

Tracey's Top 15 Imperatives for Marketers

1. **Understand the job to be done for your consumer.** Close the distance between you and them (with understanding). Demand spaces are key. What size is the space (the opportunity). Are you winning? Where is there white space and a problem to solve that you can go after?
2. **Understand culture.** Trends, read the room of culture, what's shifting, trending, what people and humans are feeling underneath all the noise out there; see through the smog; cultural fluency comes from a deeper curiosity about the world around you...culture can be your sheet code and cultural fluency is so critical for the staying power and relevancy/resonance of brands. KitKat is a perfect example. Kantar has some good research on brand growth and culture.
3. **Seek insights everywhere.** No human/market insights, no strategy. No strategy, no successful From/TO. No successful TO/FROM, no extraordinary value creation.
4. **Value creation and pricing power.** When you connect, understand, and build brand equity, it's money in the bank. So, understand your value. It's not about charging more. It's about earning the right to with any price correction you must make.
5. **Curiosity.** A behaviour, a mindset. Essential always. Be a beginner and embrace not knowing. Ask really great questions, and learn new things about many things.
6. **Consistency.** The power of compound creativity where commitment & consistency is key. Creativity drives campaigns, and campaigns in turn drive creativity. It's a growth hacking opportunity. Check out the latest WARC study.
7. **Packaging.** It's the one thing that everyone person who buys you will hold, or at least see on the digital shelf. It matters. Design, form., function. It's the one handshake you will have with your consumer. Make it count.
8. **Attention availability.** We have all heard about the attention economy....its real. Attention availability: am I even seen? Mental ability: am I remembered? Physical availability: am I easy to buy? Mental and physical still matter, but attention makes them

possible. Don't waste your opportunities to break through, punch above. It's your amplifying of all the other good work you are doing.

9. **Strategic clarity.** Where are you going, and more importantly, not going (and not doing). Strategy is about choices. It's tough. But essential.
10. **Courage** to fail. To make those choices. To not know. To say no. To learn. To take risks. Be bold.
11. **Make Momentum.** Make it on your team and within your organization, with your brands, and business. The more you can create critical mass and get it moving with velocity, the more you can conjure up cultural magic & market energy that can propel you forward.
12. **Pilots.** Or POCs.. To learn before you scale. To dive in. To 'try it out for size'. Too small to commit. To go fast, with training wheels 😊
13. **Measure what you do,** but don't be a slave to metrics, or be paralyzed. Is what you are doing, working (in whatever you define that to be). Is brand health solid? Getting better? Are you growing? Vanity metrics are fine, but what are you measuring to really determine success? Your impact must be understood and learned from so you can continually hone your abilities and grow.
14. **Execute brilliantly,** but know what really doesn't need to be 100%. What matters is that you make it great. It cannot be everything.
15. **The fundamentals are not nostalgia or out of fashion; they are essential.** HOW you might do them may change, but at the core, they are critically important. i) Consumer should be your north star ii) do you deliver unrivalled superiority (product quality, taste, product experience, packaging); iii) unbeatable value (back to the top on value creation); iv) unmissable visibility; and v) unforgettable brands.