reflecting the latest thought in marketing are welcomed but pieces concentrating on the "Next Practices in the Era of Connected Marketing" are specifically encouraged.

The deadline for initial **submission to the first issue is March 15, 2016**. The review process will feature a maximum of two rounds and final decisions will be made before March 30, 2016. Authors are referred to the MarketingWorld Review Author Guidelines in the preparation of their manuscripts at <http://www.theiimp.org/magazine/> or at <http://www.theiimp.org/PDF/MWR-GUIDELINES.pdf>. Submissions are to be made to magazine@theiimp.org.

Asli Kuscu
Editor-in-Chief
MarketingWorld Review

Insights from Saudi Arabian Market

Redefining the target audience for pharmaceuticals marketing

For the last decade or so, pharmaceutical marketing departments for multinational companies in Saudi Arabia market are facing huge pressure that rendered their role to look somehow diminished for some observers. Business is not as usual any more. The importance of evidence-based health policy is widely acknowledged among stakeholder in this potential market. This includes health professionals, patients and decision makers.

Pharmaceutical companies in general must meet the local and international regulatory requirements on good practice, such as those from International Federation of Pharmaceutical Manufacturers & Associations (IFPMA), as well as the cost-effectiveness requirement for reimbursement by local healthcare decision makers, who are focusing on medication cost and affordability. Pharmaceutical companies in Saudi Arabia would really need to think wisely to redefine their target audience to achieve these objectives, which shall include decision makers who really influence the decision making process. At this critical stage of pharmaceutical history, marketing efforts shall be directed to those not only at P&T committee level, but also at the emerging unified purchasing system of pharmaceuticals.

Historically, companies are allowed to launch the product in the market without restrictions when new pharmaceutical product got approved by local authority, such as the Saudi FDA. Companies might have direct access to the private sector, which is a mix of medical insurance providers and out-of-the-pocket receivers. These companies can also initiate their marketing effort to build brand equity in this sector. Pharmaceutical companies would be able to deliver all allowed marketing activities in this sector keeping in mind that their approved prices would secure a good margin. However, for the government sector, which consists of Ministry of Health and other sponsored big hospitals, this is not the case. The pharmaceutical companies are convinced that regardless of the pressure imposed by the Saudi FDA or IFPMA on sales and marketing code of practice, there is a real threat and hard time of cost-related issues imposed by



providers at this sector. Pharmaceutical companies are obliged to deal with this issue professionally in order to secure access to this potential sector supported by good resources from the Saudi Arabia government.

For some big institutional hospitals sponsored by the government, the access model to purchasing is also changing. Although most of these hospitals have P&T committees (Pharmacy & Therapeutics) that regulate the selection and introduction of new pharmaceutical products, almost all hospitals prefer to secure their product supply through the unified purchasing unit, also known as NUPCO, which has been formulated recently by the government to meet the pharmaceutical and medical supply need of both Ministry of Health and big government hospitals (institutional) such as National Guard and Military Hospitals.

In spite of the fact that the supply awarding of Pharmaceuticals in the above mentioned unified purchase unit is a tender based model, which is usually dependent on the best and competitive price of the individual products listed, pharmaceutical companies required, therefore, to put more marketing efforts and go through complex purchasing process in order to convince both the P&T

committees as well as the decision makers at the unified purchase unit to adopt their products.

In conclusion, through traditional marketing activities, pharmaceutical companies in Saudi Arabia would be enjoying a revenue generation from a somehow direct cash resource (private market), when their product got local approvals and released to market. However, building the case to get introduced to government sponsored hospitals and MOH service sector might be a different game.

A lot of information would be needed from pharmaceutical companies at both the P&T committees and the unified purchasing unit level. Therefore, target audience at such critical decision making points should be redefined, for better demonstrating products' value propositions and cost-effectiveness. This would probably secure good business for pharmaceutical companies in such a competitive and cost-driven market.

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How communication can support the fight against the Zika Virus

Continues from page 3

These tactics were designed to increase knowledge, reduce fear and change beliefs from cultural barriers faced by Ebola victims and survivors.

Storytelling, through radio, television, video, pictures and participating theatres have very effective outcomes for delivering accurate public health information to infected populations and in reducing stigmas. It uses local languages and cultural features, as well as testimonies from those affected by Ebola for ease of understanding messages and engagement around the prevention and fight against Ebola.

This is an example highlighting how communication strategies and accurate information management can support public health campaigns during outbreaks. However, communication programs should be implemented sooner rather than later in countries with cases of contamination. Shifting long held practices and behaviors is difficult, but once people are informed and start taking appropriate actions to keep themselves, their families and communities safe, these actions and behaviors become the norm.

The Private Sector Can Support the Fight against the Zika Virus

I have focused primarily on public authorities, CSOs, NGOs and communities. But corporations can play a role too. The private sector has an important responsibility.

The increasing number of infected people means an increase in health expense claims and the subsequent economic impacts in missed work days.

Companies can support the third sector (NGOs, CSO, foundations and institutes) in public health campaigns and with resources. Together they can raise awareness internally and externally, by using their channels to communicate with consumers and stakeholders. They can also support local authorities and communities with preventive actions and resources by participating in communication activities developed by practitioners. If everyone collaborates the outcome will be faster and stronger. Little by little, step by step, changes can happen.

Corporate social responsibility (CSR) has a significant role in these situations. Normally, corporations focus their CSR policies on sustainability and forget about other areas such as health and social development. When they do focus on health and social development, it is often part of an overall marketing plan. Therefore, it is essential to acknowledge Sustainable Development themes for a real societal impact.

Sanitation and Clean Water for Safe Communities

For these strategies to succeed it is essential to develop a joint framework from local and national authorities, health and C4D professionals to help prevent the virus from spreading. The most important strategies are public policies from govern-

ments and their agencies for easy access to sanitation facilities, proper waste disposals, clean water and proper hygiene behaviors. Only then will it be possible to eliminate wetland habitats, mosquito breeding sites and related diseases. Communication strategies will generate effective behavioral changes and, consequently, social changes for sustainable development.

Early case detection and prompt treatment, use of insecticides and prevention in pregnancy are not currently effective in combating the Zika virus. The number of infected people is rapidly increasing. Meanwhile, the growing number of infected pregnant women in South American countries is concerning experts and practitioners because the health of the next generation could be compromised.

Behaviors and social change are only possible with government commitment in a multi-stakeholder engagement approach for improving health and the well-being of the general population. Until this time, we should be on alert and advocate for introducing earlier C4D strategies. It is proven to be effective in public health situations, such as containing the Ebola virus, dengue, malaria or polio, when engaging local and national authorities, CSO, NGOs, community leaders, mass media, etc., in a social mobilization approach for effective outcomes and sustainable changes. If everyone works together, it is possible to eradicate diseases such as measles, rubella, polio and Guinea worm.

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Saks Fifth Avenue Prepares to Open Stores in Canada with a Unique Marketing Campaign

By: *Caroline Berryman*

American retailer Saks Fifth Avenue is about to open two stores in Toronto, Canada and they are highlighting Toronto and some of its well-known residents in the campaign.



and culture and explains why each of them loves Toronto.

The campaign is called “Utopians,” and it includes spokespersons such as a professional hockey player from the Toronto Maple Leafs hockey team, a professional ballerina, two fashion bloggers and two home designers. Qianna Smith, Saks’ director of social media, said “the campaign was a year in the making and draws inspiration from Sin City as well as The Truman Show – an idea that came to her one day while watching Netflix.” When casting for the documentary, Saks was looking for socially savvy Torontonians who reflect the city itself.”

Fashion plays an equally important role in the video series and each “Utopian” was outfitted from the retailer’s own collection. Saks went live with the campaign on Snap-



Chat “to a targeted Canadian audience,” the retailer said in a release. The campaign was also promoted on the brand’s blog, YouTube channel and Facebook pages.

The short film series launches ahead of the opening of the retailer’s Toronto Eaton Centre Queen Street (Feb.18) and Sherway Gardens (Feb. 25) locations. Saks Fifth Avenue is just one of many retailers hoping that Canadians will be willing to spend more for higher quality brands.



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