



ACCENTURE TV – THE FUTURE OF MARKETING

VIDEO TRANSCRIPT

Paweł Patkowski: The Marketing needs to, not only follow the trend, but also to anticipate the trends. Marketing functions are by far more complex and by far more, let's say, multiskilled.

Rainer Balensiefer: The consumers are changing much quicker than in the past. But also, the fundamental consumer needs have evolved tremendously, and uncertainty has become much, much higher in consumers.

Kamila Cichocka: This is the big challenge for the leaders of marketing. How to really attract the talents to the team. How to understand and upscale with these new competences. How to be a partner to discuss, for example, with IT departments about technology projects in this marketing area.

Jowita Michalska: Sometimes the relevance is only valid for few hours, so You have to react in a very, very fast way.

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