



'Marketing in 2010' Survey Results

March 2010

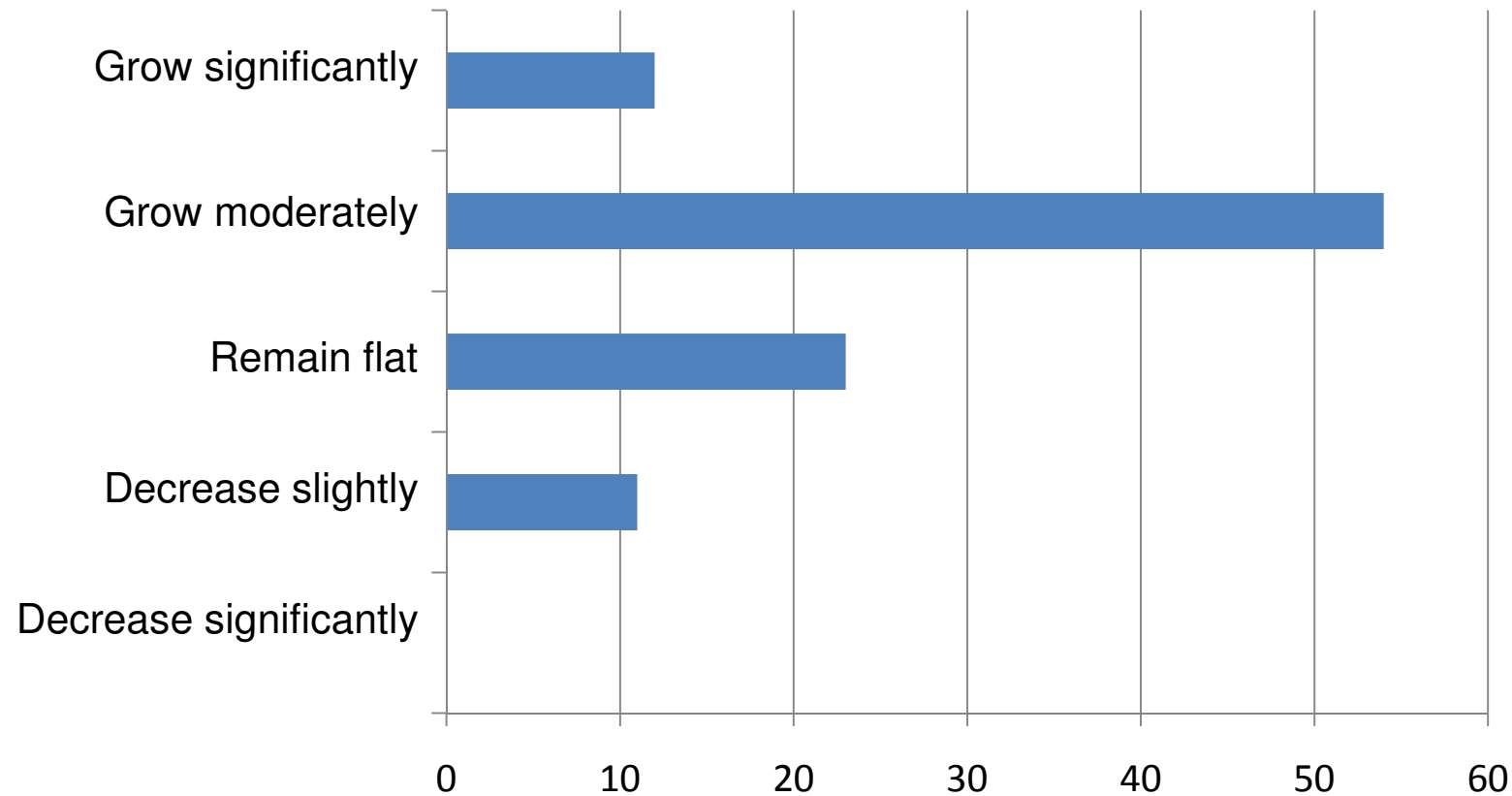
Methodology

- A short study was sent to senior marketers and general managers to fill in online
- Questions focused on
 - Expected sales growth
 - Marketing objectives for 2010
 - Top 5 marketing issues to overcome
 - Expected marketing budget
 - Company profile
- Timing: Early 2010
- 45 senior marketers and general managers responded

Sales growth

Our sample believes that 2010 will be a positive year with 62% expecting sales growth

In your opinion, what will happen to your company's sales during 2010, compared with 2009?



Source: Galleon Blue Marketing Survey, 2010 (n = 45)

Marketing objective

In 2010, marketers are focused on increasing customer loyalty and profitability, indicating that growth is expected to come from existing rather than new customers

What is your overall marketing objective in 2010?



Source: Galleon Blue Marketing Survey, 2010 (n = 45)

Marketing issues

The top 5 issues that marketers are thinking about are innovation, brand positioning, how to do more with less, customer experience and how to manage existing channels efficiently

What are the top 5 marketing issues that your company will face in 2010?

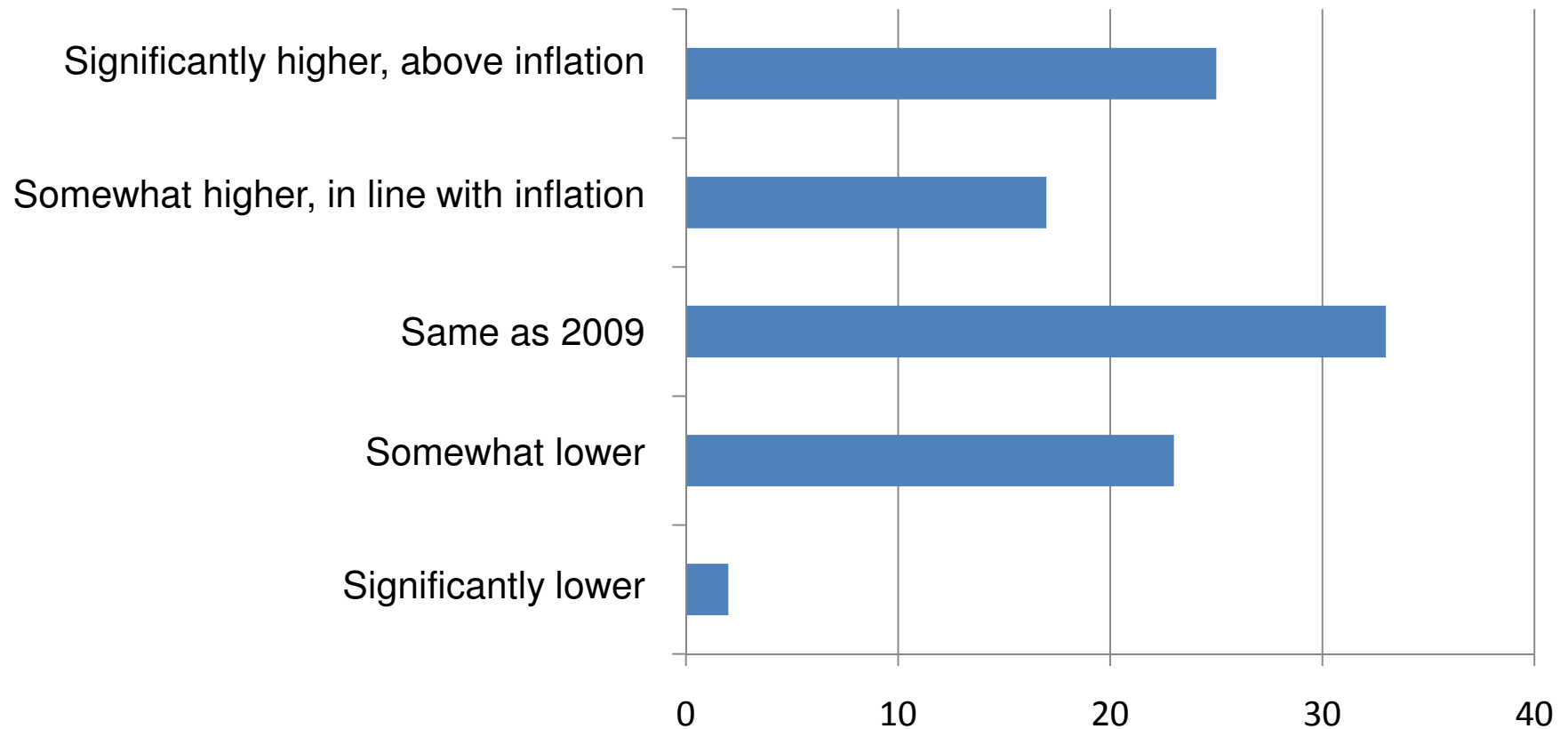


Source: Galleon Blue Marketing Survey, 2010 (n = 45)

Marketing budget

Over 40% of people expect their marketing budgets to be higher in 2010 than they were in 2009, with a further third expecting them to be in line with 2009

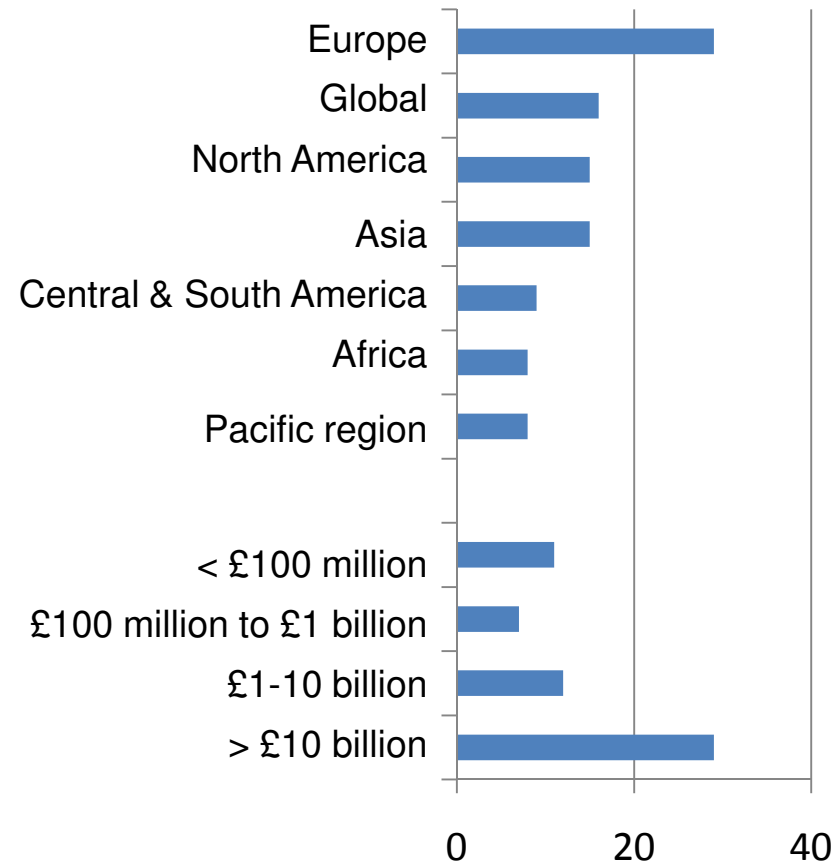
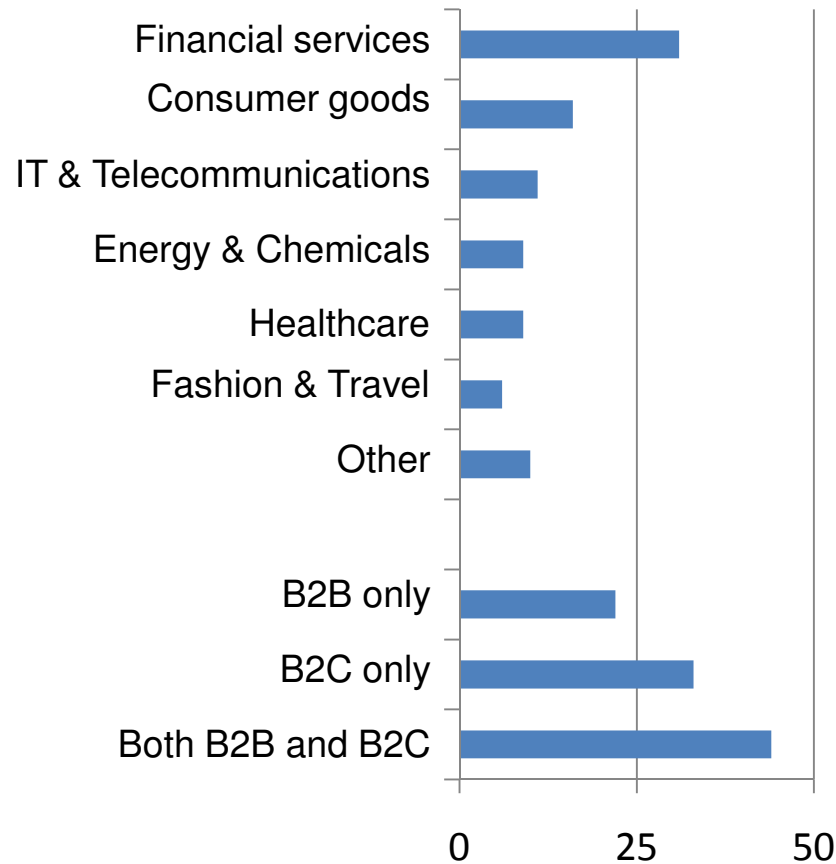
How would you describe your marketing budget as compared to 2009?



Source: Galleon Blue Marketing Survey, 2010 (n = 45)

Company profile

What type of company do you work in?



Source: Galleon Blue Marketing Survey, 2010 (n = 45)