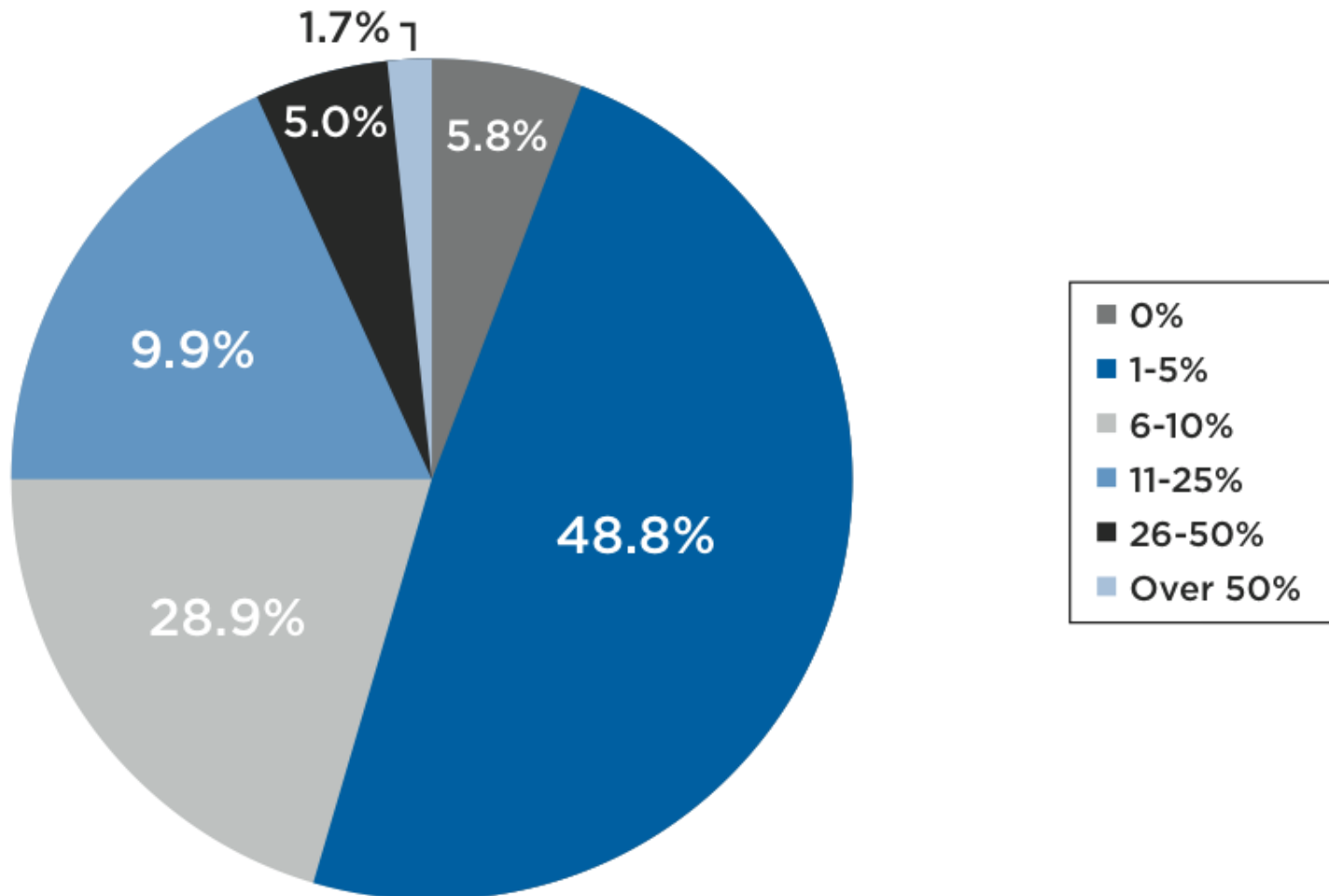
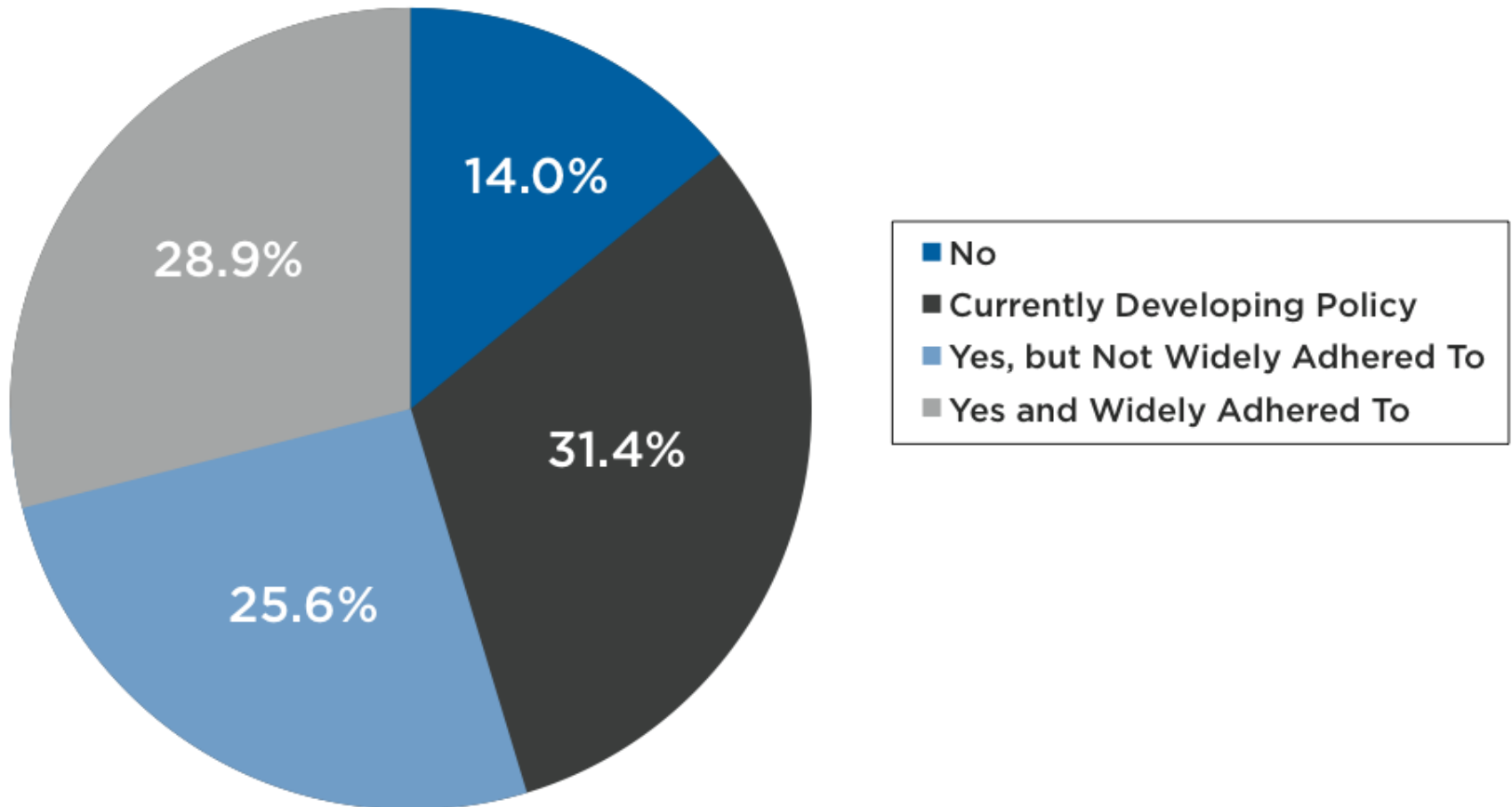


**CMOs Must Drive Greater
Collaboration Internally for
Their Brands To Thrive,
CMO CLUB Survey Finds**

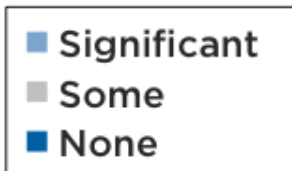
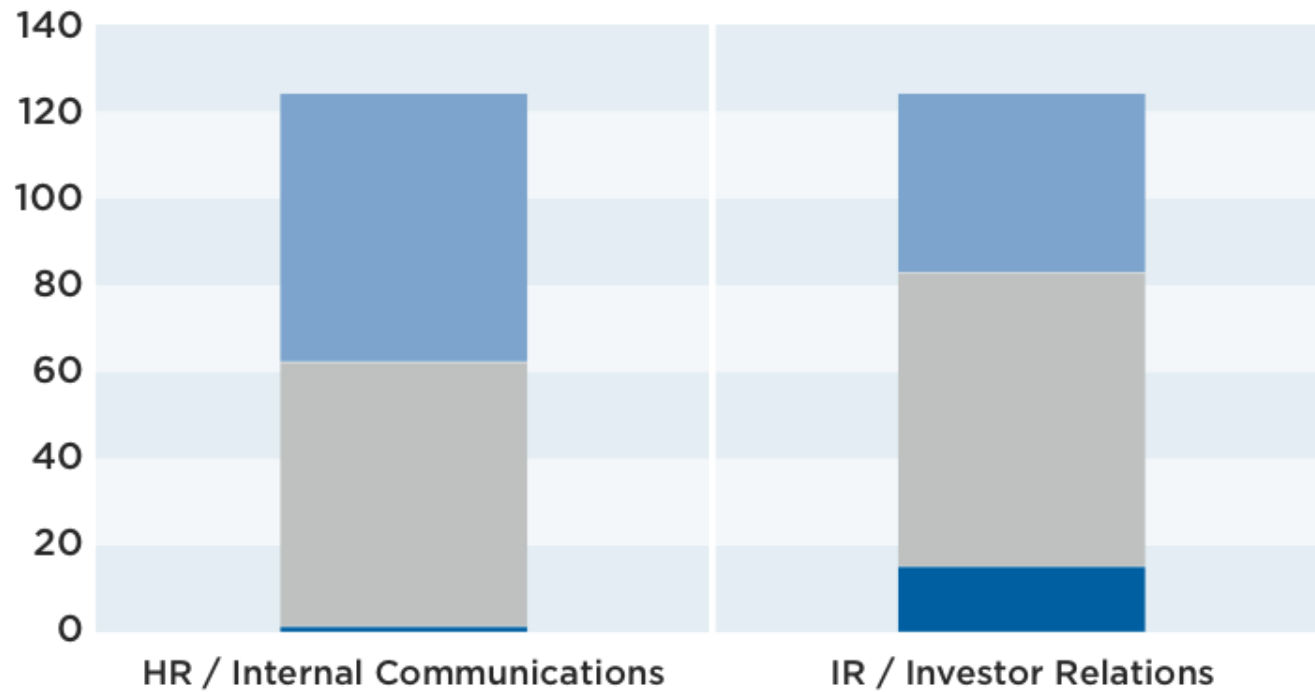
What proportion of resources/budget is spent on experimentation with social media and non-traditional channels?



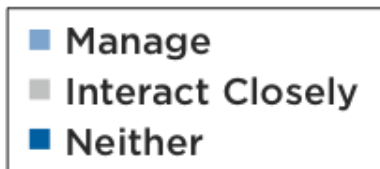
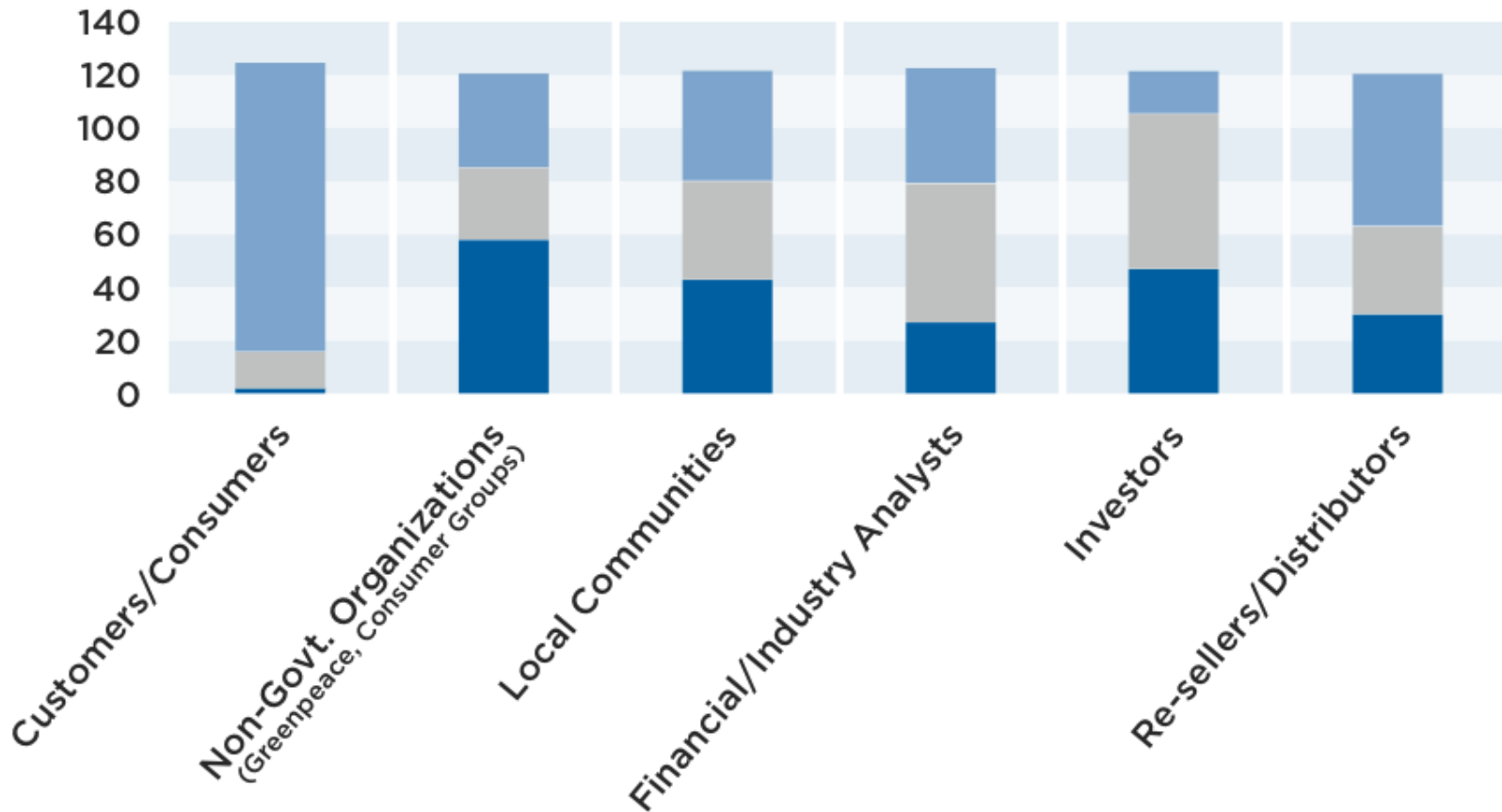
Does your brand have a web 2.0 communications policy, i.e., guidelines for outreach to bloggers and non-traditional media outlets, a social technologies rule-book/code of practice?



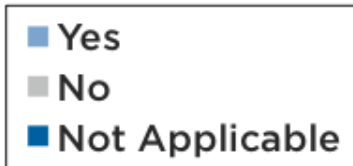
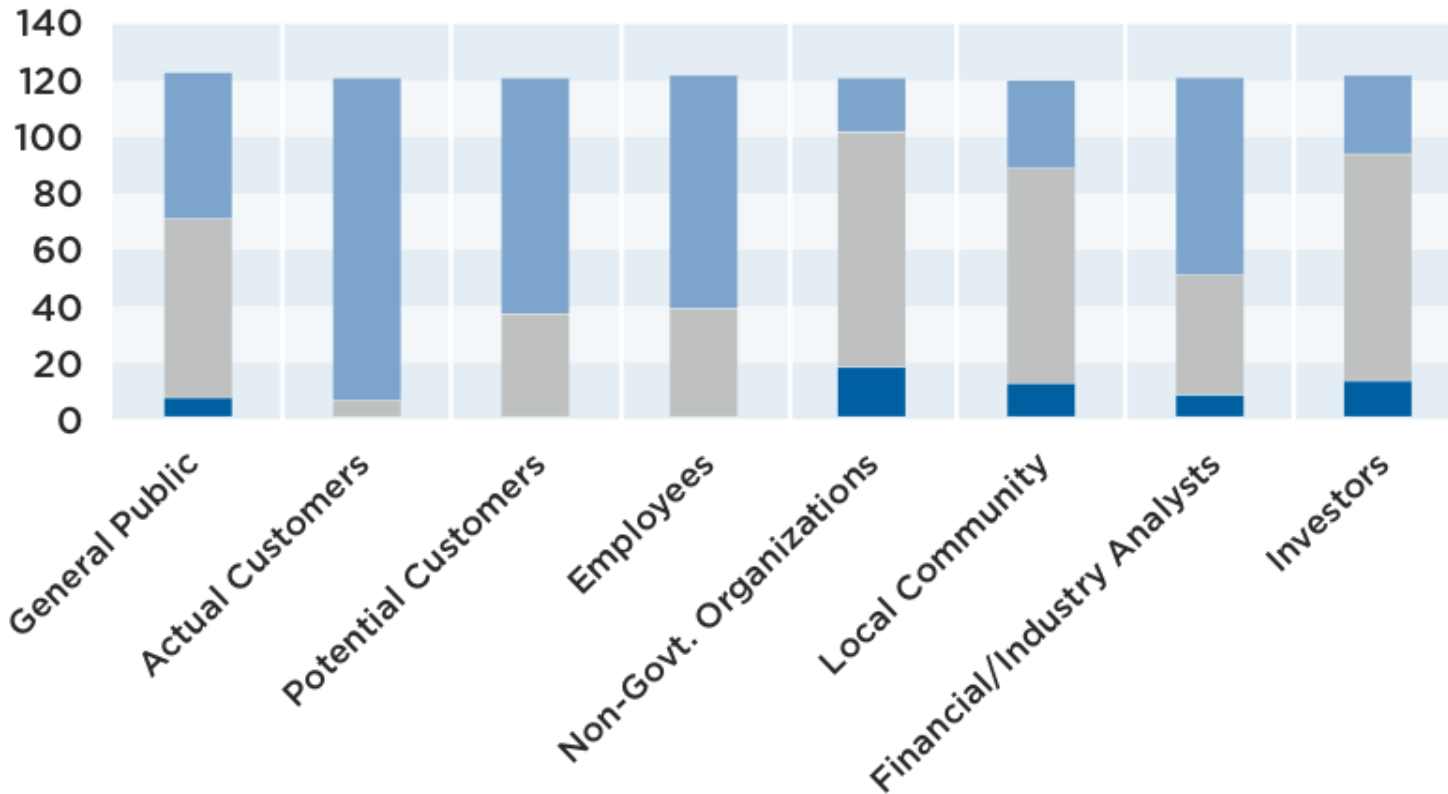
How much co-ordination exists to harmonize messages with other communications departments?



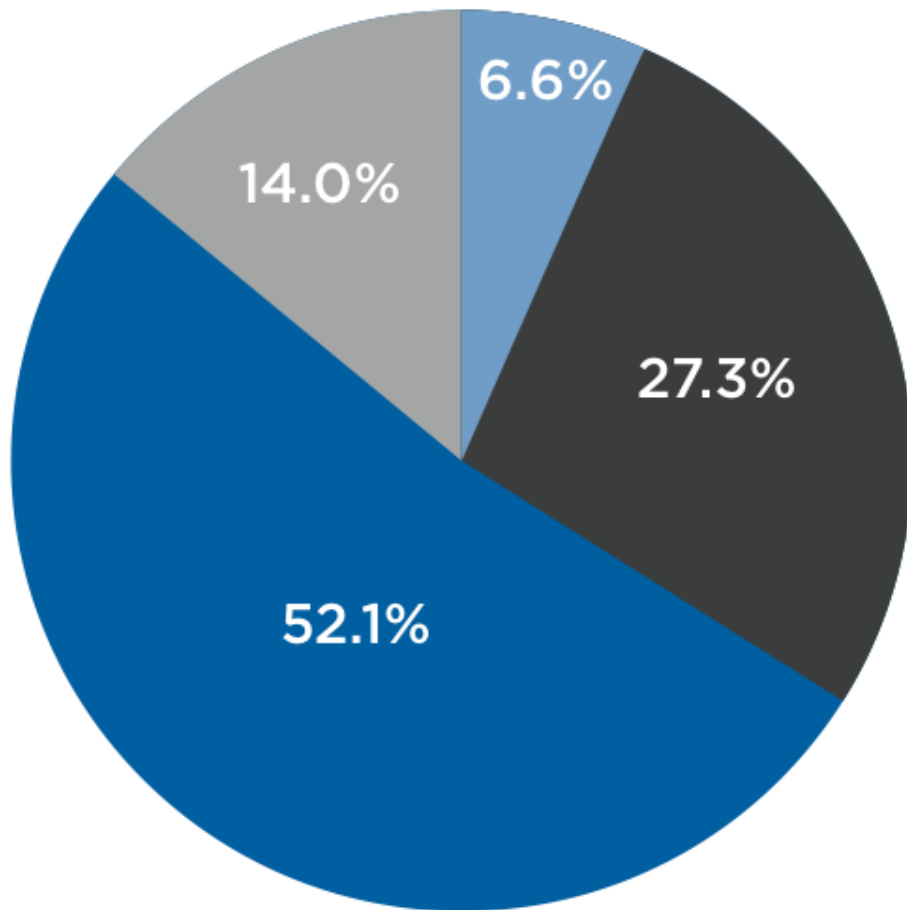
Do you manage or interact closely with the departments responsible for communications with...



Do you track the opinions/attitudes towards your company reputation or brand of any of the following audiences?



Do you enable and encourage potential evangelists to speak on behalf of your brand, e.g., building online forums for brand advocates, creating communities of users, creating Facebook groups or applications?



- No, not at all
- A little, we sometimes experiment with enabling commentary from "outsiders"
- Yes, we're open to encouraging discussion with and amongst our audiences
- Yes, we're very proactive about creating external brand advocates and leveraging them