

# THE RISING CCO V:

## CHIEF COMMUNICATIONS OFFICERS' PERSPECTIVES ON A CHANGING MEDIA ENVIRONMENT

Without a doubt, the media environment has undergone a sea change over the course of just a few short years. How are the world's top communications professionals managing in this new and still-evolving world?

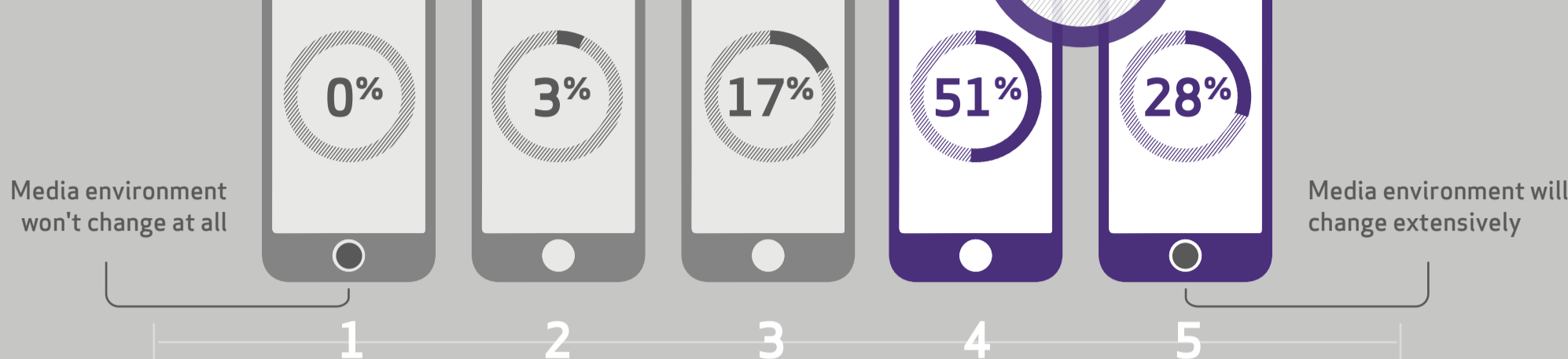
Spencer Stuart and Weber Shandwick decided to explore the issues in the fifth installment of The Rising CCO, an ongoing survey of global chief communications officers (CCOs).

Debuting in 2007, the study explores the expectations, challenges and changing responsibilities of the CCO. This year, Weber Shandwick and Spencer Stuart surveyed 203 senior communications professionals in North America, Europe, Asia Pacific and Latin America to explore their perspectives on the changing media environment, how they expect their responsibilities to evolve over time and the roles of traditional and social media.



### CCOs anticipate great media environment changes ahead

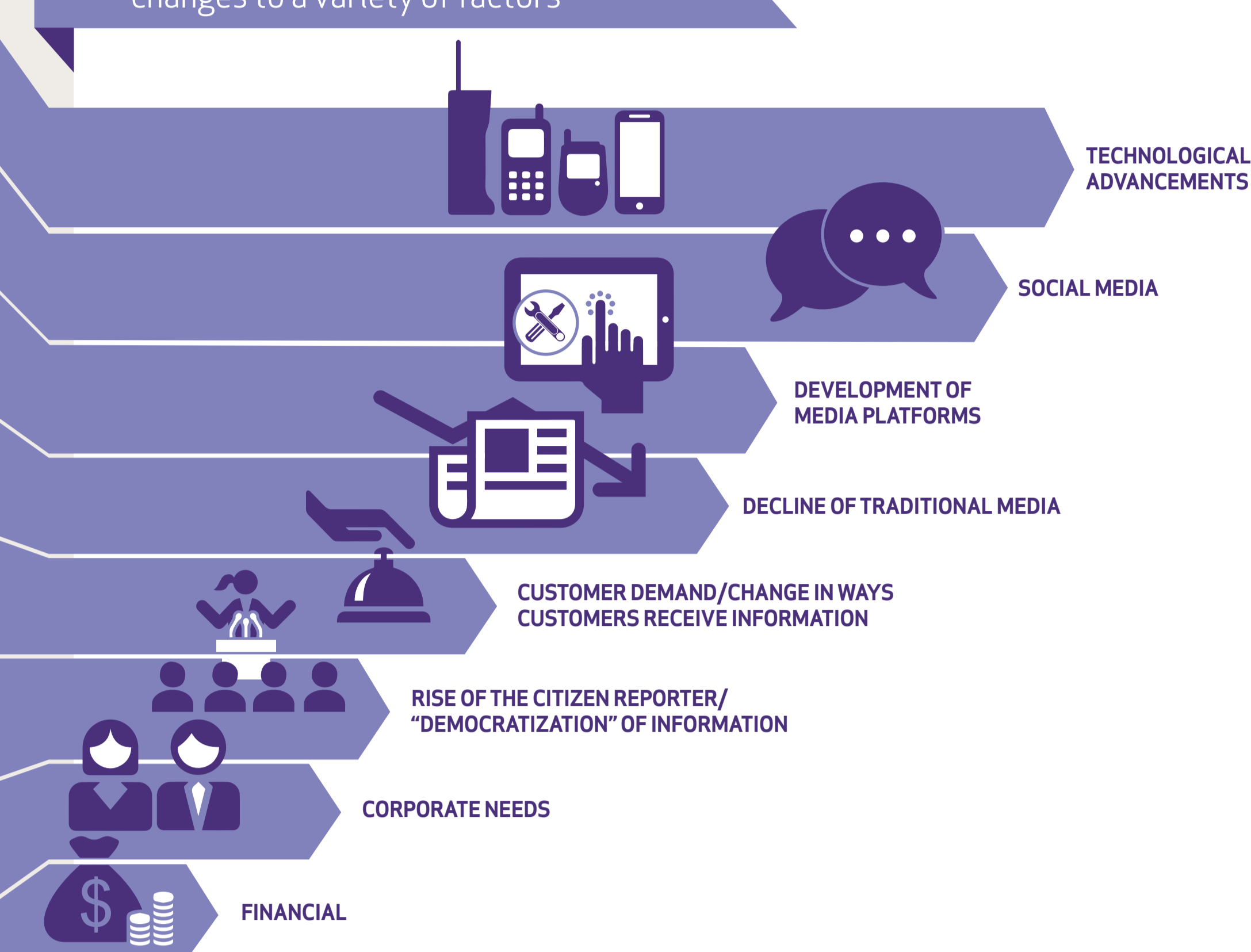
THE EXTENT TO WHICH THE MEDIA ENVIRONMENT WILL CHANGE OVER THE NEXT FEW YEARS (ON A SCALE OF 1-5), ACCORDING TO GLOBAL CCOs



“ We see something new every day...and new ways to use technology. Our experience over the past five years has taught us that the next five will be just as exciting. ”

-North American CCO

### CCOs attribute media environment changes to a variety of factors



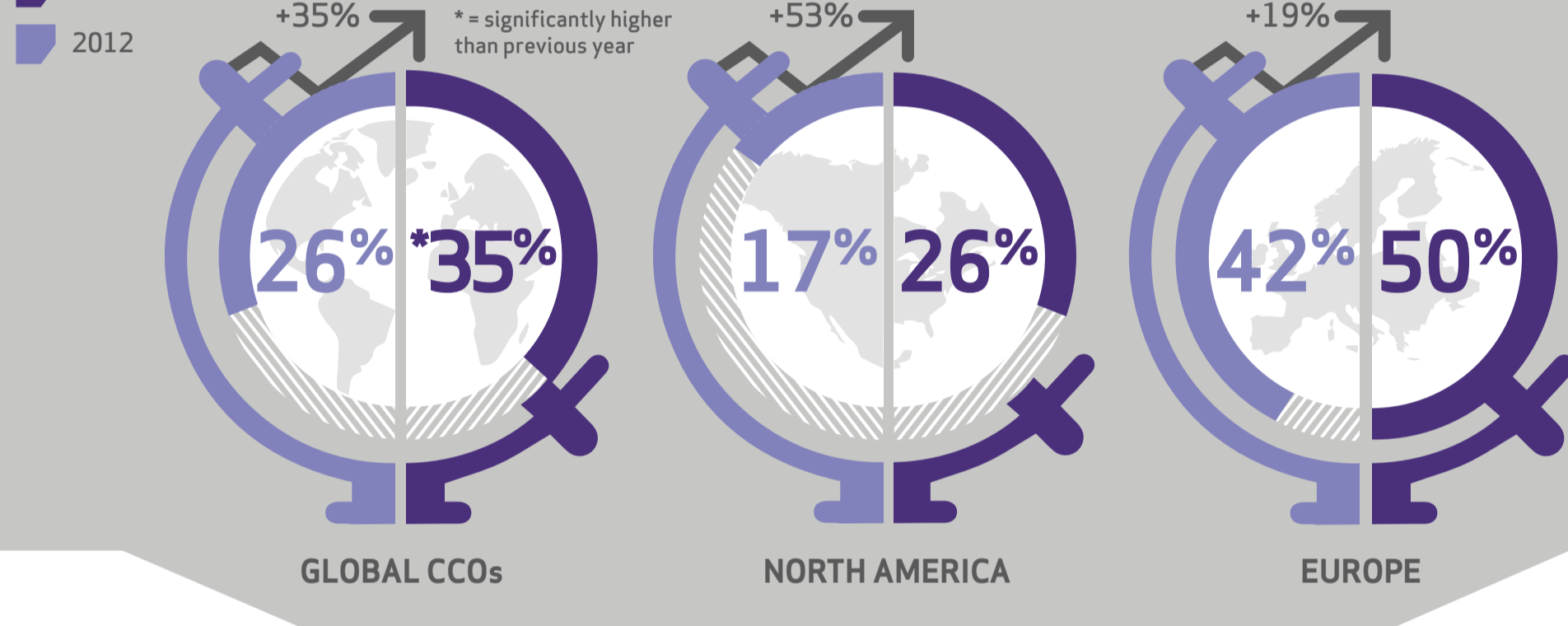
“ I think we'll see more and more the transition from traditional journalism to the use of social networks and informal information, with an increasing involvement of citizens as active agents of information. ”

-European CCO

### The CCO's job increasingly encompasses marketing

THE RATE OF GLOBAL CCOs WHO OVERSEE MARKETING INCREASED BY 35% BETWEEN 2012 AND 2014

% CCOs WITH MARKETING OVERSIGHT



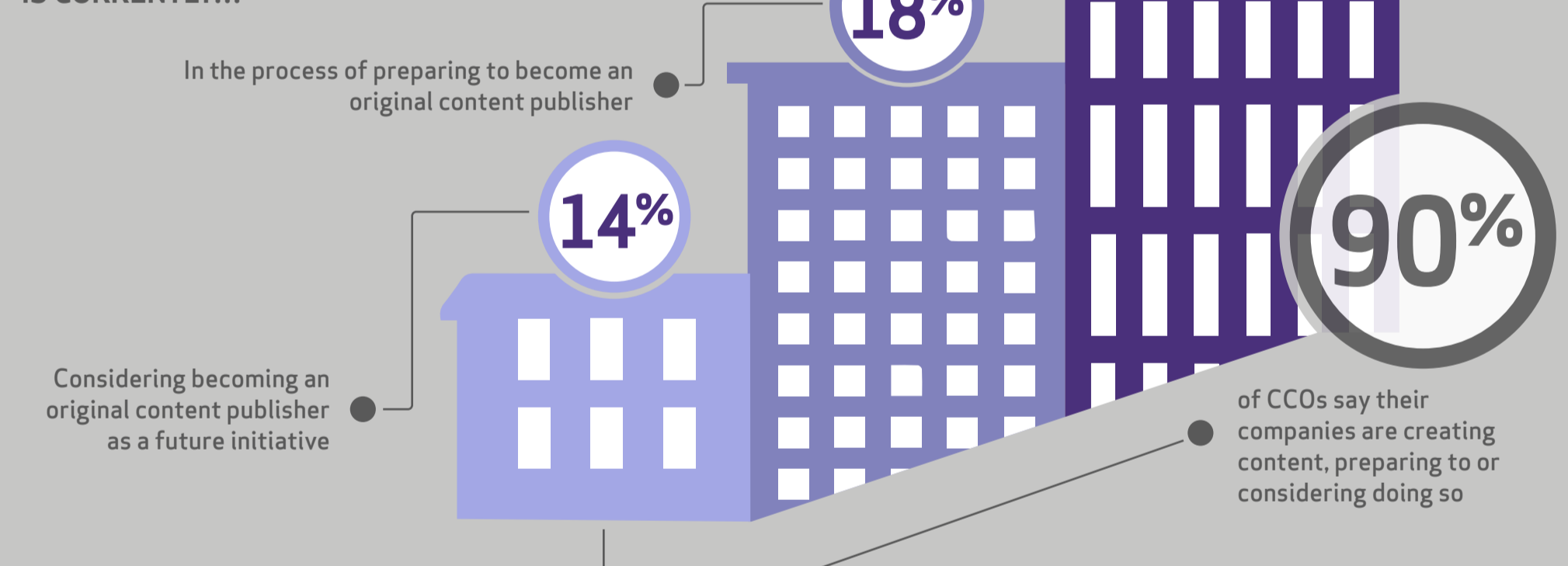
Asia Pacific and Latin America not shown here due to small sample sizes

### Marketing and communications convergence is likely driven by the indivisibility of corporate and brand reputation



### Creating and publishing content is impacting corporate communications

% CCOs WHO REPORT THEIR COMPANY IS CURRENTLY...

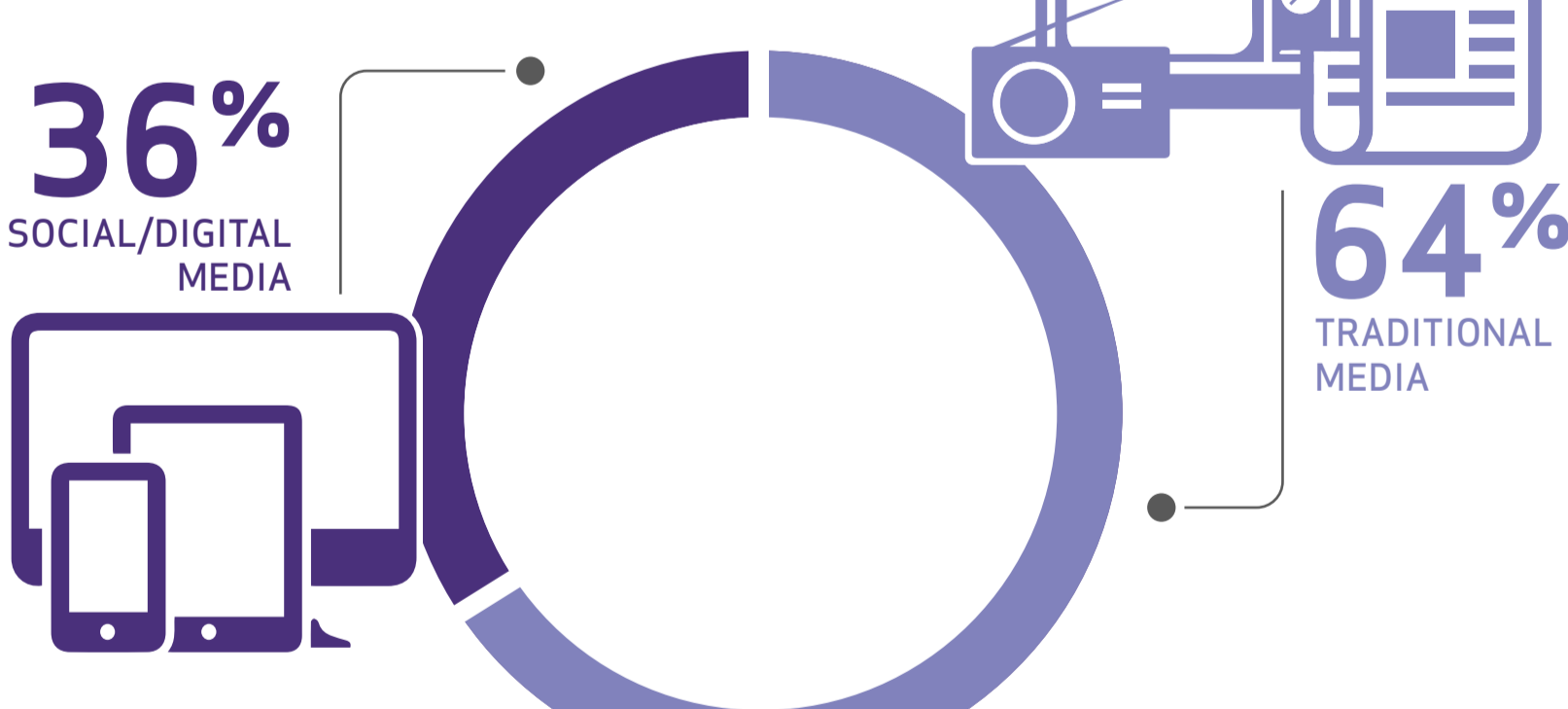


“ The communication environment has developed enough for companies, so they are now ready to step out utilizing their owned media. ”

-APAC CCO

### While traditional media still reigns...

% EXTERNAL COMMUNICATIONS FOCUSES ON...

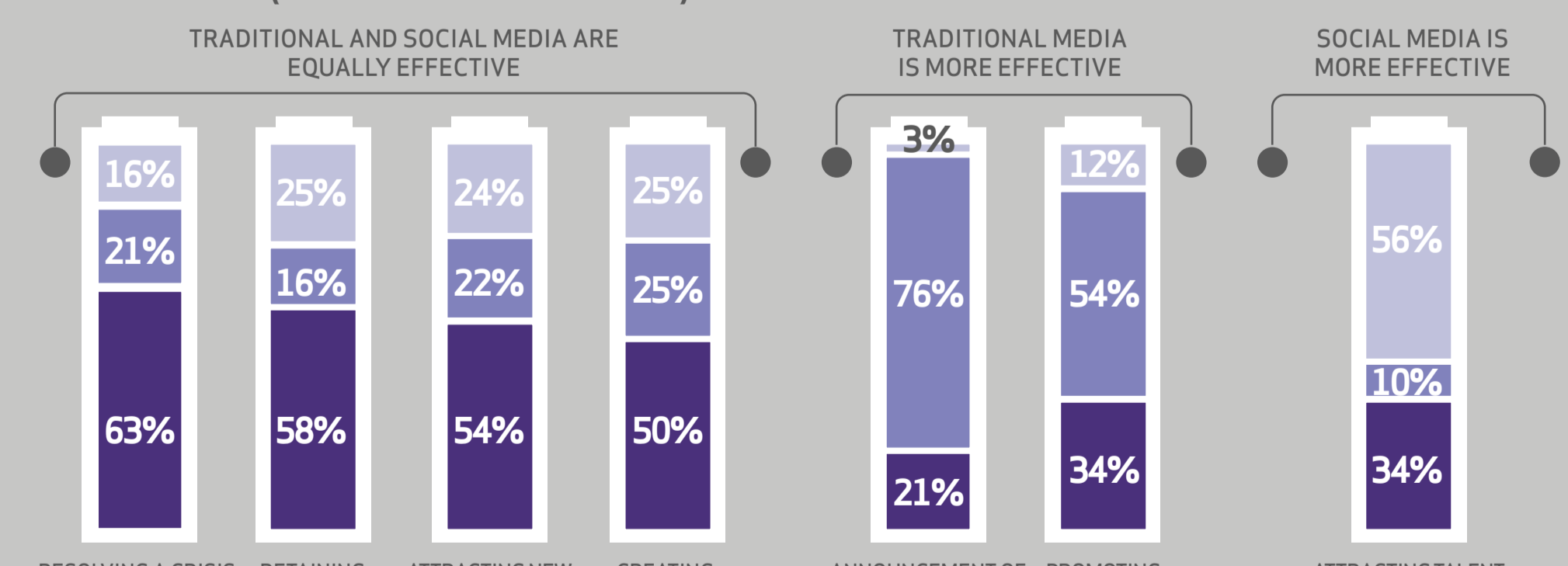


“ Even though social media has been diffused and progressed dramatically, I think traditional media will maintain its influence. ”

-APAC CCO

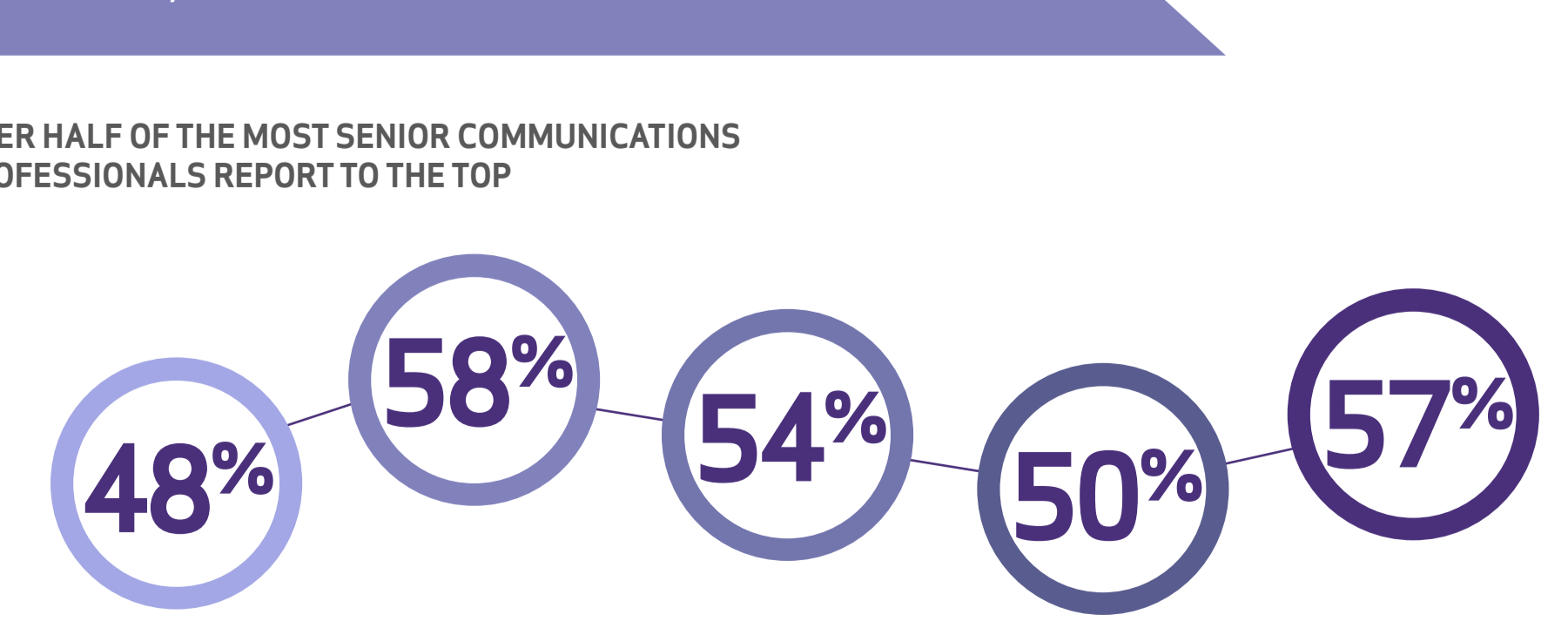
### ...many communications activities demand integrated strategies

WHICH IS THE MORE EFFECTIVE CHANNEL FOR EACH OF THE FOLLOWING? (ACCORDING TO GLOBAL CCOs)



### The proximity of the CCO to the CEO remains close

OVER HALF OF THE MOST SENIOR COMMUNICATIONS PROFESSIONALS REPORT TO THE TOP



REPORT TO CEO/CHAIR/VICE CHAIR

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