

# M: UNINTENDED CONSEQUENCES OF SHORT-TERMIST MARKETING

Media and context become **commoditised**

Automated trading grows in scale and **influence**

**Long-term** and reputational measures and outcomes diminish

Automated **short-term** trading measures become more important

Advertisers deploy vigorous **procurement** practices, and CMOs become most volatile role on boards

McCabe said what surprised him the most when Enders discussed the issue with advertisers was that while they do express concerns, they seem unable to stop what McCabe calls a "vicious circle".

"It's like a collective shrugging of the shoulders, as if marketing has become part of a larger, corporate attitude that it can do nothing to influence,"

*Campaign*