

A large, stylized orange chevron pointing to the right, serving as a background for the text.

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Christine Connor – Broadcast to Narrowcast

Video Transcript

Christine Connor –
Managing Director,
Digital Marketing,
Accenture Interactive

How do you create seamless personalised experiences?

To be able to give seamless personalised experience, it means that marketing itself has to fundamentally change. It's now at a point where data, technology and design are coming together, that is enabling branded experiences that can differentiate an organisation and I think it's the challenges for CMOS

is to understand how they move their marketing organisations from where it is today to something that is quite different, with a different set of skills that's using technology that's using data as a fundamental basis for how its engaging with customers. What characterises marketing transformation

The key themes that are characterising marketing transformation is one how do you deliver a brand experience, you know customers want to be engaged in brands and there is a value around brands on the asset sheet. But it's now not simply relying

on a large TBC to be able to do that, its how do you engage with them all the time. It needs data to be able to support that and I think there's an increasing understanding of the need to bring both on and offline data together and how you use that to engage. It's also about being present and it's always on, which again goes back to that difference between product campaigns verses you know seamless brand experiences. And lastly, I think it's about really excellent measurement and optimisation because the opportunity now is to do optimization in flight. Which means you know

more effective use of marketing spend and you know that's actually increasingly critical for marketers as the budgets get squeezed but the demands increase