Economic Environment

COVID-19: Implications for business
The next phases of the coronavirus outbreak—a human tragedy—are profoundly uncertain. The prevalent narrative, focused on pandemic, underweights the possibility of a more optimistic outcome. This updated briefing distinguishes the things we know from those we don’t, outlines three potential economic scenarios, and discusses steps businesses can take now to prepare.

Global Trends - Wine Industry Key Elements

Modern marketing: What it is, what it isn’t, and how to do it
To drive growth in the digital age, marketing needs to modernize specific set of capabilities and mindsets.

Delivering on this promise requires a whole new way of operating. Marketing departments need to be rewired for speed, collaboration, and customer focus. It’s less about changing what marketing does and more about transforming how the work is done. Based on successful cases we’ve seen, we estimate that making this change can unlock 5 to 15 percent of additional growth and trim 10 to 30 percent of marketing costs.

Where to start
In our experience, most senior leaders understand that marketing has to modernize, but they are less sure what specifically that means. Too often, they focus on a handful of initiatives or capabilities and then grow frustrated when the promised value doesn’t appear. For this reason, it’s crucial to have a clear view of what constitutes a model for modern marketing.

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