

MEDIA RELEASE

MARKETING KEY TO CUSTOMERS BEING THE FOCUS OF STRATEGIC DECISIONS

3rd November 2014 – David Scribner, Head of Virgin Mobile, and one of the few marketers to become chief executive of a major company, says that marketing makes ‘a critical contribution’ to business growth because it is ‘the voice of the customer’. He also said his marketing background helps ensure that customers are the focus of the organisation’s strategic decision making.

He makes these points in the second episode of *Marketing Dividends presented by AANA* which screens for one week commencing Sunday the 2nd of November on Sky News Business.

‘In the knowledge age that we are in, there has never been a more important time for them (marketers) to be the voice of the customer, to be the barometer of what’s happening in the market and actually use that to help with business growth.

‘Marketing is absolutely critical to the growth of Virgin Mobile. Marketing has always been, at any Virgin company, the core of what we do because it is a brand-based company that really cares about its customers,’ Mr Scribner said.

In terms of getting a better hearing in the c-suite, Mr. Scribner said marketers needed to concentrate more on the ‘hard measures’ and use data and analytics to explain how they can deliver sales and profitability.

David’s longer interview (found at <http://aana.com.au/marketing-dividends/marketing-dividends-sky-news/>) provides an-depth look at how Virgin Mobile keeps the customer at the centre of every facet of its business.

Marketing Dividends is a joint initiative between the Association of National Advertisers (AANA) and MEC Global. The series has been produced in partnership with MCN and Sky News.

The series on Sky News Business features 13 three minute episodes. It is also available to view in extended format via the [AANA Website](#) and the [AANA YouTube channel](#).

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About the AANA: For over 85 years the AANA has represented Australia’s largest and well-known brands across FMCG, automotive, banking, finance and insurance, travel, health and beauty, media and communications. The AANA works to protect the interests of these businesses who contribute to an estimated advertising spend of more than \$14 billion a year. On behalf of our members the AANA’s mandate is to maintain and evolve the advertising codes which underpin the system of self-regulation in Australia; and safeguarding the rights of its members to commercial free speech and protecting consumers by ensuring advertising and marketing communications are conducted responsibly.

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