



Sustainability professionals: Who are they?

Editorial by Sandra Pedro, CMMP

Sustainability is increasingly rising up the corporate agenda, but it is still seen by some as a forgotten department, with professionals struggling to convince key stakeholders of the risks and opportunities that can arise from the problems of climate change, resource depletion and population growth.

The definition of sustainability can vary. Some see only its environmental dimension; others see social justice, equity or corporate social responsibility within its definition. I support efforts to achieve equity and organizational responsibility as

well as environmental sustainability. I live in a world where the social, economic and environmental equilibrium is needed for a growing Sustainable Development.

Businesses and society need to collaborate for a better future and reverse many of the urgent problems. Besides, there are many issues linked to Sustainable Development, such as gender equity, education and health, sustainable cities, environmental protection, poverty alleviation, access to water and sanitation, food security... and many more.

Sustainability is, therefore, a multi-

disciplinary and interdisciplinary field. It requires a holistic approach, from environmental science, law, business and financial analysis, health (medicine), economics, political science, engineering, design, architecture, communication, development and data science. For sure there are more. Can you think of others? The ideal scenario has brought together professionals from diverse fields and corporate departments for increasing a sustainability culture within corporations that involves stakeholders and shareholders.

Continued on page 6

MarketingWorldJobs.com

**ADVERTISE
MARKETING JOBS
FOR FREE**

- **SEARCH JOBS**
- **ADD YOUR RESUME**
- **REACH OVER 200 COUNTRIES**

Get Started

Sustainability professionals—Editorial by Sandra Pedro 01

CMMP—Join a globally recognized marketing designation 02

Moment Marketing – The 2018 FIFA—Caroline Berryman 04

Prepare now for the future of SEO—By Stephanie McCredie 05

Become a Chartered Business Strategist 07

EDITORIAL TEAM:

Editor: Sandra Pedro
French Editor: Maryam Eloraiby
Author Contributor: Caroline Berryman
Graphic Designer: Jordan Do Rego

INTERNATIONAL JOURNAL OF
MARKETING
PRINCIPLES AND PRACTICES

Marketing Research Journal
Leading and innovative information
Highest standards of intellectual thoughts
Vital tool for the benefit of marketers global



- *Globally recognized marketing designation*
- *Created by marketing professional and academics from 192 countries*
- *Stay current with the changing practice of Marketing*
- *Explore your work opportunities globally*
- *Commit to your ongoing training and development in Marketing*
- *Register today for the CMMP®*

*Fall 2018 program registration final deadline: **August 15, 2018***

[Explore more..](#)

Moment Marketing – The 2018 FIFA World Cup

By Caroline Berryman, CMMP



ent emoji's– contempt, disgust, anger, fear, sadness, neutral, happiness, surprise. The ads were then measured for business effectiveness and given a score between one and five stars based on ROI growth, with one star representing 0% growth and five stars 3% growth. Wish recruited soccer legend Italian goalkeeper Gianluigi Buffon for its campaign, and this ad scored big

ers, and in Portugal energy company Galp Leva's 'Portugal a Peito' earned full stars as did Nike's campaign. Germany and Portugal engaged consumers at an emotional level because of their ability to incorporate national pride, honesty and humour into their campaigns.

In a poll conducted by Marketing Week, the Top 10 2018 World Cup ads were:

The FIFA World Cup is one of the world's largest sporting events and also one of the biggest marketing opportunities, often referred to as 'moment marketing.' With 32 participating teams from around the world, it attracts billions of people during this one month-long event. Given the international focus of this sporting event, many companies tried to capture the attention of the fans watching the games. As part of their marketing strategy, FIFA negotiated individual rights for the games in each country and it also had official sponsors in a three-tier level – FIFA partners, World Cup sponsors and National Supporters.

There were some great examples of product marketing during the games. San Francisco-based shopping app Wish created an emotional engagement campaign called "Time On Your Hands" which revealed how thousands of consumers responded to 28 different World Cup ads by getting them to register their emotional responses by showing them eight differ-



with soccer fans, with an 'emotion into action' score of 76.5% – the highest of any ad in the ranking.

The ad campaigns that most successful incorporated humour, patriotism and excitement to resonate with consumers. In the US, Budweiser's 'Light Up The World Cup', Gatorade's 'Everything Changes' and Powerade's 'That's Some Kind of Power' all performed well in the ratings. In Germany, Otto's campaign scored four stars with consum-

At this year's World Cup, brands were able to find unique ways to make the game and the situation fit their brands. No matter where in the world a brand is located, events such as the World Cup, provide excellent opportunities where people around the world come together to celebrate a shared passion and where a brand can leave a lasting impact on a uniquely large and varied audience.

1. Wish – Time on their hands
2. Coca Cola – Ready For
3. Pringles – Celebrate
4. Pepsi – One love. Love it. Live it
5. VISA – Don't miss a Goal
7. Qatar Airways – Dancing in the Street
9. Hyundai Motors – World Cup 2018, featuring Maroon 5
10. Nintendo/EA – "FIFA 18"

MarketingWorldJobs.com

ADVERTISE MARKETING JOBS FOR FREE

- **SEARCH MARKETING JOBS**
- **ADD YOUR RESUME**
- **REACH OVER 200 COUNTRIES**



Get Started

Prepare now for the future of SEO

By Stephanie McCredie



Search Engine Optimisation (SEO) is ranked the most cost-effective technique in digital marketing and yet one of the most dramatically changing marketing strategies of the past decade. SEO experts spend their days analysing and dissecting search engine algorithms in an attempt to resolve every algorithm update until the next update is released. But, what is the future of SEO? Should our focus be on conquering the ever-changing algorithms?

Digital marketing professionals can recall the days when all that was needed to manipulate a website's ranking in the SERPs was to use keyword stuffing and link building directories; this would be enough to see a website glide easily to the top. However, with approximately 1.9 billion websites in the world, search engines like Google had to get serious about their ranking strategies. According to reports, Google now changes its algorithms an average of 500 times per year. Even though these are mostly minor updates, just one small change can have a drastic effect on a website's ranking and cause it to landslide.

When Google's RankBrain algorithm started using artificial intelli-

gence (AI) to change SEO in 2015, search results started improving. RankBrain has the ability for machines to teach themselves the most relevant search results based on data inputs. This machine learning technique translates user intent by applying possible factors and calculations, like the user's location, personalisation and specific content used. It then continues to teach itself, matching signals and factors, with the outcome of improving search results.

Over recent years, we have seen SEO focus quite heavily on quality content - it makes sense because content is your voice to educate search engines and inform online customers about your business. However, with the shift in face-to-face marketing now focussing on the need to create positive customer experiences (CX), digital marketing also needs to shift towards a strong focus on website user experiences (UX). Accessibility and usability are the key areas of UX that can enhance user satisfaction.

Due to the revolution of virtual assis-

tants and smart speakers like Google Home, we are experiencing a radical increase in voice search queries. These search requests are more specific and lengthy than a typed query and they take on the form of a conversational request. It is now common place to have a voice conversation with a smart speaker or phone.

It has been reported that by 2020 these screenless voice searches could be 50% of all searches performed. So when optimising our website content we cannot ignore the need to move beyond the inclusion of our typical keyphrases and give consideration to conversational phrases also.

As digital marketers, we need to consider changing the way we think about SEO. Rather than chasing marketing algorithms and developing content to manipulate search engines, we must develop positive user experiences that enhance the accessibility of our website content, whether the search has been performed via fingers or voice.

Sustainability professionals: Who are they?

By Sandra Pedro, CMMP

Continues from page 1

The job of its professionals can vary, depending on the organization and the role of sustainability to its strategy. To be effective, he/she must serve and facilitate their organization's goals to help their businesses pay attention to the multiple dimensions of Sustainable Development and ensure they become routine decision-making.

One thing is certain, these professionals must understand cutting-edge science and new discoveries. He/she must be curious and capable of constant learning and analysis to assess the impact of ever-changing technology, knowledge and innovation to translate them into business strategies. Commercial awareness to identify risks and opportunities is also important as well as communication skills to engage the entire organisation, from the executive boardroom through to the supply chain and communities.

Who works on Sustainability: the example of Brazil

Who are those professionals who work on sustainability? The Brazilian Association of Sustainability Professionals searched for the answer to that question. There were two studies conducted (in 2015 and in 2017), that showed individuals with diverse professional and educational backgrounds, mainly from technical (engineering and environmental) and management



areas. However, the latest study revealed a decrease of professionals from management and engineering (both with - 6 per cent) and an increase of biologists (11 per cent).

Most of them have specialization degrees and executive positions. On average, sustainability professionals are young, between 30 and 40 years old, and have worked for one to 10 years in sustainability. Women dominate the positions related to sustainability, which in the corporate realm are, in 2017, are mainly in human resources, marketing, public affairs and communication. 44 per cent of respondents

stated that their company is still implementing sustainability strategies within their organizations, and 70 per cent believe that sustainability is a crucial added value in their organization.

As this profession emerges, the goal is to ensure that as humans and world citizens undertaking activities (personally and professionally speaking), we continue to work to minimize our inevitable negative impacts on the planet. We do this because we are creatures that require air, water and food to survive and these resources are hazardous.



Built by Strategists for “Business Strategists”
Chartered Business Strategist

If you have:

- a) an academic credential with at least three courses related to the areas of strategic management, planning or implementation, strategic policy, international or global business management and;
- b) professional experience involving planning, coordinating, analyzing information, facilitating or collaboration in organizational strategic decision making process.

You may qualify to receive one of the following accredited business strategy professional designations:

- CBS - Chartered Business Strategist
- ECBS - Executive Chartered Business Strategist
- CBSF - Chartered Business Strategy Facilitator
- CBSE - Chartered Business Strategy Educator

About CBSA:

Canadian Business Strategy Association (CBSA) is an independent not-for-profit leading professional accreditation body which is dedicated to uniting business strategists under a unified community, in order to facilitate the advancement of the business strategy profession.

The CBSA elevates and advances the business strategy profession by:

- Delivering a definitive body of knowledge for general and industry specific applications.
- Accrediting members who demonstrate world-class performance excellence in strategy delivery
- Coach and mentor members to deliver on their Strategy profession



Phone: 647-799-0088

Website: www.theCBSA.org