

The Deloitte logo is positioned in the top left corner of the page. It consists of the word "Deloitte" in a bold, black, sans-serif font, followed by a small green dot.The background of the slide features a large, dark rock formation, possibly a monument or a natural rock outcrop, illuminated with vibrant, multi-colored projections. The colors include shades of green, blue, purple, and pink, creating a dynamic and futuristic visual. The sky is a mix of blue and pink, suggesting a sunset or sunrise. In the foreground, there are some dark silhouettes of trees and a paved area.

2023 Global  
Marketing Trends  
**Resilient Seeds for Growth**

Japan Respondents

# Agenda

## 1 2023 Global Marketing Trends Introduction

Resilient seeds for growth

## 2 Trend One

Brands answer economic instability with marketing investments

## 3 Trend Two

Chief marketing officers drive growth through internal sustainability efforts

## 4 Trend Three

Creativity as a force for growth

## 5 Trend Four

Rising technologies for marketers to watch



We surveyed **1,015 global executives** including **100 Japanese executives** to better understand how top brands are meeting the needs of today's customers.

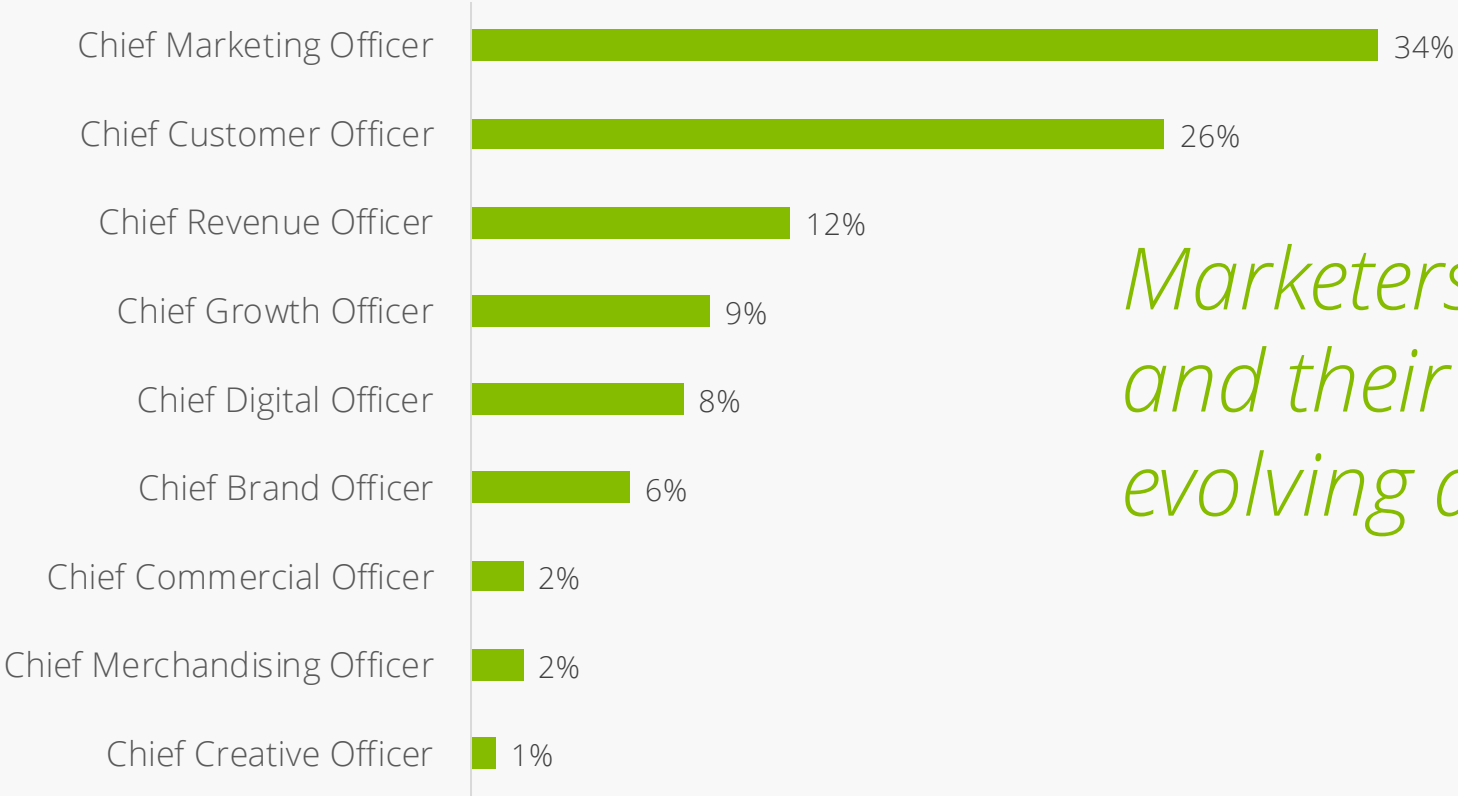
n = 1015

Source: Deloitte Global Marketing Trends Executive survey, June 2022

# The 100 Japanese Respondents | Role



**ROLE**



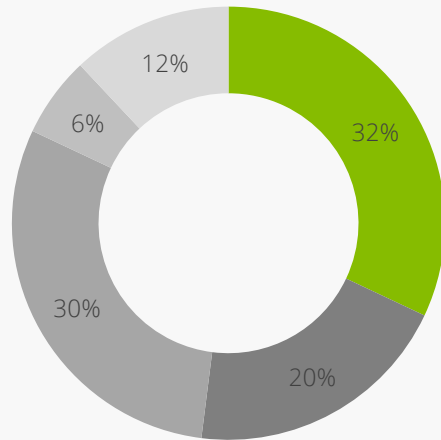
*Marketers wear many hats – and their titles reflect the evolving demands of their role.*

Base: Japan (n=100)

# The 100 Japanese Respondents | Demographics

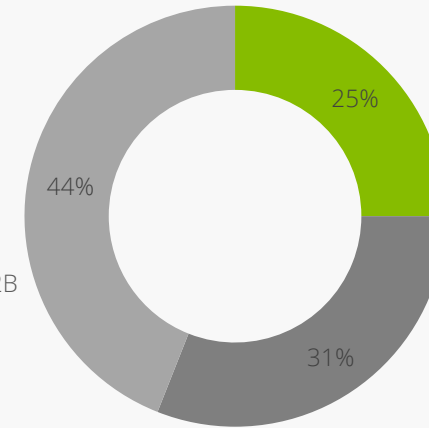
## INDUSTRY

- Consumer
- ER&I
- FS
- LS&HC
- TMT

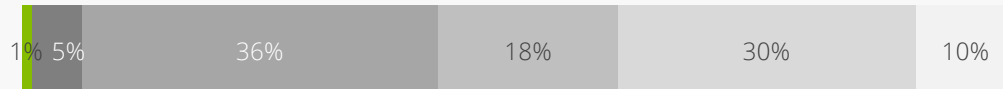


## BUSINESS TYPE

- B2B
- B2C
- Mix of both B2B and B2C



## ANNUAL REVENUE



- \$250 million to less than \$500 million
- \$500 million to less than \$1 billion
- \$1 billion to less than \$5 billion
- \$5 billion to less than \$10 billion
- \$10 billion to less than \$25 billion
- \$25 billion or more

## ANNUAL GROWTH RATE



- Increased by more than 25%
- Increased by 10%-25%
- Increased by less than 10%
- Stayed the same
- Decreased by less than 10%

Base: Japan (n=100)

## TREND 1

# Brands answer economic instability with marketing investments

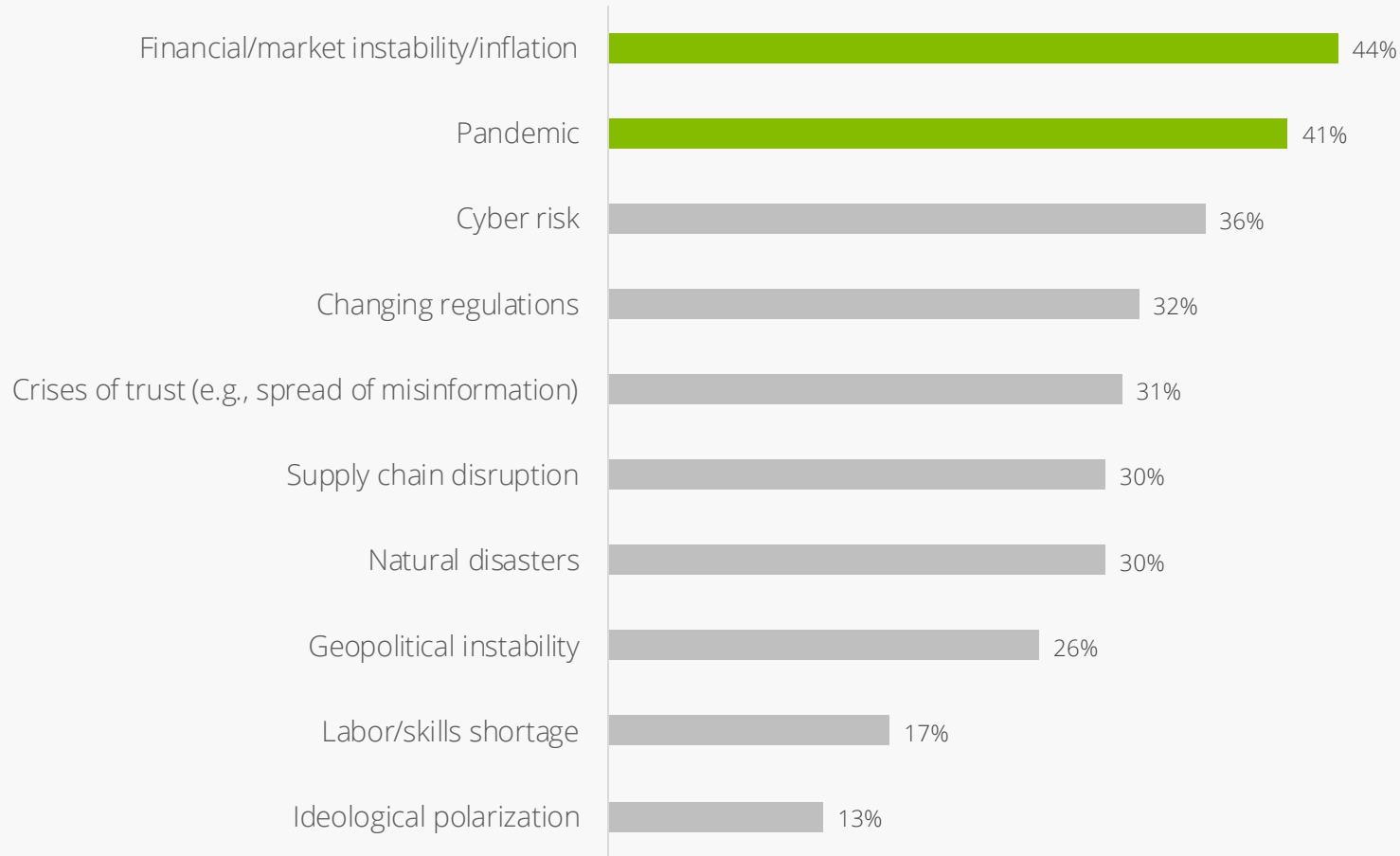
**Financial uncertainty** such as inflation, supply issues and a looming recession **is the top-of-mind concern for brands globally**. Rather than cost cutting, brands surveyed are planning to weather financial uncertainty with marketing investments.

### Globally, the top three strategies include:

- 1 Accelerating to new digital platforms/technologies
- 2 Expanding into new markets, segments, and geographies
- 3 Implementing systems (such as AI) to create greater customer personalization

# Top External Challenges | Japan

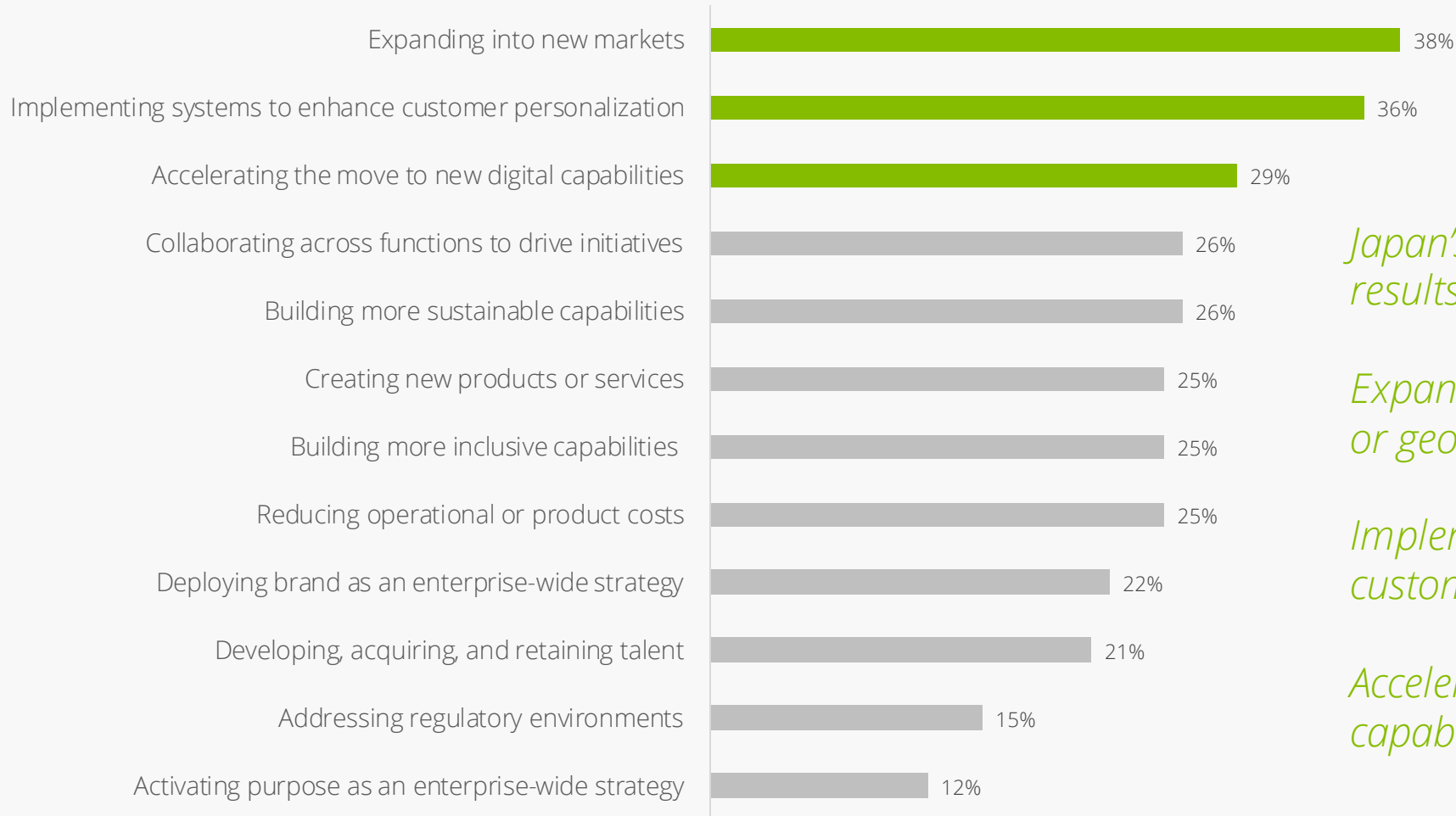
## ALL INDUSTRIES



Base: Japan (n=100)

*Japanese companies join the rest of the world in citing financial uncertainty as their top concern- but the pandemic remains a close second.*

# Top Priorities | Japan



*Japan's top three priorities mirror global results- with a slight change in order:*

*Expanding into new markets, segments, or geographies is the #1 priority.*

*Implementing systems to enhance customer personalization is #2.*

*Accelerating the move to new digital capabilities sits at #3.*

Base: Japan (n=100)



## TREND 2

# Chief marketing officers drive growth through internal sustainability efforts

### Leading by example

While there are many potential approaches to sustainability, **brands surveyed are concentrating their efforts on shoring up the sustainability of their own internal practices**, rather than trying to influence customer behavior. These efforts not only establish an authenticity to brands' marketing initiatives but leverages heightened awareness of global uncertainties to help build a more secure, sustainable future.

### Globally, the top three sustainability strategies include:

- 1 Improving sustainability of internal marketing practices
- 2 Promoting more sustainable product and service offerings
- 3 Establishing long-term sustainability commitments

# Top Sustainability Strategies | Japan

Q20. Which of the following environmental sustainability initiatives are part of your current marketing strategy?



*Differing from the global focus on internal practices, Japanese marketers' top strategies include establishing long-term commitments, and general awareness messaging.*

Base: Japan (n=100)



### TREND 3

# Creativity as a force for growth

**High-growth brands surveyed are prioritizing creativity as a force for long-term growth** over their low-growth counterparts. High-growth brands also place a higher priority on increased risk taking, cross-functional collaboration, and looking to the marketing function for its most creative ideas.

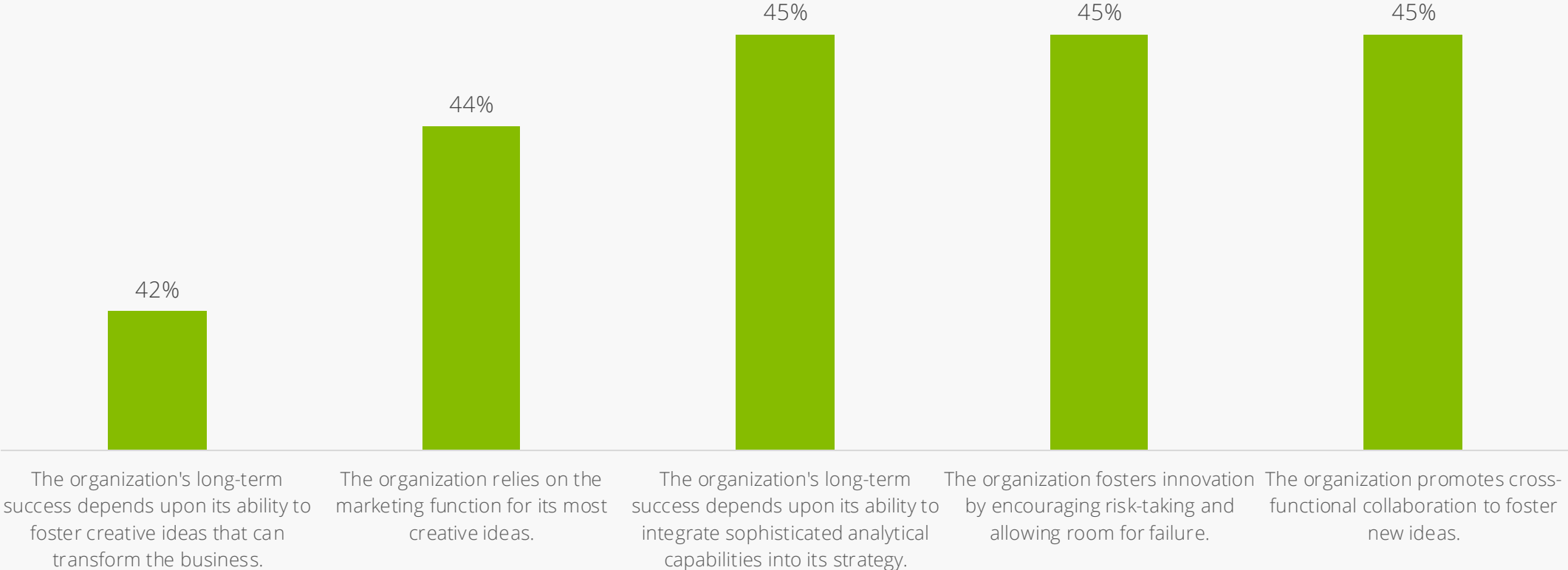


The organization's long-term success depends upon its ability to foster creative ideas that can transform the business.

# Creativity | Japan

**Q21. Please rate your level of agreement with the following statements regarding the role of creativity in your organization: (Strongly Disagree, Disagree, Neither agree nor disagree, Agree, Strongly Agree, Not Applicable)**

*Filtered by Strongly Agree*

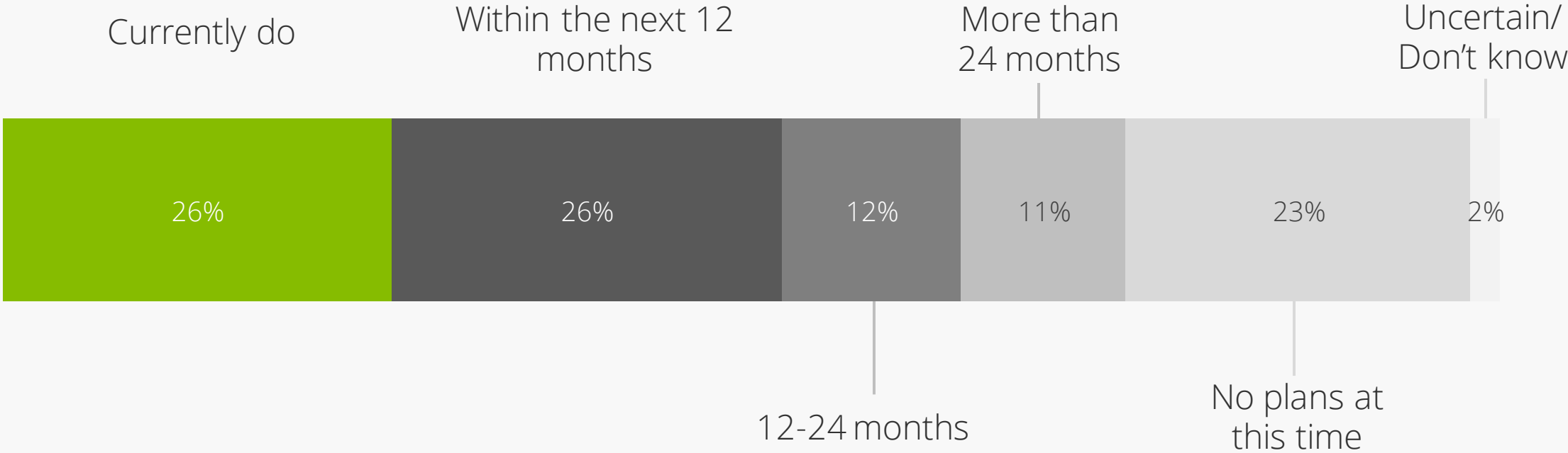


Base: Japan (n=100)



# Marketer's Timeline To Partner With Creators | Japan

Q12: In what timeframe, if at all, do you plan to partner with creators/influencers as part of your marketing strategy?

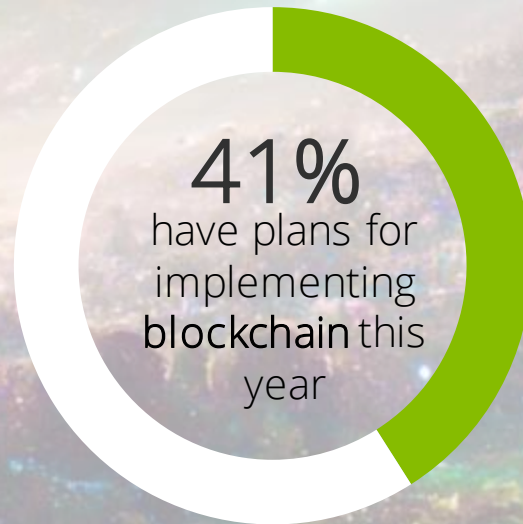
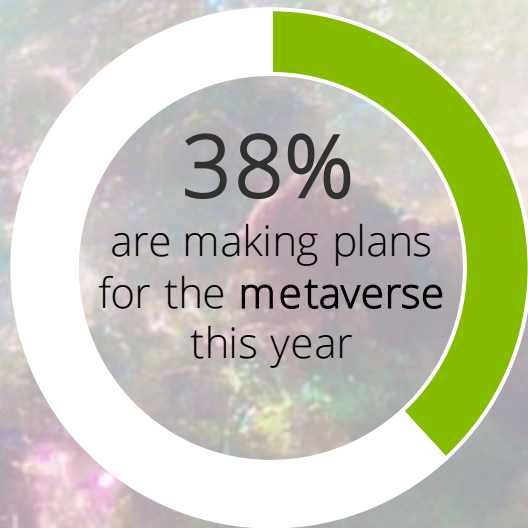


Base: Japan (n=100)

## TREND 4

# Rising technologies for marketers to watch

Which new technologies most interest marketing leaders this year—and which are likely to sustain their interest over the long term? **Marketers have their eye on expanding their investment in blockchain and the metaverse.**

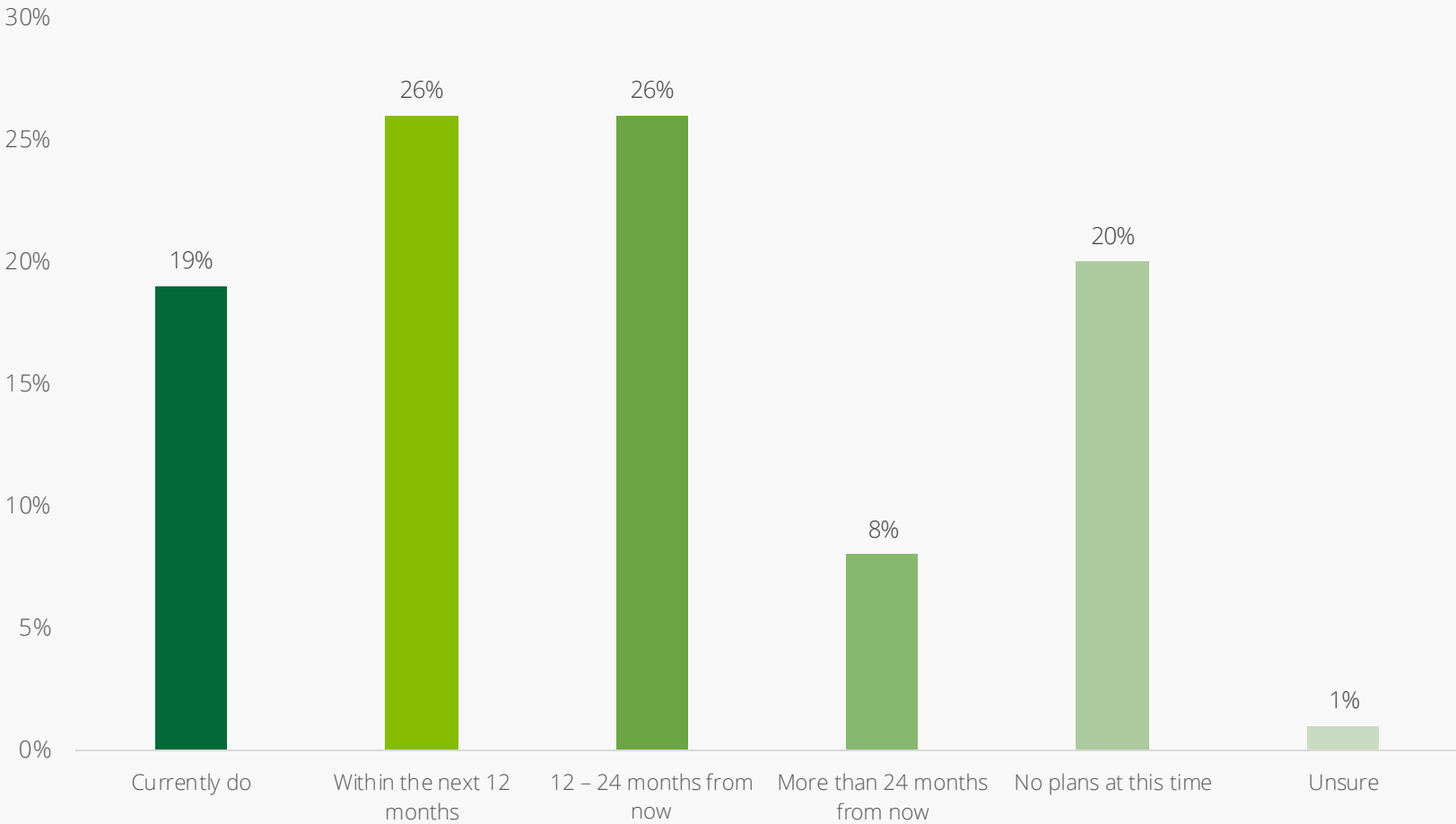


Although nascent, marketers are laying the groundwork for adoption of new technologies this year. To stay relevant, brands should consider laying out strategy that will benefit them in the long term.

(n=1015)

# Marketer's Timeline For Engaging The Metaverse | Japan

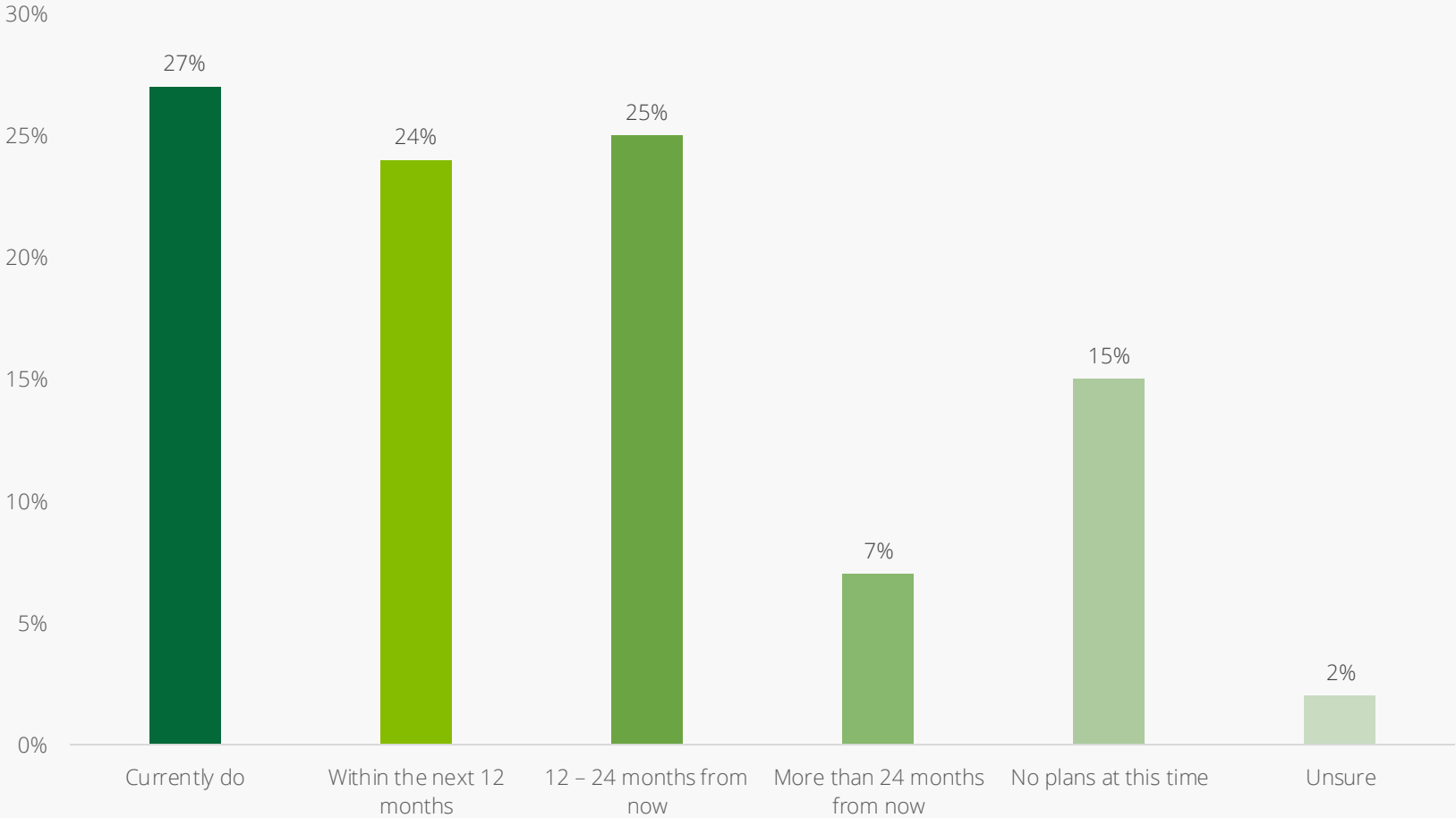
Q11. In what timeframe, if at all, does your brand plan to actively participate within the metaverse?



Base: Japan (n=100)

# Blockchain Technologies | Japan

Q14. In what timeframe, if at all, do you plan to support your advertising strategy with blockchain technologies?



Base: Japan (n=100)





**Gain insights to build resilient seeds for growth here:  
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