Press Release

For immediate release

Effectiveness versus Efficiency: US brands must rethink marketing not as a cost but as a mechanism to achieve business goals

WARC’s Marketing Truth #1: Effectiveness is as important as efficiency

Marketing Truths, a new WARC series on the proven foundations of long-term success for brands

25 January 2024 – WARC, the global authority on marketing effectiveness, has today launched Marketing Truths, a new podcast series highlighting best practices and proven foundations to help brands achieve long-term marketing success.

The series will demonstrate what makes great effective marketing and the success that can be achieved when these principles are followed. It will also shine a light on and amplify the voices who are leaders in marketing effectiveness in the US, the world’s largest advertising market.

Host of the new podcast series, Ann Marie Kerwin, America’s Editor, WARC, says: “It’s time for US businesses to move past thinking of marketing as a cost. It should be reframed as a mechanism to achieve an organization’s business goals. Effectiveness is how you achieve those goals. Efficiency is reaching those goals by the smartest use of your resources.

“With effectiveness in the US a topic of much discussion, and a challenging year ahead - from on-going economic and political stress, to continued disruption in the media ecosystem - we are launching ‘Marketing Truths’, a new series of podcasts to dispel marketing myths and help the industry navigate this difficult environment effectively."

A podcast series of five, Marketing Truths will explore the various paths that lead to marketing success, with industry practitioners demonstrating the ways these ‘marketing truths’ are being used successfully by US marketers.

Launching today with ‘Effectiveness is as important as efficiency’, this inaugural episode of WARC’s Marketing Truths series will dive into why it is imperative that Chief Marketing Officers help their organizations understand what makes their marketing investment achieve their financial and business goals, and what is an efficient use of their resources.

Marketing Truths first guest, Mike Menkes, SVP of Analytic Partners, says, “It’s time for marketers and their finance partners to move past a world where the debate centers around which half of the marketing budget works and which doesn’t work. Marketing works. It’s just a matter of making sure the organization is tracking how it is working and adjusting spending decisions so marketing is as effective as it can be.”

WARC’s Marketing Truth’s series will cover:
Marketing Truths will be hosted on the WARC Podcast, available to listen to on all major podcasting app or here. Each podcast will be accompanied by a round-up by WARC’s Ann Marie Kerwin, kicking-off with 'In a time of great change, stick with what works'. Also read 'Marketing Truth #1: Effectiveness is as important as efficiency' by Mike Menkes of Analytic Partners.

Helping marketers be more effective, WARC provides rigorous and unbiased evidence, expertise and guidance by showcasing 100,000+ effectiveness case studies, producing best practice guides, research papers, special reports, advertising trend data, as well championing effective marketing through its awards, including the WARC Awards for North America, events and advisory services.

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About WARC – The global authority on marketing effectiveness
For over 35 years WARC has been powering the marketing segment by providing rigorous and unbiased evidence, expertise and guidance to make marketers more effective. Across four platforms - WARC Strategy, WARC Creative, WARC Media, WARC Digital Commerce - its services include 100,000+ case studies, best practice guides, research papers, special reports, advertising trend data, news & opinion articles, as well as awards, events and advisory services. WARC operates out of London, New York, Singapore and Shanghai, servicing a community of over 75,000 marketers in more than 1,300 companies across 100+ markets and collaborates with 50+ industry partners.

WARC is an Ascential company. Ascential delivers specialist information, analytics and eCommerce optimisation to the world's leading consumer brands and their ecosystems. Our world-class businesses improve performance and solve problems for our customers by delivering immediately actionable information combined with visionary longer-term thinking across Digital Commerce, Product Design, Marketing and Retail & Financial Services.

With more than 3,800 employees across five continents, we combine local expertise with a global footprint for clients in over 120 countries. Ascential is listed on the London Stock Exchange.