



A United States-Based Perspective on the IPREX State of Marketing Communications Report 2023



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Overview

As an agency supporting many large, multi-national organizations, we experience a lot of inconsistencies in how global organizations conduct their marketing efforts. While many of these companies are “global”, they are often segmented into regions that have separate budgets, finances, and communications teams. We often find that those regions are at odds or in competition with the corporate headquarters, and usually do a poor job communicating within their own ranks. We are often tasked with bridging the gap between departments, divisions, or the marketing teams themselves.

Understanding how these companies hire agencies for global work is critical for success. Do they hire for geography, skillset, or market specialty?

MBE Group looks to simplify based on a “think globally, work locally” perspective, by working from the audience inward. We work with several IPREX partners on projects and engage those partners based on region and expertise.

Three things in the report stand out:

- The high level of agency engagement specific to the Asia-Pacific region. This mirrors a lot of what we see in the automotive and transportation space. How an automotive supplier targets Toyota is very different than how they might target Great Wall or Mahindra, for example. These vast differences in culture and methodology require a direct, local perspective to ensure success.
- Budgets are the biggest challenge. This is perpetual. In many companies, marketing is an afterthought, everyone thinks they can do it quicker and cheaper, or the responsibility is handed to an unqualified group. As we know, this is not the case. While the capability exists to reach the entire world in seconds, there needs to be strategy behind it, an understanding of what the goals and audiences are, and a team of people capable of engaging at an ever-changing number of levels.

About

With locations in Detroit and San Francisco, MBE Group is a full-service marketing communications agency highly focused in the global transportation, mobility, tech, and consumer goods segments.

Contact

Frank Buscemi, CEO, MBE Group
www.mbe.group
fbuscemi@mbe.group
+1.248.856.8636



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- Talent. We all continue to do more with less (again, thanks to all the technological capabilities we have...), and the work is nearly constant (thanks, social media!). The challenge here is to ensure you have the right people, with the right skillset, conducting the work consistently and effectively.

The Opportunity

The North American market is in an interesting position. Inflation has slowed, there is significant investment in the mobility and tech segments, there has been a heavy commitment to the domestic supply chain, and companies are looking to both push new products and tech to Europe, Asia, and South America, while bringing in new technologies from both Asia and Europe.

We see more companies trying to break into the region with B2C products, while B2B companies are targeting automotive, trucking, mobility, off-highway, aerospace, and defense companies with products designed elsewhere, but manufactured here in North America to help establish their brands. This has led to an influx of RFPs and direct-contract programs with companies who want a region-specific agency that knows these markets.

Additionally, we are seeing companies in the startup space launch products in the U.S., and quickly pivot to Europe – especially with sustainable products – due to the region being seen as further along in its commitments to carbon reduction. For that, we continue to connect with IPREX partners.

There is a vast amount of technology available, but ultimately, success in global communications comes down to one thing: people. Understanding your audience, reaching them in the manner they want to be reached, having the right people to do the job, and building relationships with trusted partners – both internally and externally - within those target regions or countries are the foundations for success.

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