



# O FUTURO DO MARKETING NA VISÃO DOS LÍDERES

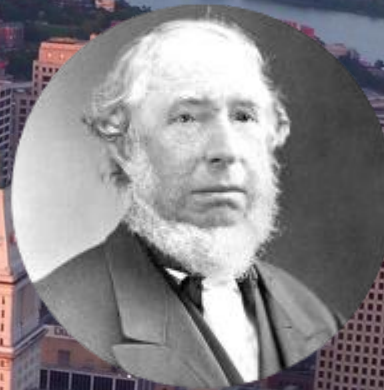
JULIANA AZEVEDO





# FUNDAÇÃO

CINCINNATI 1837



WILLIAM PROCTER



JAMES GAMBLE





# PIONEIRA EM INOVAÇÃO





RELACIONAMENTO COM O

# CONSUMIDOR







# O CONSUMIDOR MUDOU





**O JEITO DE COMUNICAR  
COM O CONSUMIDOR MUDOU**



# O PAPEL DO MARKETING







# 4 REINVENÇÕES







MÍDIA MASSIVA

E PRECISA







```
? ) w c * > ^ 1 I 1 , i o f , N ? P : Z , _ j I TR
> q } 2 n X < i > + ? m 4 " | i e K R = ADT } 6 _ k 6 J |
# b S _ [ I W 8 A q 9 + | ! = f g E S { ^ > L ; 0 | 6 |
R : b , C " \ 4 T > ; l g ` I | 0 k ` t ' z 0 z l J w q / |
" U ( T MN # I } \ ^ m ` 4 { | " G f R u 6 7 3 \ ? $ 6 |
0 ; ! I o p . f _ f o ; Z | W | 7 g } / % r _ % @ 5 K h U P |
[ I H | S P & 5 P ! X z A m - 6 W | : > d @ ^ r c 6 y d : T |
i ; m N J . 2 J h ' [ Z U T 1 R r U ; | c w > w 1 j t J o * 5 |
```

```
860", "password": "emilie", "salt": "0ZpIlsrX", "md5": "3|
a4f4d1e080db84c7b8a0bd281436283", "sha1": "04889e828c|
ecc7d08d8e877d849906aec067e8da", "sha256": "7f6cb4048|
7f7fed3c30e063742d8ea50f0dbd38f54bb19189052d8618cbc|
4f69", "registered": "1034494235", "dob": "207347540", "
phone": "(197)-589-6452", "cell": "(558)-239-2714", "SS|
N": "976-45-2830", "picture": {"large": "http://api.ran|
domuser.me/portraits/women/45.jpg", "medium": "http://|
/api.randomuser.me/portraits/med/women/45.jpg", "thu|
mbnail": "http://api.randomuser.me/portraits/thumb/w|
omen/45.jpg"}, "version": "0.4.1"}, "seed": "cf7286deb4|
638df9"]}]
```

CPU[|||||||58.5%] Tasks: 60, 38 thr; 2 ru
Mem[|||||275/496MB] Load average: 1.15 0.65
Swp[ 0/0MB] Uptime: 42 days, 14:07:

PID	USER	PRI	NI	VRT	RES	SHR	S	CPU%	M
17339	mysql	20	0	451M	127M	3440	S	5.8	2
17386	nginx	20	0	31320	4912	1788	S	2.9	1
3437	apache	20	0	74420	9112	3212	S	2.4	1
17383	apache	20	0	77288	12068	3272	S	2.4	1
17380	apache	20	0	73876	8516	3136	S	2.4	1

F1 Help F2 Setup F3 Search F4 Filter F5 Tree F6 SortBy F7

```
* 6 t s ^ / L t l [ y Z c v |
. 9 [ e \ h Y 7 G _ b - |
K Y ] R ( , f ' W k m N % 0 |
O j : 0 ^ F - 0 . v 6 k 6 |
U } @ u 6 & v 1 ` > V " W |
/ j m P j Q E w ) V P 4 D |
b u g x 1 _ r e 4 } w |
# S m ) \ o ] W " : 0 |
V b ] + = % W r @ Q |
{ _ h V = R ? } l j |
# $ > 2 % a / > ` ( s & j |
" e C X 7 , } t D H Y M |
```

1 [l 2.6%] Tasks: 95, 189 thr; 1 r
2 [|||| 29.5%] Load average: 0.46 0.44
3 [l 2.6%] Uptime: 09:52:16
4 [l 2.6%]
Mem[||||524/15930MB]
Swp[ 0/7811MB]

PID	USER	PRI	NI	VRT	RES	SHR	S	CPU%	M
3386	mc	20	0	10.8G	2243M	26144	S	32.6	1
3427	mc	20	0	10.8G	2243M	26144	S	30.6	1

F1 Help F2 Setup F3 Search F4 Filter F5 Tree F6 SortBy F7

```
139 n W 9 s u p s U 0 R g ? ` M J
140 U 9 8 - h k ` > K @ C , d
141 [ < n C e = 3 r o ` ! S R U a " ) T
142 [ 7 G 4 & 9 g { 9 c l ] $ e z ) X
'43 w s Y C & x E L Z t ) g : h = K
<44 y 6 Y D & x E g R 3 1 H o 4
746 r C < i > Q W b i L q z , G ` U v
147 Z l y g [ > Q 2 j ] w T N 1
148 6 7 p s i F q f z j . R } ) 1
!48 D p s v o D . t = o d @ , c ) g ^
# Q x = D 3 % t z 3 S 4 J
Y $ K J g 3 S
```

```
CPU usa2e: 55.35% user5, 2.38% sys, 18.90% idle
CPU usage: 55.55% user, 25.46% sys, 18.98% idle
609 28 916 1 85
0832 5 35 2304 107M unuse
1 5 594 6
3 38 521
54 56 17 44
60 32
```

```
ime=9.904 ms
64 bytes from 173.194.115.2: icmp_seq=223 ttl=57 t
ime=11.735 ms
64 bytes from 173.194.115.2: icmp_seq=224 ttl=57 t
ime=9.866 ms
64 bytes from 173.194.115.2: icmp_seq=225 ttl=57 t
ime=11.284 ms
```

```
/ P A ^ { { 7 Q \ U ` J a L &
t b $ C ( k R i \ f s $ = c : (
\ ( ] _ > C ' 2 A m s e e l
V ? g e 6
C b P \ W
h l t / Y c U N r i 7
b T P \ f B Y
g s } \ u > ^ j a o
> @ & U f l K Z p x
x D s 0 g [ b z +
w M N S @ & > r n + e s k y / ? ? m 1 1 (
f 4 1 0 L 0 R * E _ J N ( 1 j W w u M * b w p
```

# BIG DATA

```
l , F d l I i & ] K | W / l z 4 ^ - J [
& ' l y { 0 d 0 [ # | @ = ' P # S B 7 * E
V I ! V T . Y 9 m X | L H ] f m = ? d u / *
$ Y Z b b X F H H O Q | l ] $ H } t % B p F ) $ M Z T
| 0 > S i 3 4 ; $ m 9 & x ? | . ; P Z 0 . 0 8 C 4 l v a N g { @
I N q m ( A : C n H ( 4 6 U @ * | p j H ] = # | l : " D L T > a
| 2 ^ 0 Y y w 8 D R X J J Q . | x & # X 0 a l \ ? 0 F ]
j S f ? ' @ ] D k v | W ' ; 7 D | < N J 3 U 9 u W ? & 8 P
{ \ o ^ d c S + + - b \ T d | Y v % 9 5 h S . ) % / g
& ! o , P F 0 7 u ? M 3 b m l u B j # j T c J > ^ \ 2 F i
= C w " A 2 I { z d | > : | m d & B T & g L U d y 9
```

```
CPU usage: 55.55% user, 25.46% sys, 18.98% idle
609 28 916 1 85
0832 5 35 2304 107M unuse
1 5 594 6
3 38 521
54 56 17 44
60 32
```





# MENOS ANÚNCIOS

# MAIS INFLUÊNCIA







# RELACIONAMENTO COM AGÊNCIAS



**MARCAS MÃO NA MASSA**

**MODELOS “FIXED AND FLOW”**

**MÍDIA + CRIAÇÃO**





# MARCAS

UMA FORÇA PARA O BEM  
E UMA FORÇA PARA O CRESCIMENTO





# CAMPANHAS COM PROPÓSITO





**LIKE A GIRL**





76MM VIEWS NO YOUTUBE  
4.5 BILHÕES DE IMPRESSÕES  
76% DAS PESSOAS





# O PODER DO TOQUE





**50MM IMPACTOS**  
**30 MIL COMPARTILHAMENTOS**





# O MUNDO MUDOU





**E O MARKETING**

**PRECISA MUDAR**

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OBRIGADA!

