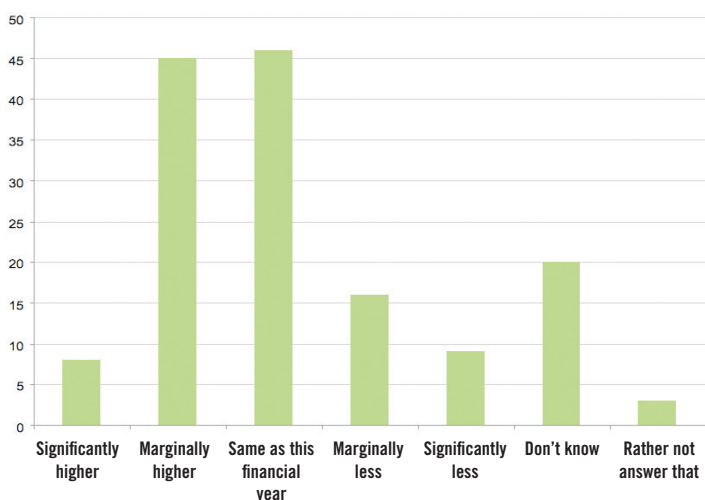
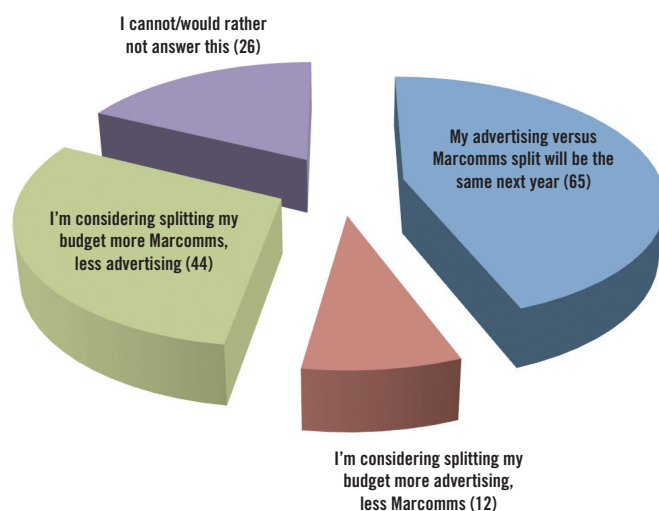


A SNAPSHOT OF NEW TRENDS IN NEW ZEALAND MARKETING

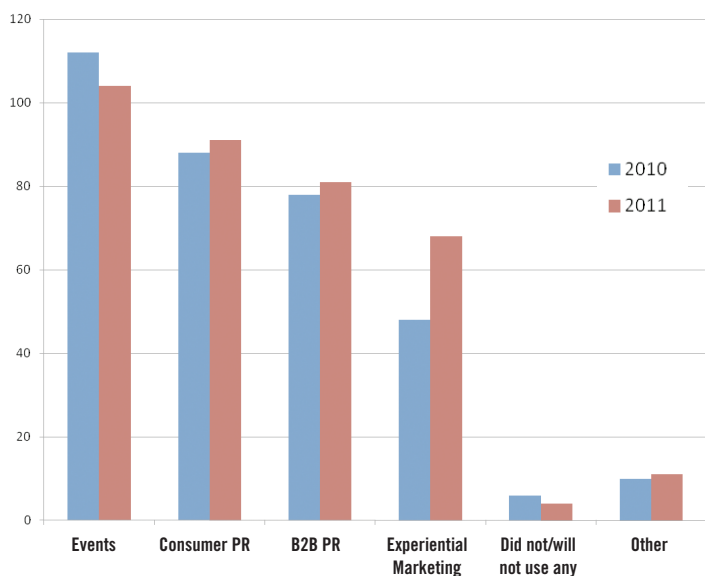
LOOKING AHEAD TO YOUR NEXT FINANCIAL YEAR, IS YOUR TOTAL MARKETING BUDGET BEING SET?



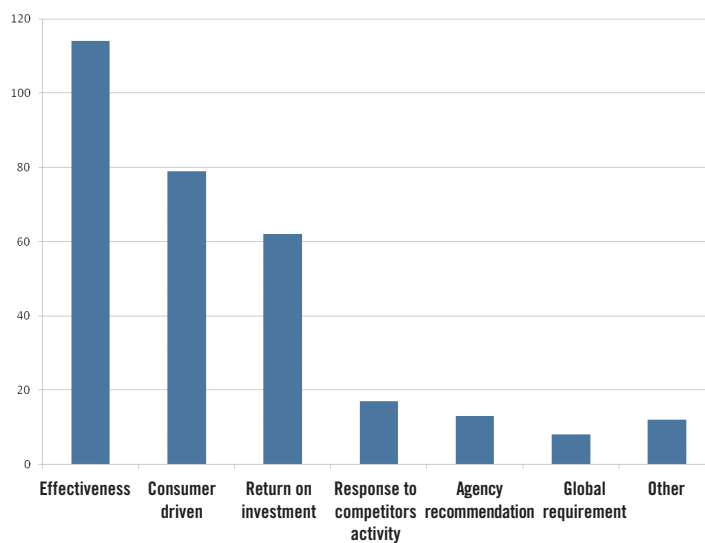
WHICH OF THE FOLLOWING STATEMENTS BEST DESCRIBES YOUR PLANS FOR THE COMING FINANCIAL YEAR?



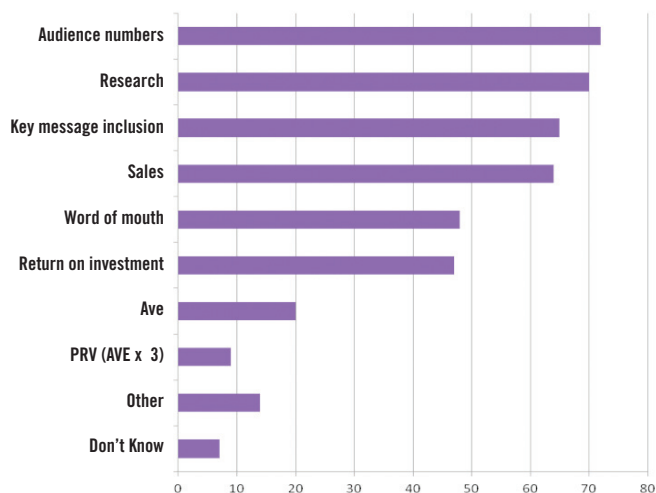
WHAT MARCOMMS ACTIVITY DID YOU/WILL YOU USE IN 2010/2011



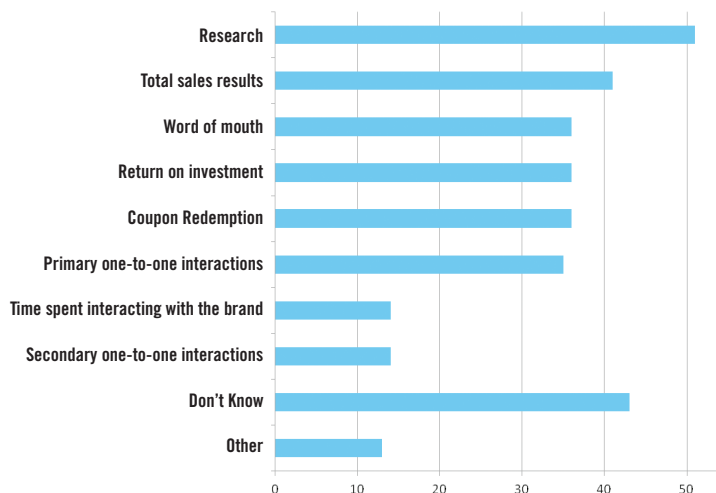
WHY DO YOU USE MARCOMMS ACTIVITIES IN YOUR MARKETING MIX?



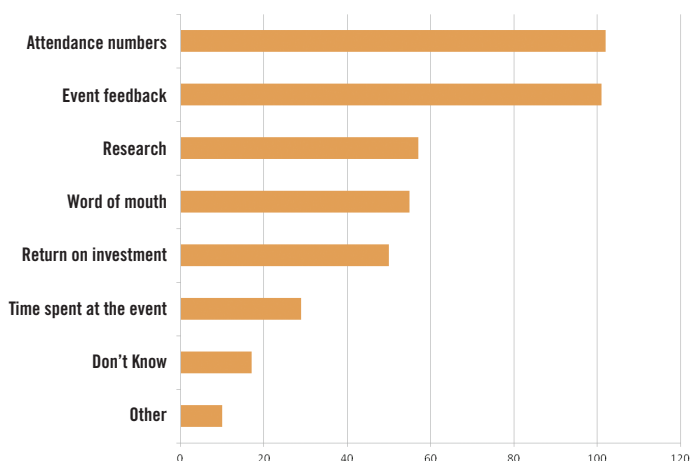
HOW DO YOU CURRENTLY MEASURE THE EFFECTIVENESS OF B2C OR B2B PR?



HOW DO YOU CURRENTLY MEASURE THE EFFECTIVENESS OF EXPERIENTIAL MARKETING?



HOW DO YOU CURRENTLY MEASURE THE EFFECTIVENESS OF EVENTS?



WHAT ARE THE BIGGEST CHALLENGES FACING MARKETERS IN THIS COMING FINANCIAL YEAR?



Commissioned by the CAANZ Marcomms Leadership Group and the New Zealand Marketing Association, this survey was conducted across a wide range of industries by Buzz Channel in December 2010 and January 2011.

The overall sample of 147 marketing professionals reveals marketing intentions, attitudes towards Marcomms activity and the challenges New Zealand marketers are currently facing.