



Adobe



DENTSU CREATIVE

FROM CHAOS TO ORCHESTRATION:

**TRANSFORMING
THE CONTENT
SUPPLY CHAIN**

HELLO ADOBE SUMMIT!



**JAIMESON
WENNERSTRUM**

Director, Product Management - GenStudio

ADOBE



**AMY
THORNE**

Chief Future Officer

DENTSU CREATIVE

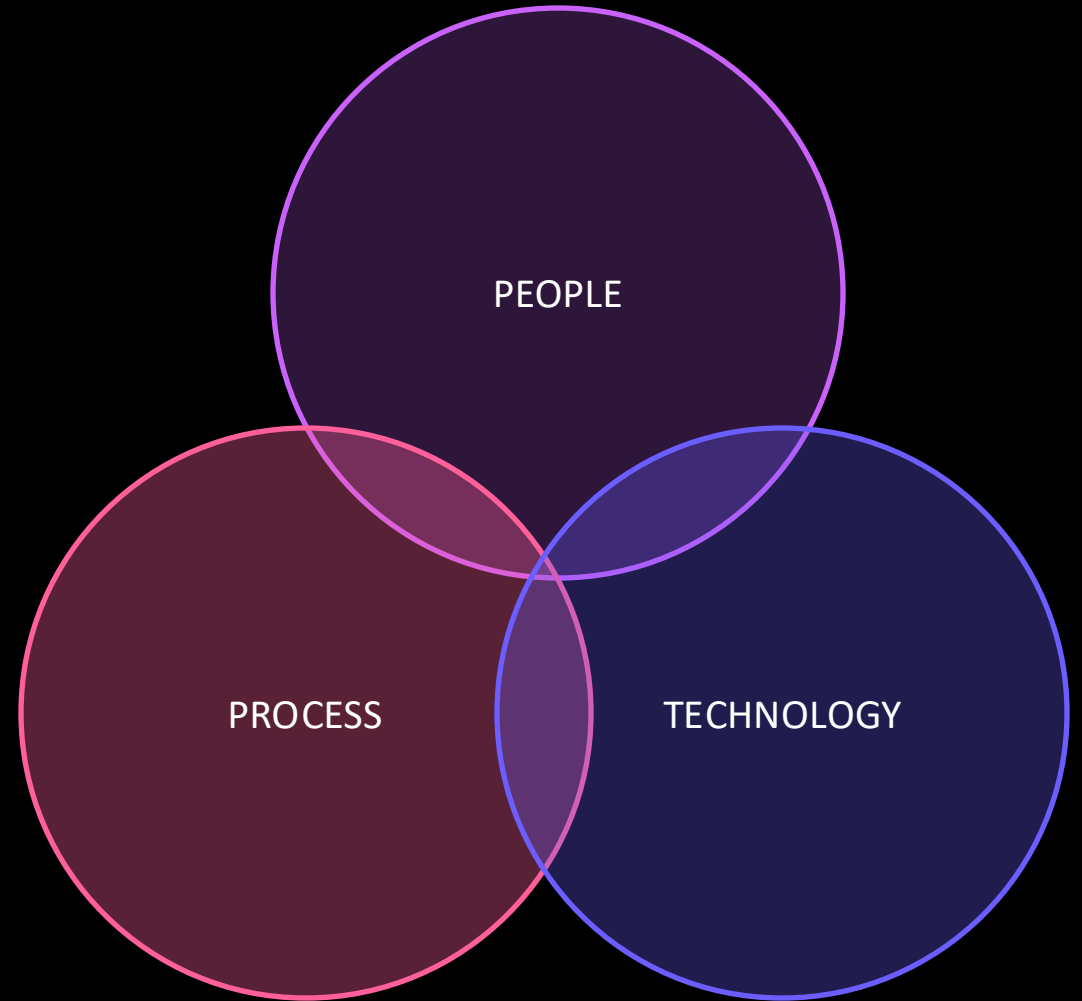


**JASON
OKE**

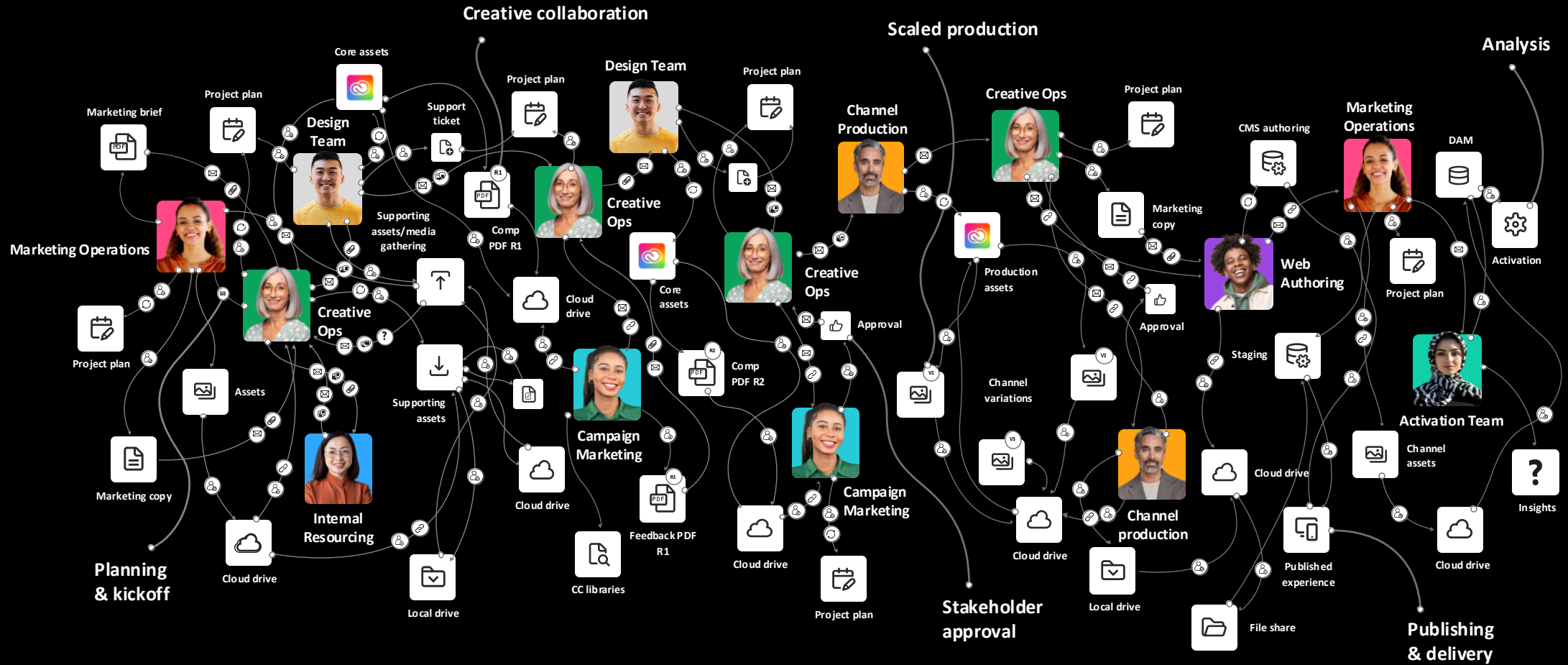
Global President, Adobe

DENTSU

CONTENT SUPPLY CHAIN IS A BUSINESS PROCESS OF ACCELERATING CONTENT VELOCITY & SCALE



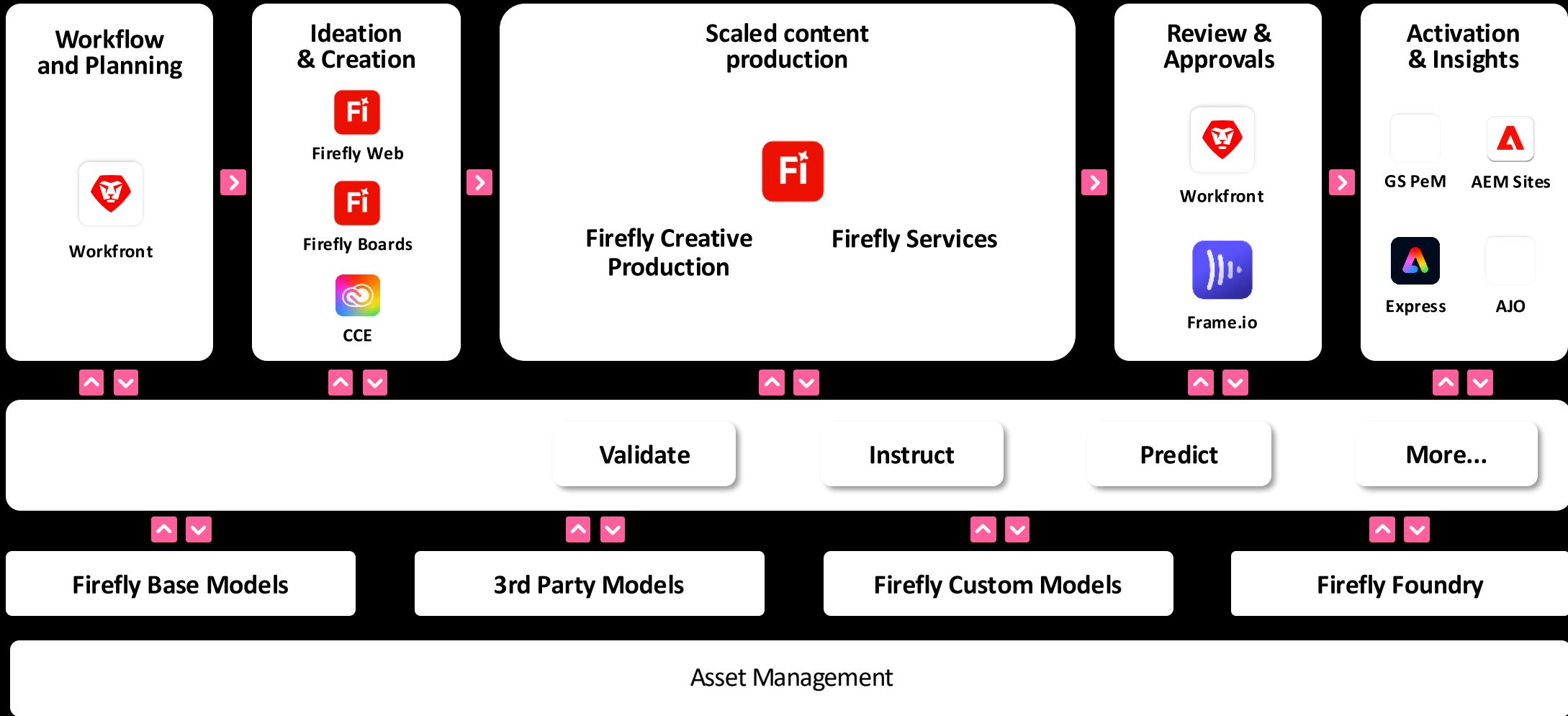
MOST ORGANIZATIONS DON'T HAVE A CONTENT SUPPLY CHAIN THAT IS READY FOR THE AI WORLD



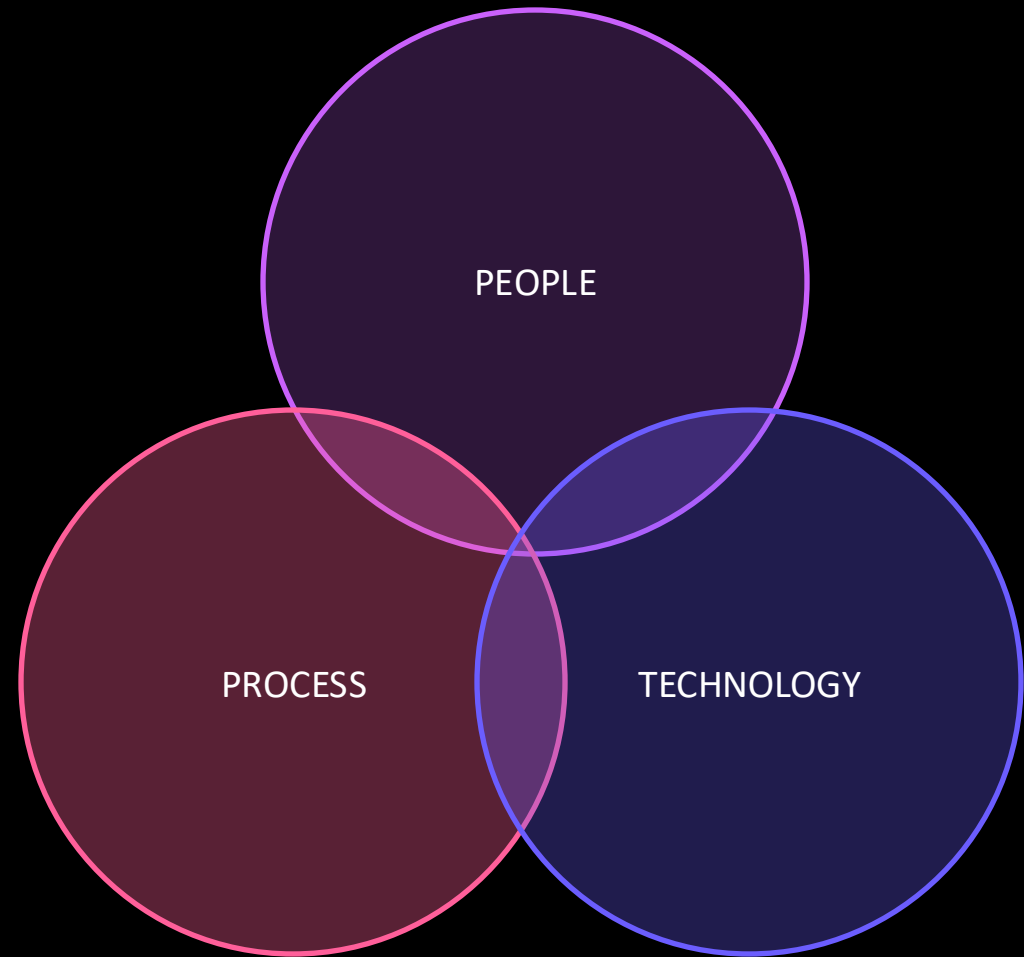
ADOBE GENSTUDIO IS ADOBE'S SOLUTION THAT

**ENABLES ORGANIZATIONS
TO SOLVE THEIR CONTENT
SUPPLY CHAIN CHALLENGES**

CONTENT SUPPLY CHAIN IN THE ERA OF AI



CONTENT SUPPLY CHAIN IS A BUSINESS PROCESS OF ACCELERATING CONTENT VELOCITY AND SCALE



All three need a coordinated change management effort to truly *transform* your content supply chain with **Adobe GenStudio**

CMO or CIO **sponsor** and
a cross-functional
champion

Establish **key use cases** with
impactful KPIs

Phased rollout to
demonstrate value and
gain traction

WHAT IS THE AVERAGE NUMBER OF CUSTOMERS THAT
HAVE ALL THREE OF THESE?

< **50%**

**ORGANIZATION READINESS AND CHANGE MANAGEMENT ARE CRITICAL TO
TRANSFORM YOUR CONTENT SUPPLY CHAIN**

**WHO IS YOUR PARTNER
TO ENSURE SUCCESS?**

**DENTSU & MERKLE
ARE AN ADOBE-DESIGNATED
PREMIER PARTNER FOR
CSC CHANGE MANAGEMENT
AND TRANSFORMATION.**

Which means they can help organizations **navigate the critical people, process, and operating model changes** required to successfully scale AI-powered content supply chains.

WHY DENTSU?

We have done this transformation before – on ourselves.

We have helped scaled enterprise clients to drive Adobe adoption, transform operating models, and turn AI-powered content strategies into real business results.

We're Adobe's lead global content agency creating marketing for (and with) Adobe's creative tools

BUT THIS IS NOT A PITCH.
THIS IS AN INVITATION.

**SO, WHAT DOES
SUCCESSFUL CHANGE
ACTUALLY LOOK LIKE?**



MARKETING MUST EVOLVE
MARKETING MUST EVOLVE
MARKETING MUST EVOLVE

IT'S NOT DIFFICULT TO MAKE MORE STUFF.

EVOLVING THE MODEL TO UNLOCK VALUE... THAT'S THE HARD PART

Fragmented systems and teams stall growth

Siloed teams lead to ineffective content

Deploying a fully connected marketing strategy is proving difficult to achieve

86%

77%

39%

Misaligned teams is the #1 barrier to modern B2B growth.

CMOs say that separating creative, media, data and production means their content isn't working as hard as it could.

CMOs say that "siloed setups and insufficient cross-functional collaboration are primary obstacles to implementation"

NOW

**MEDIA AND CREATIVE AS
DISCONNECTED COST CENTERS**

NEXT

**UNIFIED VALUE REALIZATION ENGINE
THAT CONVERTS WASTE TO WORTH**

AI IS FORCING A NEW MARKETING OS

CONNECTING THE MEDIA AND CREATIVE SUPPLY CHAINS TO DRIVE GROWTH

Hyper-relevancy that
fuels media effectiveness
and efficiency

Scale with intent because
it's not about assets, it's
about experiences

Maximize technology
investments and
accelerate value

TECHNOLOGY

ALONE

IS NOT THE
ANSWER

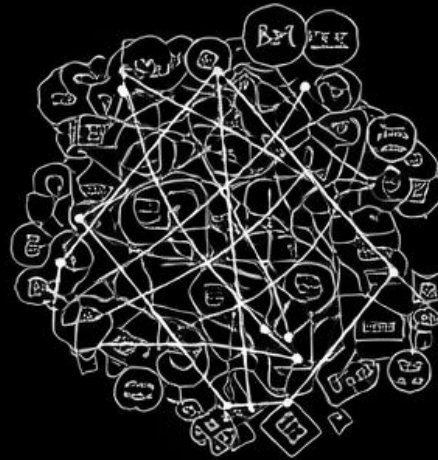
EVERY COMPANY IS AT A DIFFERENT STAGE OF CONTENT SUPPLY MATURITY

SEPARATED



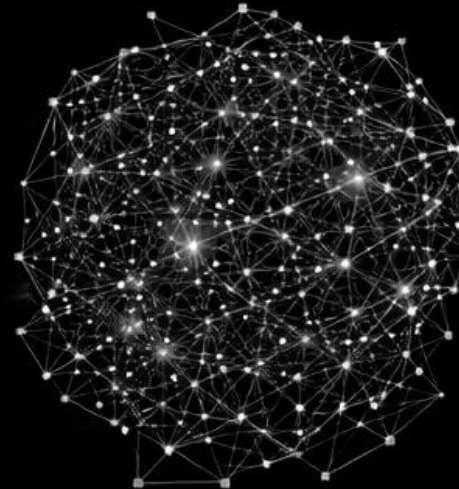
Siloed teams, manual work and reactive / chaotic approach to content. Reliance on tools like excel, email and WeTransfer to manage content.

CONSOLIDATED



Tools like Digital Asset Management (DAM) and project management may be used, but other workflows are manual and limited connections between content, experience and media teams.

INTEGRATED



Connected teams with integrated tech, working to common objectives and measuring against standardised KPIs

ORCHESTRATED



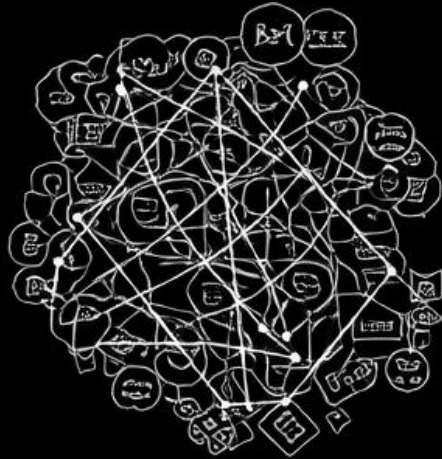
Fully connected and integrated teams across markets, powered by data, tech and intelligence, with more and more work being done by AI agents

WHERE DO YOU THINK YOU ARE?

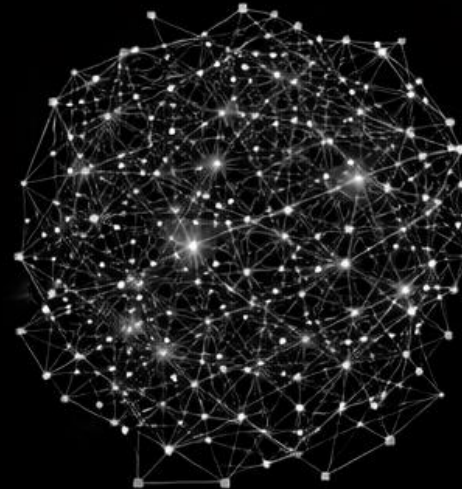
SEPARATED



CONSOLIDATED



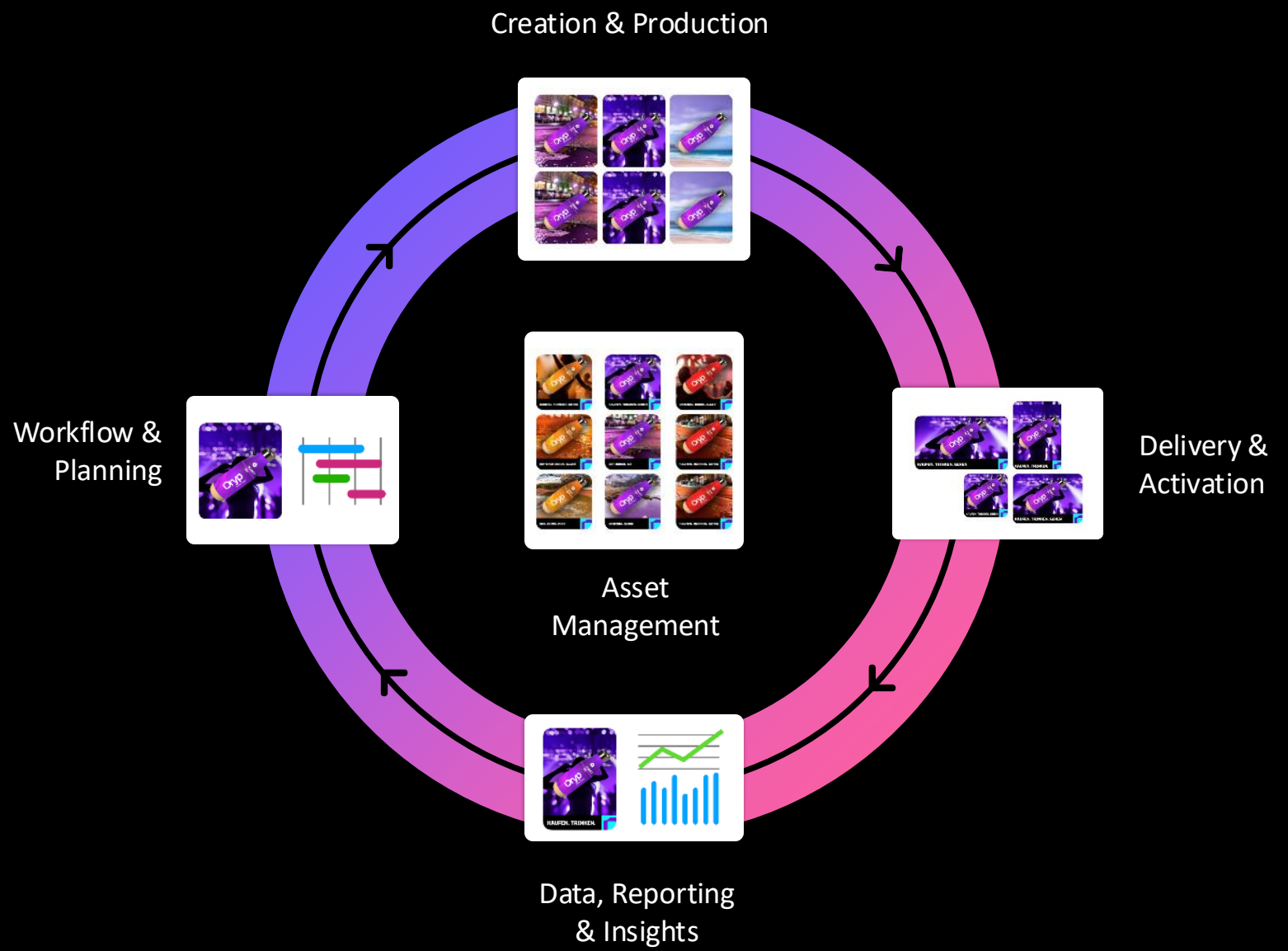
INTEGRATED



ORCHESTRATED



OUR CSC MATURITY AUDIT EVALUATES READINESS ACROSS 5 KEY AREAS



A MULTI-STEP APPROACH

1. CSC MATURITY AUDIT

A repeatable, productised service that analyses a client's current processes and setup:

- Low risk engagement that helps clients understand their current pain points
- Closed, multiple choice questions that produce an overall score and a score for each of the 5 areas
- Allows for benchmarking vs category / countries
- Enables progress tracking over time
- Sets the direction with 3 key recommendations to explore

2. CSC MATURITY WORKSHOP & ASSESSMENT

Structured stakeholder interviews and workshop session to explore the highlighted problem area(s) in more detail:

- Aligns business goals and connects them to content and tech challenges
- Deep dives build on the audit and map 'current state' in detail
- Assesses 'Organisational Readiness'
- Agrees on 'Desired state'
- Aligns on how to track progress and how success will be measured

3. CSC MATURITY ROADMAP

A plan to take the business forward with key milestones and actions:

- A 12 months calendar of activities with clear actions and owners
- Dates for progress reports and agreement on evaluation criteria

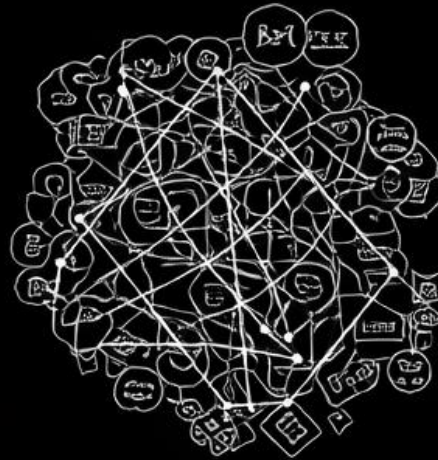
SCORES ACROSS 50 DIMENSIONS GIVES AN OVERALL MATURITY SCORE.

SEPARATED



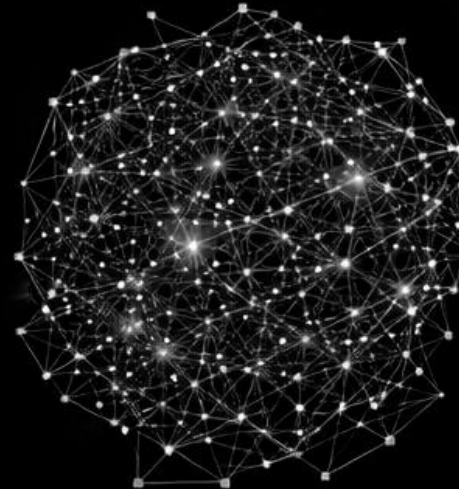
1.0 - 1.9

CONSOLIDATED



2.0 - 2.9

INTEGRATED



3.0 - 3.9

ORCHESTRATED



4.0 - 4.9



LARGE BANK:

BIGGEST GAP IN PERFORMANCE MEASUREMENT

CREATION & PRODUCTION	3.6 / 5
WORKFLOW & PLANNING	2.9 / 5
ASSET MANAGEMENT	3.1 / 5
DELIVERY & ACTIVATION	3.9 / 5
DATA REPORTING & INSIGHTS	2.3 / 5



UK GROCERY:

BIGGEST GAP IN ASSET MANAGEMENT & RE-USE

CREATION & PRODUCTION	3.4 / 5
WORKFLOW & PLANNING	2.8 / 5
ASSET MANAGEMENT	2.1 / 5
DELIVERY & ACTIVATION	3.1 / 5
DATA REPORTING & INSIGHTS	2.4 / 5

LUMEN

OVERVIEW

Lumen is a global communications services provider that ignites business growth by connecting people, data, and apps.

Like all B2B organizations, they are facing stiffer competition for deals and growing expectations from buyers. It was time to evolve their traditional network service model.

THE CHALLENGE

To become a modern B2B tech solutions partner, Lumen needed to connect their marketing, workflows, and data to support personalization. Several challenges stood in their way:

- **Disjointed customer data** led to inconsistent messaging.
- **Manual content workflows** slowed down campaigns and marketing execution.
- **Disconnected technology** prevented real-time personalization.
- **Customer journey blind spots** hindered meaningful engagement.
- **Channel-based marketing** prevented journey-tailored content delivery.

THE APPROACH

Dentsu/Merkle developed a comprehensive digital transformation strategy spanning data modernization, content supply chain optimization, and technology architecture alignment.

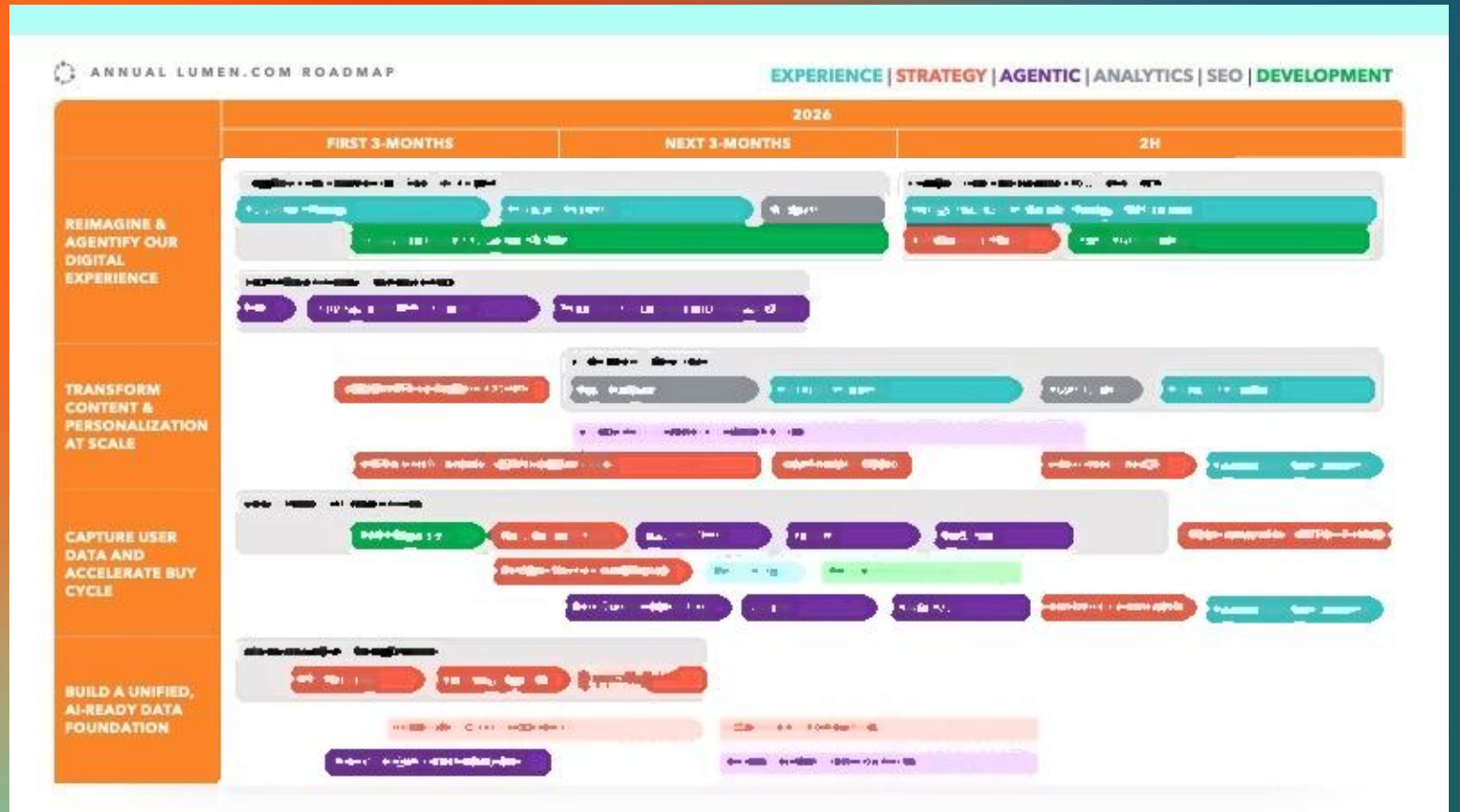
THE TEAM DELIVERED:

- **A Tech Strategy Roadmap:**
 - An end-to-end architecture map that joined together and integrated Lumen's technology systems for greater ROI and enhanced customer engagement.
- **A Content Strategy Assessment:**
 - Streamlined content processes through Adobe GenStudio to get on-brand content variations and campaigns into market faster.
- **A Data Strategy Assessment:**
 - An enterprise data strategy that unlocked advanced segmentation and personalized journey orchestration.
 - Integrated CX planning to help turn Lumen's data into personalized, journey-based customer experiences.
 - Unified measurement frameworks to support real-time campaign optimization and data-driven adjustments that directly improve revenue and customer satisfaction.

THE OUTCOME

With the right strategies, data integration, and implementation support, Lumen now has a clear pathway for advanced personalization and industry leadership.

They're delivering the seamless, modern experiences B2B buyers now expect, with a solid foundation to continue to innovate for B2B needs of the future.



64%
REDUCTION IN CONTENT CREATION TIME

3X FASTER
TIME TO MARKET FOR CAMPAIGNS

100+
DISTINCT CAMPAIGN VARIATIONS

NEW MODELS
DEMAND
NEW MINDSETS

**IT WON'T BECOME
REAL WITHOUT
REAL COMMITMENT**

+

REAL INVESTMENT

TAKING OUR OWN MEDICINE

PROJECT 007

DENTSU CREATIVE'S TRANSFORMATION PROGRAM TO ACCELERATE AI-ENABLED CREATIVITY AND OPERATIONALIZE A UNIFIED, SCALABLE CONTENT SUPPLY CHAIN THROUGH GENSTUDIO DENTSU+

- **Strategic modernization** of our OS
- **Scaling transformative creativity** through tech enablers
- **Reduce fragmentation + friction** across tools, teams, and workflows.
- **Revolutionize our agency model**, shifting to hybrid human + AI systems to deliver better, more personalized and adaptable content
- **Manage the convergence** of change across the organization

OPERATIONALIZING THE FUTURE VISION

**UNIFIED OPERATING SYSTEM:
CREATIVE + MEDIA + EXPERIENCE**

COMMERCIALS

TECHNOLOGY

**CROSS-
FUNCTIONAL
COLLABORATION**

**OPERATIONS
+ HR**

TALENT

TECH VALUE REALIZATION

SKILLSETS & MINDSETS OF TOMORROW'S TALENT

01

ADAPTIVE BY DESIGN

Shifts across roles fluidly + thrives in ambiguity

02

HYBRID THINKERS

Moves between concept, insight, and optimization blending creativity, strategy, and execution.

03

AGENT-ENABLED COLLABORATORS

Works with AI as creative partner by delegating repeatable tasks to spend energy on high-value craft.

04

DATA-LITERATE CREATORS

Uses signals and performance data to sharpen storytelling by translating complexity into clarity.

05

RESILIENT & FUTURE-ORIENTED

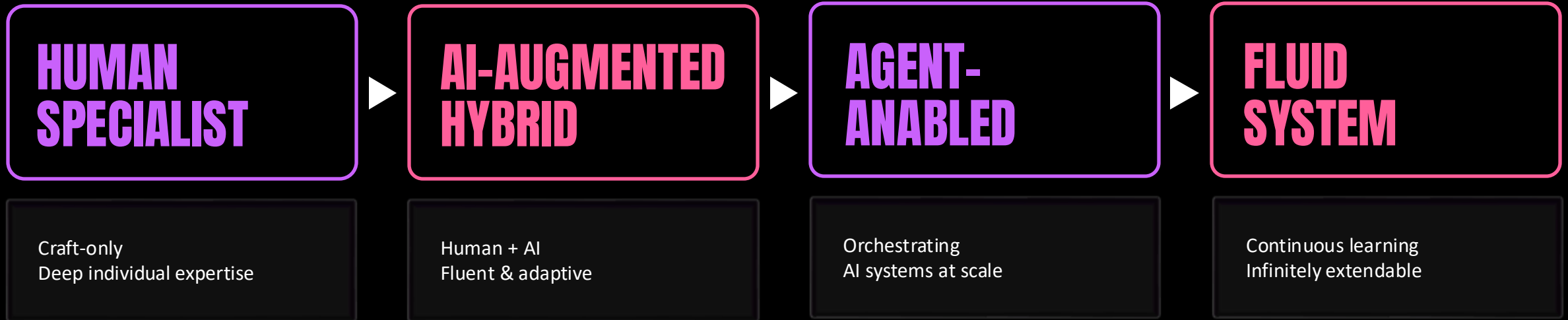
Continuously learning, unlearning, relearning and anchoring in human creativity while extending it.

05

SYSTEMS THINKERS

Moves beyond linear workflows to see patterns across disciplines, platforms, and signals.

FROM SPECIALISTS TO FLUID SYSTEM ENABLERS



SHIFTING THE AGENCY CONVERSATION FROM PRICING LABOR TO VALUE OF IMPACT

Fixed-fee value models help marketers and agencies spend less time discussing resource allocation and **more time focusing on achieving marketing objectives.**

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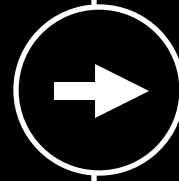
TITLES & HOURS

- Focus on effort required
- Incentivizes hours worked over value delivered
- Source of negotiation friction & delays
- Stumbling block to tech adoption
- Unpredictability of potentially variable pricing

TO:

OBJECTIVES ALIGNMENT & ACCOUNTABILITY

- Focus on value of impact
- Incentivizes labor efficiency and effectiveness of tech integration
- Enables agencies to resource the right talent at the right time for optimal results
- Prioritizes performance accountability
- Ease of budget planning with fixed-fee



WHAT A SMARTER, FULLY CONNECTED MODEL CAN DELIVER BACK TO YOUR BUSINESS

INTEGRATED EFFECTIVENESS

Connected media, data, and content improve ROI and performance across every stage of the funnel.

REVENUE ACCELERATION

Accelerate deal cycles, deepen engagement, and unlock measurable growth.

TEAM SATISFACTION

Allowing creativity to thrive again by removing friction from traditional marketing systems.

VALUE-BASED RELATIONSHIPS

Prioritized top talent, effective tech integration, outcome accountability, with predictable pricing.

▲ **15%**

lift in campaign performance

▲ **PIPELINE**

velocity and brand engagement

▲ **HUMAN+AI**

satisfaction vs productivity as an indicator of value

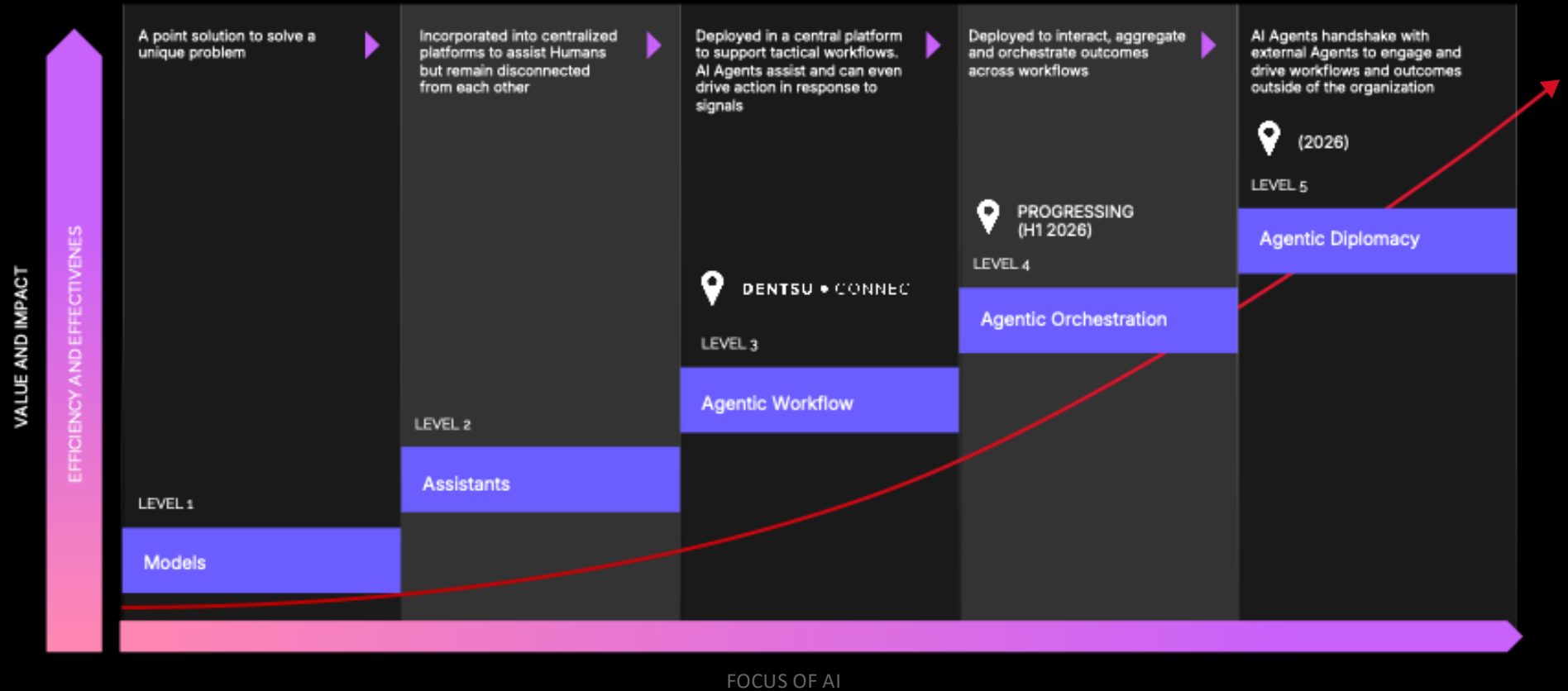
▲ **IMPACT**

measurable and repeatable

DON'T JUST FOCUS ON EFFICIENCY KPIS.

BEYOND EFFICIENCY, BUILD FOR EXCEPTIONAL

Most AI is built for efficiency, but real value comes from driving **outcomes**, enabling **autonomy**, and achieving true **effectiveness**. We are building globally scaled, adaptive agents designed to unlock next-level performance.



YOU CAN'T CUT YOUR WAY TO GROWTH.

**THE COMPANIES WHO RETHINK WHAT WORK
LOOKS LIKE IN AN ERA OF AI & AUTOMATION
WILL HAVE A HUGE HEAD START ON
WINNING THE FUTURE.**



IF ANY OF THESE ARE YOUR REALITY... WE SHOULD TALK

01.

**MANDATES TO SQUEEZE
MORE VALUE FROM EVERY
LINE ITEM WITHOUT
SACRIFICING GROWTH**

02.

**CONTENT THAT DOES
MORE WITH LESS:
BUDGET, PEOPLE,
TIME, ATTENTION**

03.

**TECHNOLOGY
ACCELERATING
FASTER THAN YOUR
OPERATING SYSTEM**

Website: www.310...
Phone: 01234 5678901234
Address: 123 Main St, London, UK



Hard things are hard

MARKETING MUST EVOLVE
MARKETING MUST EVOLVE
MARKETING MUST EVOLVE



Q&A



MARKETING MUST EVOLVE
MARKETING MUST EVOLVE
MARKETING MUST

THANK YOU

MARKETING MUST EVOLVE
MARKETING MUST EVOLVE
MARKETING MUST EVOLVE

