



The Meaningful Marketing Framework  
January 2021

/ Context

People  
don't trust  
marketeers



## BRAND MARKETING

# Consumers' Trust in Brands Has Fallen to a New Low. Surprised? Probably Not

**59% of consumers worry their personal information is vulnerable to security breaches**

**54% of consumers don't think companies operate with their best interests in mind**

Customers  
have  
changed



S' SYSTEM CHANGE!  
NOT CLIMATE CHANGE!



clima  
express

ETA



WEES  
OPMERKZAAM

WE

# WAAROM WILLEN WE ACTIE

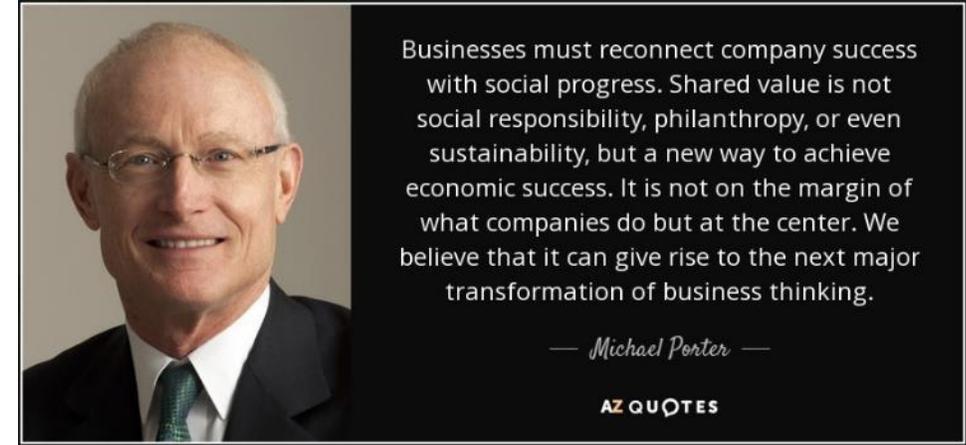
Omdat we het verschuldigd zijn aan alle jonge mensen in dit land en omdat het kansen biedt voor ons vandaag. Als we de uitstoot van broeikasgassen niet onmiddellijk en voor 2050 naar nul terugdringen, dan komt onze toekomst in het gedrang. Daar moeten we iets aan doen. Want de oplossingen zijn er. We weten wat er moet gebeuren. Nu is het aan de politiek om in actie te schieten.

[LEES VERDER](#)



# Shareholder Value Is No Longer Everything, Top C.E.O.s Say

Chief executives from the Business Roundtable, including the leaders of Apple and JPMorgan Chase, argued that companies must also invest in employees and deliver value to customers.



Businesses must reconnect company success with social progress. Shared value is not social responsibility, philanthropy, or even sustainability, but a new way to achieve economic success. It is not on the margin of what companies do but at the center. We believe that it can give rise to the next major transformation of business thinking.

— Michael Porter —

AZ QUOTES

## Capitalism. Time for a reset.

### FROM THE EDITOR

The Financial Times believes in free enterprise capitalism. It is the foundation for the creation of wealth which provides more jobs, more money and more taxes.

The liberal capitalist model has delivered peace, prosperity and technological progress for the past 50 years, dramatically reducing poverty and raising living standards throughout the world.

But, in the decade since the global financial crisis, the model has come under strain, particularly the focus on maximising profits and shareholder value. These principles of good business are necessary but not sufficient.

The long-term health of free enterprise capitalism will depend on delivering profit with purpose. Companies will come to understand that this combination serves their self-interest as well as their customers and employees. Without change, the prescription risks being far more painful.

Free enterprise capitalism has shown a remarkable capacity to reinvent itself. At times, as the historian and politician Thomas Babington Macaulay wisely noted, it is necessary to reform in order to preserve. Today, the world has reached that moment. It is time for a reset.

Lionel Barber



Consumers become SMART: they challenge the balance between value and money and they expect EXPLICIT ADDED VALUE



Brands failed  
to succeed  
to change and  
deliver added value  
because they became  
irrelevant

THE CUSTOMER.  
THE CUSTOMER.

ANY QUESTIONS?

@gapingvoid

**Welcome to the  
customer centric  
economy**

A person is shown from the chest up, wearing a black t-shirt. They are wearing a glowing blue neon mask that covers their face. The mask has a square shape with rounded corners, a wide, stitched smile, and two large 'X' marks for eyes. The person's arms are visible, and they appear to be in a dark environment.

Customers expect  
personal and relevant  
experiences



Brands need to have  
a point of view,  
a reason to exist  
and  
behave authentically

A low-angle, upward-looking photograph of a modern building's facade. The walls are painted in vibrant, contrasting colors: a bright pink on the left, a warm orange in the center, and a sunny yellow on the right. The sky is a clear, bright blue with scattered, fluffy white clouds. The perspective creates a sense of height and architectural scale. A dark, slatted vent is visible on the pink wall in the lower-left corner, and a small, rectangular window is set into the yellow wall. The overall mood is bright and optimistic, yet the text suggests a critique of organizational structure.

Many companies  
continue  
to think and work  
in silos



Products & services  
lack relevance

4<sup>ème</sup> ARR<sup>T</sup>  
RUE  
PELLETIER

CHANGE

/ BAM exists to re-engineer the marketing practice into a meaningful marketing practice.

# / Meaningful Marketing ?

What do we mean with Meaningful Marketing ?

# THE MEANINGFUL MARKETING FRAMEWORK



## PURPOSE

A purpose is a set of goals which guides the business for a positive impact on society.



# HOLISTIC

Holistic is the ability to engage all parts of its broader ecosystem with its purpose.



## SHARED VALUE

Creating shared value is a business strategy in which companies link economic value for the organization, societal value and individual values.



# TRUST

Trust is the ability of the organization to deserve the confidence of the customer.



## PERSONAL

The capability of your organization to deliver solutions based on needs of single individuals.



## COLLABORATION

Collaboration Is the ability to open its processes and way of doing to internal and external parties for delivering a superior customer centric value proposition.



/ Next step

# THE MEANINGFUL MARKETING FRAMEWORK

## COLLABORATION

An "open organisation" that drives a customer centric value proposition

## PERSONAL

The capability to deliver solutions based upon single individual needs

## TRUST

The ability to be fully transparent and deserve the customer's confidence

## PURPOSE

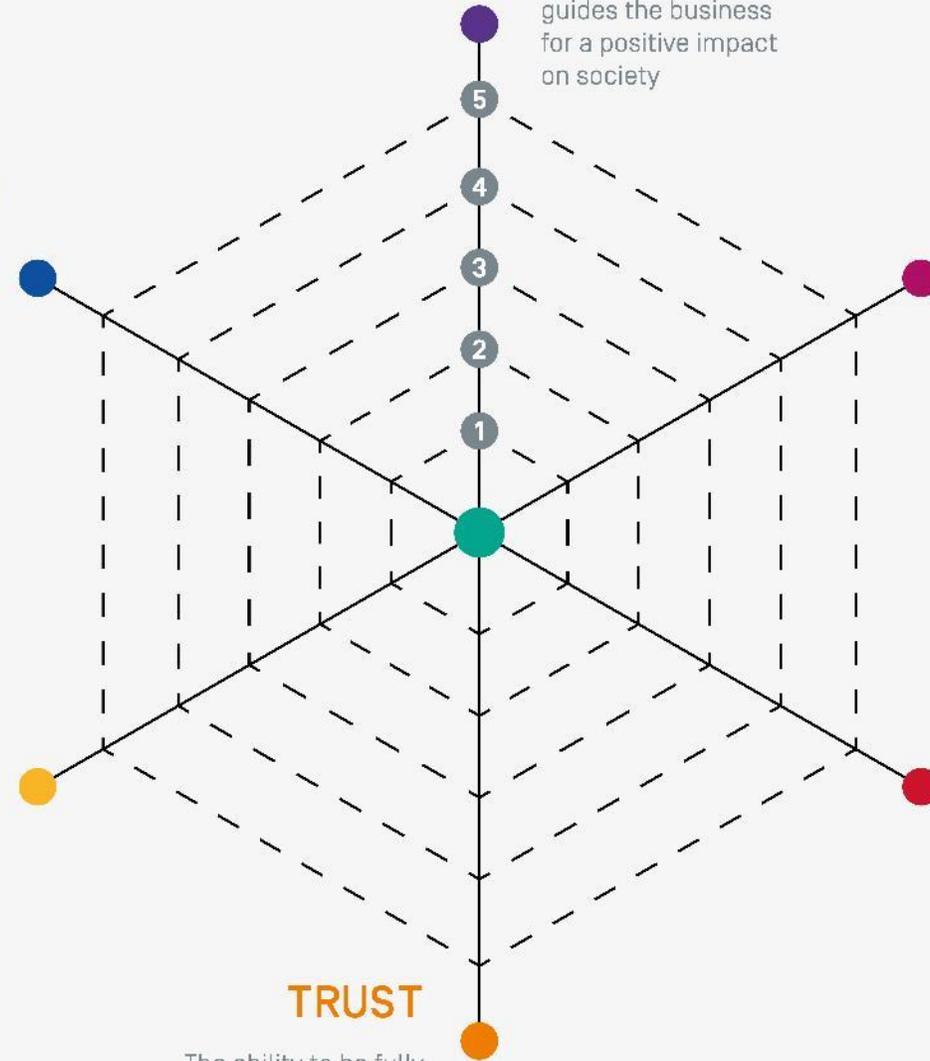
A set of goals which guides the business for a positive impact on society

## HOLISTIC

The ability to engage all parts of its broader ecosystem with its purpose

## SHARED VALUE

A business strategy that links economic, societal and individual value



“ B : A / M ! BELGIAN  
ASSOCIATION  
OF MARKETING

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