



Marketing Transformation

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Video Transcript

Intro

Digital interactions with customers are increasingly complex these days. There are more and more possibilities for presentation on various communication platforms and technology tools for their service. Meanwhile, marketing budgets are stagnating or even declining. Simply put, it's becoming increasingly important to really squeeze the most out of your marketing projects.

My name is Petr Bucha and I'm with Accenture. I'll describe to you how we can transform marketing to support your business growth and relevance.

Introduction

Our Accenture Song division focuses on solving marketing issues. It is a direct descendant of the Accenture Interactive network, which has been named the world's largest digital agency network 7 years in a row by the American trade magazine Advertising Age.

Our core tool is the Marketing Transformation program, through which we identify for clients cost savings and missed opportunities influencing marketing efficiency and are able to reinvest the savings back into further growth.

This whole process consists of three parts. First, we establish the brand purpose to be

consistent with customer experience and then develop strong creative campaigns. In the second part of the Marketing Transformation program, we scale up the creative campaigns with personalized content produced for various markets, channels, and formats. And we do this faster and at lower cost than can traditional marketing agencies. Then, in the third part of the program, we deliver the produced content to customers precisely and relevantly in integrated campaigns.

Now let's take a closer look at the three parts of the Marketing Transformation program.

Brand at the center of the action

Marketers today and every day face the challenge of differentiating their brands in an increasingly fragmented and commoditized environment. Our methodology therefore puts brand purpose at the center of the action. From this ensues not only a value proposition, which means a strategy for brand growth and customer experience innovation, but also creative campaigns. To differentiate you from your competitors, these must be distinctive. That's why at Accenture we place a huge emphasis on creative output.

Over the past 5 years, we've been strengthened by nearly 40 creative firms from the fields of marketing, advertising, and digital transformation. These have always been leading agencies



in their respective markets and are now part of the Accenture Song network. A separate chapter when it comes to brand creativity development is our subsidiary agency Droga5, which has been named agency of the past decade by two different trade publications – AdWeek and Advertising Age. Droga5 will continue to operate under its own brand.

And so how do our agencies approach brand creativity development? We first define a brand purpose for clients with an action-oriented mission and values. This is followed by the development and execution of data-based campaigns. A specific example of this model is a campaign for the British Army, where the recruitment target was fulfilled by 141% after 1 month. This was achieved while reducing acquisition costs by 30%.

Another example of successful collaboration is a campaign for Kimberly-Clark, specifically for the Huggies brand of baby diapers. Here, too, we came up with an innovative brand purpose at the beginning and created for it a global brand creative platform. Its content, however, was already being created in individual markets – specifically with cultural and data relevance to customers. And this brings us to the second part of the Marketing Transformation, which is the area of creative production and execution.

Creative Production and Execution

It has sometimes been said in the past, that creative brand campaigns are not effective. The problem, however, often lay in a lack of message personalization. We therefore complement the effect of strong brand creativity with well-targeted and scaled personalization. We have more than 150 of our own creative production studios around the world under the brand name “CreativeDrive,” as well as more than 30 production hubs.

Together, they use the newest technologies, including those based upon artificial intelligence or tools and accelerators for content creation and management. As a result, we achieve cost savings of 30% or more in production across sectors. We also can accelerate the production of campaign elements by as much as 50%.

Integrated campaigns

Once we have an innovated brand purpose along with targeted and scaled creative personalization, all that’s left is to deliver everything to the market in integrated omnichannel campaigns. This requires a comprehensive alignment of internal resources, external agencies, and data in real time.

That’s why at Accenture we design, build, and operate marketing ecosystems that use technology and data to communicate with buyers in a targeted way. Efficiently and at large scale. We help marketers to adapt their own marketing teams, tools, and processes. But also to adapt the ecosystems of their agencies and partners to cut the time needed for delivering content to the market.

A specific example can be seen in an automobile brand for which we have unified campaign activities into a single digital coordination center. As a result, the brand was able to efficiently prepare more than 60,000 digital content updates, deliver over 25,000 banners, and execute more than 4,000 multichannel campaigns.

The primal goal – relevance and growth
Our marketing programs are a means to the main goal we pursue at Accenture Song – which is to deliver relevance and growth to our clients. If you're interested in how we approach the new role of marketing – be that in brand development, creative production, or integrated campaigns – we'd be happy to look at your specific needs in any of these areas.



TEASER SHORT (6s):

How is Marketing Transformation used to support business growth and relevance?

TEASER LONG (20-35 s):

It is increasingly important these days to really squeeze the most out of your marketing projects. The Marketing Transformation program can help you do just this by identifying potential savings and opportunities limiting your marketing efficiency and then reinvesting the savings into further growth. In my video, I'll tell you about the Accenture Song team's approach to Marketing Transformation.

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