

PROJECT SUMMARY

The IMA 2014 was a ranking survey aimed at identifying the Top 10 CMOs in the country. This event led to the CMO Summit 2015. For both these events Traverse acted as the knowledge partner.

The mission was:

- To identify the best CMOs in the country.
- To establish a foundation for future CMO surveys that look not merely at the performance of the brand but also the CMO.

In our pursuit to find out the best CMO, we looked at the strength of a brand in the industry as well as the influence of a CMO.

Only consumer brands were considered for the purpose of this research and the eligibility criteria was that the CMO has held the position for more than a year.

Our goal was to identify these key characteristics of the inter-linkage that creates that winning combination - of the brand and the CMO.

The IMA 2014 work was the cover story for the January issue of Pitch magazine.

OVERALL METHODOLOGY AND BACKGROUND

For both sections of the survey – **Best Overall CMO** and **Best CMO Category Wise**, there was a combination of extensive secondary coupled with primary survey held across 6 cities in the country.

BEST OVERALL CMO

For the selection of the best CMO overall, there were two broad categories:

- Influence of CMO (30% Weight)
- Strength of brand in industry (70% Weight)

These two consisted of the following components:

1. Mention in Media & Credibility of Outlet
2. Influence in industry
3. Involvement in other projects / campaigns etc.
4. Integration between traditional and new media
5. Success in digital media
6. Building new competencies

1. Brand Performance
2. Brand Value and Brand Equity

RANKING METHODOLOGY

A proprietary ranking formula was created for the assessment of the CMOs.

$$\sum_{i=1}^n W_i B_i + \varepsilon$$

Where

W = *Influence of CMO*

B = *Strength of brand in industry*

ε = *CMO prevented from engaging in public contact*

i

= *number of times mention in media X credibility of outlet*

= *influence in industry*

= *presence and success in digital media*

= *building new competencies / USPs*

= *involvement in other projects*

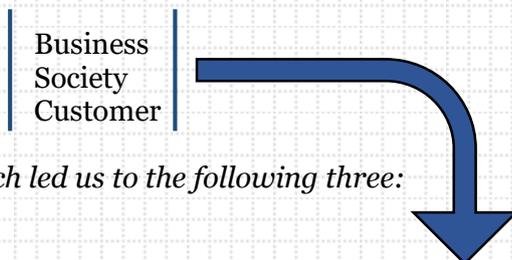
BEST CMO CATEGORY WISE

Genesis:

The thought process behind the idea for the individual *CMO – Category Wise* selection was that as a representative of the company – most of the success and the credit of the CMO's work goes to the brand.

Our objective was to highlight those occasions where there was a standout performance by a CMO which was completely ahead of the curve.

We looked at three stakeholders:



Which led us to the following three:

1. MOST INNOVATIVE CMO
2. MOST SOCIALLY RESPONSIBLE CMO
3. CMO WITH HIGHEST CUSTOMER ENGAGEMENT

THE TEAM

This report was prepared by Traverse, in the capacity of knowledge partner for exchange4media and Pitch magazine, by the following people:

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