# Müller UK’s Melissa Goffe champions data-driven orchestration in fragmented marketing landscape



# Making Music, Not Noise: A New Era for Marketing Strategies

In today's fragmented media landscape, the challenge for marketers is not just to reach audiences, but to make a resonant impact. Melissa Goffe, head of brand and marketing excellence at Müller UK, articulated this need during her address at The Drum Awards for Marketing EMEA judging day. She emphasised the shift toward a marketing approach characterised by "lots of littles," reflecting the granularity and continuous engagement required in a world brimming with media choices.

Goffe conveyed an essential truth: while the plethora of platforms presents an exciting opportunity, it also complicates decision-making. She stated, “There’s so much fragmentation in media choices... knowing that you’re spending your money in the wisest way can be a big challenge.” This sentiment echoes broader industry discussions that highlight the importance of adopting an omnichannel marketing strategy. Marketers need to integrate various platforms—from social media to audio broadcasts—while simultaneously reducing reliance on dominant players like Google. Embracing emerging channels, such as TikTok and Spotify, is becoming increasingly vital for success.

Gone are the days of relying solely on grand annual campaigns or single-channel media buys. Goffe described today’s marketing environment as one that demands not only creativity but also robust data-driven strategies. The evolving nature of consumer interaction calls for a harmonious orchestration of messages across diverse channels. This constant engagement requires a reevaluation of performance metrics to focus on long-term brand-building rather than mere immediate returns.

“Conducting an orchestra” is how Goffe metaphorically describes her role, where the goal is to create meaningful connections rather than simply generating surface-level noise. This perspective aligns with the insights from industry experts who stress the necessity of multi-channel storytelling and personalised, interactive experiences. By fostering community engagement and prioritising quality content over quantity, brands can build loyalty and enhance user satisfaction amidst the overwhelming noise of a saturated market.

However, achieving dexterity in navigating this myriad of choices poses its own challenges. Decision fatigue can easily set in when marketers are forced to juggle an array of channels, from digital and retail to influencer and experiential marketing. Goffe highlighted that this overwhelming nature demands a firm grasp of clear objectives and measurable outcomes. The modern marketer must evaluate and adapt continuously—a sentiment supported by various studies noting that successful marketing campaigns are those that leverage data-driven insights to hone strategies in real-time.

In her role at Müller, Goffe enjoys the advantage of a long-term focus, largely freed from the pressure of short-term earnings targets typical of publicly traded companies. This unique environment has enabled the brand to invest in econometric modelling, thereby turning around a previous trend of underinvestment in brand marketing. “We had less and less brand investment over the years... But we have managed to turn that around,” she observed, underlining the case for consistent brand marketing in creating lasting brand equity.

The integration of advanced technologies, particularly artificial intelligence, is also reshaping marketing approaches. Goffe candidly admitted to feeling like “a dinosaur” in her understanding of AI, though she acknowledges its potential to transform marketing strategies. At Müller, the team is exploring generative AI for creative ideation and AI-driven tools to manage vast datasets efficiently. The aim is to extract meaningful narratives from large volumes of data, ensuring that insights guide decision-making rather than overwhelm it.

Ultimately, Goffe's reflections present a pragmatic approach to modern marketing—a balance of creativity, data analysis, and strategic foresight. She advocates for an outlook that sees brand-building as a pivotal strategy rather than a mere indulgence, with a keen awareness that every marketing decision has lasting implications on business outcomes. Her call to fellow marketers is clear: remain curious, be disciplined, and always keep a pulse on the broader business impact.

As brands navigate the complexities of a fragmented media landscape, Goffe's insights serve as a timely reminder that marketing is an art form that thrives not merely on volume, but on the quality of connections forged with audiences.

## Reference Map:

* Paragraph 1 – [[1]](https://www.thedrum.com/news/2025/05/07/make-music-with-your-marketing-not-just-noise-says-m-ller-uk-s-melissa-goffe), [[2]](https://www.adnews.com.au/opinion/omni-channel-marketing-the-key-to-thriving-in-a-fragmented-media-landscape)
* Paragraph 2 – [[1]](https://www.thedrum.com/news/2025/05/07/make-music-with-your-marketing-not-just-noise-says-m-ller-uk-s-melissa-goffe), [[2]](https://www.adnews.com.au/opinion/omni-channel-marketing-the-key-to-thriving-in-a-fragmented-media-landscape), [[7]](https://campaignme.com/the-global-social-landscape-has-been-shattered-into-many-fragmented-realities-and-brands-head-into-2023-facing-the-challenge-of-appealing-to-people-across-multiple-interests-and-realities-all-of-whic/)
* Paragraph 3 – [[1]](https://www.thedrum.com/news/2025/05/07/make-music-with-your-marketing-not-just-noise-says-m-ller-uk-s-melissa-goffe), [[3]](https://www.inma.org/blogs/value-content/post.cfm/personalisation-community-are-increasingly-important-in-fragmented-media-landscape), [[4]](https://www.socialsamosa.com/experts-speak/navigating-fragmented-media-landscape-8727182)
* Paragraph 4 – [[1]](https://www.thedrum.com/news/2025/05/07/make-music-with-your-marketing-not-just-noise-says-m-ller-uk-s-melissa-goffe), [[2]](https://www.adnews.com.au/opinion/omni-channel-marketing-the-key-to-thriving-in-a-fragmented-media-landscape), [[5]](https://www.admonsters.com/conquering-the-streaming-wars-an-advertisers-guide/)
* Paragraph 5 – [[1]](https://www.thedrum.com/news/2025/05/07/make-music-with-your-marketing-not-just-noise-says-m-ller-uk-s-melissa-goffe), [[4]](https://www.socialsamosa.com/experts-speak/navigating-fragmented-media-landscape-8727182), [[6]](https://www.sophiekayarmstrong.com/post/adapting-to-fragmented-audiences-the-three-biggest-changes-media-planners-have-made)
* Paragraph 6 – [[1]](https://www.thedrum.com/news/2025/05/07/make-music-with-your-marketing-not-just-noise-says-m-ller-uk-s-melissa-goffe), [[7]](https://campaignme.com/the-global-social-landscape-has-been-shattered-into-many-fragmented-realities-and-brands-head-into-2023-facing-the-challenge-of-appealing-to-people-across-multiple-interests-and-realities-all-of-whic/)
* Paragraph 7 – [[1]](https://www.thedrum.com/news/2025/05/07/make-music-with-your-marketing-not-just-noise-says-m-ller-uk-s-melissa-goffe), [[3]](https://www.inma.org/blogs/value-content/post.cfm/personalisation-community-are-increasingly-important-in-fragmented-media-landscape), [[6]](https://www.sophiekayarmstrong.com/post/adapting-to-fragmented-audiences-the-three-biggest-changes-media-planners-have-made)

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## Bibliography

1. <https://www.thedrum.com/news/2025/05/07/make-music-with-your-marketing-not-just-noise-says-m-ller-uk-s-melissa-goffe> - Please view link - unable to able to access data
2. <https://www.adnews.com.au/opinion/omni-channel-marketing-the-key-to-thriving-in-a-fragmented-media-landscape> - This article discusses the challenges and opportunities presented by Australia's fragmented media landscape. It emphasizes the importance of adopting an omni-channel marketing strategy that integrates various platforms, including social media, search, audio, and BVOD. The piece also highlights the need for marketers to diversify their investments, reduce reliance on dominant platforms like Google, and embrace emerging channels such as TikTok and Spotify. Additionally, it addresses the impact of tightening privacy regulations and the role of AI in optimizing marketing efforts across multiple channels.
3. <https://www.inma.org/blogs/value-content/post.cfm/personalisation-community-are-increasingly-important-in-fragmented-media-landscape> - This article explores strategies for engaging audiences in a fragmented media landscape. It emphasizes the importance of multi-channel storytelling, personalisation, interactive experiences, and community building. The piece highlights the need for media companies to adapt content to various platforms, leverage AI and machine learning for tailored recommendations, and foster a sense of community to enhance user satisfaction and loyalty. It also discusses the significance of prioritising quality over quantity to stand out amid the noise and build credibility with audiences.
4. <https://www.socialsamosa.com/experts-speak/navigating-fragmented-media-landscape-8727182> - This article provides actionable strategies for marketers to navigate the fragmented media landscape. It suggests developing a cross-platform content strategy tailored to each platform's unique features, implementing data-driven audience segmentation to enhance content personalisation, utilising programmatic advertising for optimisation, and adopting a test-and-learn approach across channels. The piece underscores the importance of staying adaptable and continuously refining marketing strategies based on performance metrics to effectively reach and engage target audiences in a complex media environment.
5. <https://www.admonsters.com/conquering-the-streaming-wars-an-advertisers-guide/> - This article offers guidance for advertisers on reaching audiences in a fragmented media landscape, particularly focusing on the integration of Connected TV (CTV) into programmatic buying platforms. It discusses the benefits of CTV in delivering highly targeted ads and the importance of using programmatic platforms and clean room data matching to optimize budgets and target the right audience. The piece also highlights the adoption of AI targeting and measurement technology to understand and find customers on relevant types of content, genres, networks, or categories.
6. <https://www.sophiekayarmstrong.com/post/adapting-to-fragmented-audiences-the-three-biggest-changes-media-planners-have-made> - This article examines the significant changes media planners have made to adapt to fragmented audiences. It discusses the shift towards integrated campaigns that leverage various channels, the use of cross-channel analytics to track and measure performance, and the tailoring of content to fit each channel's specific formats and audiences. The piece emphasizes the need for media planners to understand and navigate the complexities of audience fragmentation to effectively reach and engage consumers across multiple platforms.
7. <https://campaignme.com/the-global-social-landscape-has-been-shattered-into-many-fragmented-realities-and-brands-head-into-2023-facing-the-challenge-of-appealing-to-people-across-multiple-interests-and-realities-all-of-whic/> - This article discusses the challenges brands face in a fragmented social media landscape, emphasizing the need to appeal to diverse audiences across multiple interests and realities. It highlights the loss of predictability in the global social landscape and the emergence of new opportunities for brands to engage with consumers. The piece underscores the importance of adaptability and strategic execution in navigating the complexities of a fragmented media environment to effectively reach and connect with target audiences.