

## Use of articles

adapted by D.Potter - 20170125

practice based on an internet press release

Complete the text with either a zero article (-), a definite or an indefinite article

1 New Research Predicts 30 Percent Of CMOs Will Lose Their Jobs In 2017

2

3 Machine learning is promising CMOs [ ] biggest win ever with software that  
4 takes [ ] guesswork and gut reaction out of measuring return on investment  
5 (ROI) for corporate event sponsorships. That's [ ] good news. [ ] bad news is  
6 many CMOs won't have [ ] skills to capture [ ] opportunity.

7

8 CMOs investing millions in event sponsorships have had fewer options to measure  
9 [ ] actual impact on brand exposure until now.

10

11 According to Forrester research, CMOs need to combine [ ] right and left sides  
12 of their brains to engage customers, as well as master technology and analytics  
13 for personalized, context-rich experiences. Forrester predicts [ ] demise of 30  
14 percent of CMOS in 2017 who won't be able to bring this fairly unique  
15 combination of skills into their marketing practice. Nowhere is this challenge  
16 more evident than with corporate sponsorship metrics.

17

18 30% of CMOs in 2017 will lose their jobs because they lack these skills

19

20 Measure what you've paid for

21

22 Event sponsorships are among [ ] top marketing program investments that  
23 companies make each year. Global sponsorship spend is forecast to reach over  
24 \$62 billion by 2017 - [ ] 1.8 times increase from 2010. [ ] opportunities for  
25 companies are huge including stadium naming rights, official sponsorships of  
26 events, and onsite advertising at venues. What's more, it's impossible to  
27 over-hype [ ] importance of visual media. Yet even as CMOs invest millions in  
28 sponsorships, they've had fewer options to measure [ ] actual impact on brand  
29 exposure - that is until now.

30

31 I watched [ ] pretty exciting VIDEO demo of [ ] SAP Brand Intelligence solution  
32 at SAP TechEd in Barcelona, and talked with experts from [ ] Innovation Center  
33 at SAP Israel about what it all means.

34

35 Using [ ] same computer vision capabilities perfected by gaming technologists,  
36 [ ] software collects, processes and analyzes images and videos, in this case,  
37 company logos, translating [ ] data into understandable information for  
38 decision-making. On-screen graphics capture and visualize [ ] precise amount of  
39 time each company logo is displayed in real-time as [ ] event unfolds. The  
40 technology doesn't just show [ ] amount of time [ ] brand name is on [ ] screen  
41 during [ ] big game, race or other event. It also zeroes in on [ ] location of  
42 [ ] image or video during each frame of [ ] event footage. Users can compare  
43 their company's brand exposure versus other paid sponsors with frame-by-frame  
44 accuracy captured in colorful charts and graphics on-screen and in summary  
45 reports. Data analysis is fast and automatic, courtesy of advanced machine  
46 learning.

47

48 It's not possible to predict which CMOs will be left standing at [ ] end of  
49 2017. But survival odds are certain to be higher for those with fact-based  
50 justification for projects like hefty sponsorship investments.

51

-- original text --

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