



# ACCENTURE CLOUD SOLUTION DEMO

## VIDEO TRANSCRIPT

The consumer goods industry, and the way brands interact with their retailers and consumers, is about to transform.

Mobile, social and the cloud have created a new, connected experience for brand managers, account planners, trade marketing managers, store reps, sales managers and consumers.

All the silos of traditional campaign and promotion planning have been removed. So, account planners and account marketing managers finally have a shared view into objectives and market activities. Along with sales reps who have all the tools and insights they need out in the field.

Like, performance metrics. Or, which promotions are doing best. They can work with store managers to understand inventory needs and immediately place new orders, share display promotion options and even use built-in photo apps to show how these promotions will look in-store.

Promotions that can be targeted to the ideal consumer. Even alert them to their preferences, right when they walk into the store. As these promotions drive more business, everybody is up to date with real-time notifications on the latest results.

If consumers share questions or comments on these products on social media, they're captured. Giving key account managers all the research they need to plan the next product campaign.

It's a single system of engagement for sales and trade management. Brought to you by the industry's leader in consumer goods software and the world's leader in CRM on the most trusted cloud platform.

Accenture Cloud Solutions for Consumer Goods

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