




**Are CMOs using  
old playbooks  
for a new kind  
of recovery?**




How are  
CMOs adapting  
to **consumer  
behaviour**  
in the new  
normal?

dentsu CMO survey 2020



Which strategies  
are **Frontier**  
**CMOs** using  
to navigate  
the recovery?



**In an  
exceptional  
year, how  
have CMOs'  
performance  
metrics changed?**