The Future of Global Marketing
Supply Chain Management

Production Printing & Media

Business Development Strategies

A Multi-Client Study
Introduction

Due to global expansion and more diverse channel distribution needs, enterprise marketers are struggling to manage and control their marketing materials. The result for many has become complex and inefficient marketing supply chains—the chain of suppliers involved in producing materials (print, promotional products, and point of sale) to market products and services. Through extensive primary research efforts, InfoTrends will draw executive insight from marketers and sourcing leads across key global markets. These insights will drive a better understanding of the current state of—and emerging trends within—the marketing supply chain for enterprises and the providers who serve it.

Through extensive primary research of marketing executives across key global markets, this study will:

- Review key marketing supply chain and technology players serving the market
- Define the current state of the marketing supply chain
- Assess needs of marketing supply chain leads (procurement, supply chain, marketing)
- Identify emerging trends and corresponding opportunities

Project Objectives

This study will focus on four main areas:

Overview of the Opportunity Landscape

- Define marketing supply chain management
- Profile key global market players
- Investigate market opportunities

Assess the Current and Future State of the Market

- Supply chain management needs
- Mix of spend
- Service demands

Identify Key Market Trends

- Promotional and marketing materials mix
- Practices for managing, ordering, and distributing marketing materials
- Challenges in balancing supply chain efficiency with go-to-market strategies
- Evolving expectations for marketing supply chain and technology players
- Role of marketing, agency, and supply chain stakeholders
- Purchasing and provider selection criteria
- Marketing cycles

Define Key Success Strategies and Opportunities

- Key enterprise challenges
- Service gaps
- Future opportunities
Research Methodology

Analysis will include primary and secondary research across key industries, stakeholders, and geographies.

Quantitative Interviews

InfoTrends will conduct 500 quantitative interviews with large enterprises of 5,000+ employees.

- **Key stakeholders**
  - Marketing, procurement, supply chain
- **Industries**
  - Consumer packaged goods, financial services, manufacturing, retail, other
- **Geographies**
  - Australia, Brazil, China, UK, U.S.

Qualitative Interviews

InfoTrends will conduct 15 qualitative interviews with key stakeholders.

- **Key stakeholders**
  - Providers of marketing supply chain services & technology vendors, enterprises, and agencies
- **Industries**
  - Sampling across key industries
- **Geographies**
  - Australia, Brazil, China, UK, U.S.

Secondary Research

InfoTrends will thoroughly examine existing market information on key applications, market segments, competitors, and product categories using a variety of sources. Information sources will include financial reports, industry trade associations, government agencies, published industry reports, trade articles, industry databases, company websites, and other sources (including vendor white papers, user groups, and research reports). InfoTrends will also leverage research it has previously published as part of ongoing consulting services and research.

Analysis & Project Deliverables

InfoTrends’ professional staff will perform an extensive analysis of the research to develop an understanding of the opportunities and issues surrounding marketing supply chain management. Subscribers will receive:

- An executive summary of key issues, research findings, and overall recommendations
- A PowerPoint report for internal communication of the research results, including profiles of key market players
- Extensive data books designed for additional analysis of key survey questions by specific demographics

Who Should Subscribe:

- Providers of marketing supply chain services & technology who are seeking strategic business development insights
- Vendors serving marketing supply chain service providers seeking new revenue opportunities
- Enterprises seeking to improve supply chain practices and identify key market players
**Project Time Line**

<table>
<thead>
<tr>
<th>Month</th>
<th>Activities</th>
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<tbody>
<tr>
<td>May</td>
<td>Survey development and review**</td>
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<tr>
<td>June</td>
<td>Survey programming</td>
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<tr>
<td>June-July</td>
<td>Survey deployment and capture</td>
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<tr>
<td>August-September</td>
<td>Data cleansing, analysis, charting, report generation</td>
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<tr>
<td>October</td>
<td>Final deliverables</td>
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</tbody>
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* Given a launch date of May 1, 2015

** Early study subscribers have the opportunity to influence the survey

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**Terms and Conditions**

**Liability for Advice**

Although reasonable efforts were made by InfoTrends to ensure the completeness and accuracy of the information contained in written and oral reports in connection with the proposed study, no liability can be accepted by InfoTrends for the results of any actions taken by the client in connection with such information, opinions, or advice.

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**Confidentiality**

InfoTrends will use its best efforts to ensure that any confidential information obtained about the client and its business during the course of the proposed study is not, unless agreed otherwise in advance, disclosed to any third party without the prior written permission of the client. InfoTrends retains the right to re-use any non-proprietary information as part of its ongoing market analysis.

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**About InfoTrends**

InfoTrends is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses.

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Authorization Form

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<th>Subscription includes:</th>
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<th>Subscriber Rate after May 1, 2015</th>
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<tr>
<td>• Written Executive Summary</td>
<td>$24,995</td>
<td>$27,995</td>
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<tr>
<td>• PowerPoint Presentation/Report</td>
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<td>• PowerPoint Slides of Survey Questions</td>
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<td>• Demographic Comparisons by Survey Question</td>
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<td>• Private Webinar for Internal Review</td>
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Additional options: $2,500 (+ travel)

• On-site Presentation

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