



# INNOVATING WITH PURPOSE

## VIDEO TRANSCRIPT

So, when we look at what innovation mean for marketers in today's world, it's actually a very difficult and tricky balance because as we know, front-office growth driven by marketers and marketing activities tends to consume very significant portions of budget.

In most cases, of course, it's actually the largest budget outlay that most companies will be spending. And so, for that reason, trying to move these kind of individuals and these kind of departments into doing things differently, trying new things can be quite scary.

So, I think the first one has to be – sounds simple, but clearly critically important. Don't innovate for innovation's sake.

And also, I would say that in some cases, innovation can be misrepresented as a way of elevating, let's say individuals or brands rather than elevating the business and the teams. And so, innovation can be the smallest – what could come across as one of the most mundane things that could occur inside of a business, but in digital, it really can be one small straw that you can pull, and all the marbles can go.

Because it's never a straight line to business growth. It can come from the most unexpected places. So, don't get blinded by the latest creative format or the latest CGI monster leaning out of a digital board at Piccadilly Circus. It could be very, very simply that you refine one of your clickstream paths, and you can double your sales.



So, look everywhere. Innovation  
exists everywhere.

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