

CMOs on the attributes of successful bold marketing campaigns

Article



- **Authenticity and purpose are key.** Bold campaigns succeed when they align with brand values and feel genuine rather than opportunistic. John Jorgenson’s campaigns at Cambium align with the brand’s mission to help K-12 teachers and students feel seen, valued, and supported.

The campaigns are directly informed by educator feedback and demonstrate a clear sense of purpose that resonates.

“The brave brands know what they stand for—and what they don’t. These brands go beyond being different; they have a point of view, make a promise, and deliver on that promise.”

MATT DUFFY
CMO, PIXABILITY

- **Trust and emotional resonance are also important.** Trust is among the top factors influencing consumer decisions, according to an April 2024 Edelman survey of consumers worldwide. Brands that evoke strong emotions—humor, inspiration, empathy, or even provocation—can connect deeply with audiences, creating memorable experiences that reinforce trust and loyalty.

Brand Attributes That Are Important or Deal Breakers to Consumers Worldwide in the Brands They Buy/Use, April 2024

% of respondents

Good value for the money	91%
Offers the best quality	90%
I trust it	88%
High quality customer service	87%
Convenient to find, buy, and use	86%
Has a good reputation	86%
I love it	85%
I trust the company that owns the brand	82%

Note: top 8 of 13 responses

Source: Edelman, "2024 Edelman Trust Barometer Special Report: Brands and Politics," June 13, 2024

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- **Messaging matters in both B2B and B2C.** A 2024 Magna Global and LinkedIn survey found that many marketers believe B2B ads lack humor, emotional appeal, or relatability. In their

messaging, B2B marketers should focus more on bold storytelling and less on the functional aspects of a product or service.

Perceptions of US B2B Marketers Toward B2B Ads That They See, by Frequency, Jan 2024

% of respondents

	Very often	Somewhat/ not often
Clear message	55%	45%
Relatable	46%	54%
Memorable	44%	56%
Strong storytelling	44%	56%
Unique perspective	41%	59%
Character connection	40%	60%
Emotional appeal	36%	64%
Humorous	36%	64%

Note: n=2,032

Source: Magna Global and LinkedIn, "The B2B Renaissance," Aug 14, 2024

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- **Disruptive creativity is a hallmark.** Innovative strategies and visually striking executions help brands differentiate themselves. When Jenny Wall was CMO at Hulu, she promoted the launch of "The Handmaid's Tale" in an unusual location as a bold statement on women's and human rights. The women wore red robes and walked silently two by two, not interacting with anyone at South by Southwest, sparking provocative conversation.
- **Bold naming conventions differentiate brands.** A unique and unexpected name can help a brand stand out. Michael Welts's company focuses on a specific market category called "hot storage." By rebranding as Wasabi, he created a distinctive and memorable brand identity.

Read the full report, [How CMOs Balance Brand Integrity and Bravery](#).

Report by Kelsey Voss Dec 20, 2024

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