

INNOVATING TO IMPACT

dentsu

# RIDING A CONTENT SUPPLY CHAIN WAVE

FROM GETTING STARTED  
TO BEST PRACTICES

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**This is a pivotal  
moment in time.**





82%



**The modern  
marketing playing  
field must include  
experiences.**



**And content plays  
a major role in  
creating the best  
experiences.**







Speed  
Efficiency  
High Quality



A close-up photograph of a pink flower bud, possibly a gerbera, with many tightly packed petals. The bud is centered in the background, surrounded by large, dark green leaves. The overall image has a dark, moody aesthetic with a semi-transparent dark overlay.

Unified  
Centralized  
Standardized





# People Process Platform



# 75%



# Unpacking Content Supply Chain



**Let's say you're a global camping equipment brand, with 5 products...**



# How much content do you need to effectively market your business?



600,000  
assets



And at this point, **most brands**  
face one of two problems...

THEY TRY  
TO MAKE

**600k**

ASSETS

- !! It's hugely expensive
- !! It breaks their org & systems
- !! It slows their speed to market

THEY REUSE THE SAME  
CREATIVE ACROSS

**10+**

CHANNELS & 50+ MARKETS

- !! Making optimization impossible
- !! Reducing consumer engagement
- !! Killing channel ROI & effectiveness

# And that's just getting the basics right.

It's before you begin dynamic content optimization, multi-variate testing, and generative variant creation.

Increasingly diverse content formats

Video

Still

3D

AR

**= Infinite, Endless, Constantly Growing Ecosystem of Content**



With **Dynamic Optimization**



Across **50** Global Markets



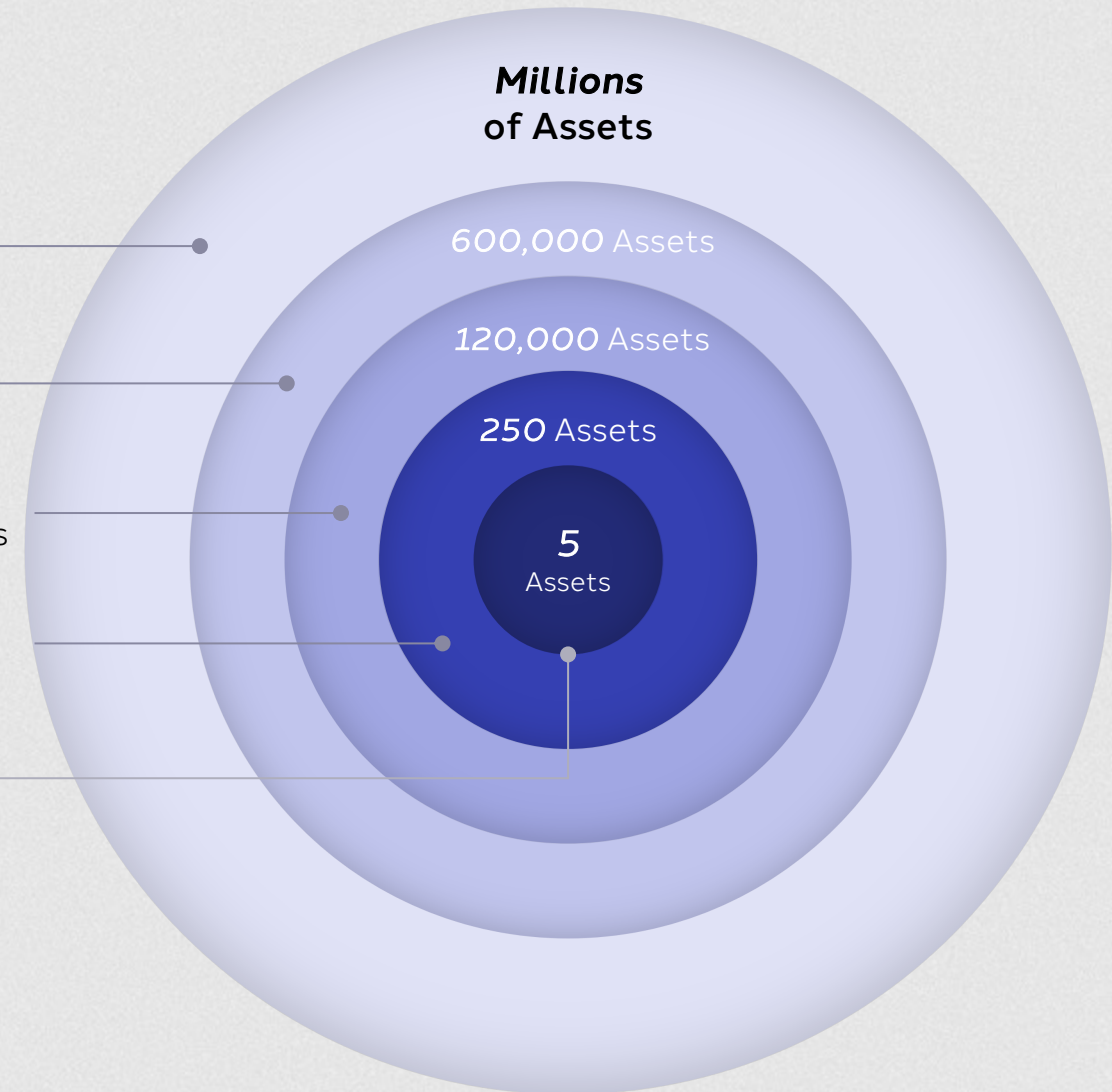
For **4** Personas, Supporting **12** Campaigns



For **10** Channels, with **5** Units Per Channel



**5** Products





# Why our clients care

## CMO



**Safely Creating AI-Accelerated Content with Intention** by creating the right content within regulatory and privacy requirements



**Controlling Costs** by reducing reliance on external agencies



**Doing More with Less/Same Budget**  
Localization and infinite variation, while staying on brand and message

## CTO



**Centralized Hub and Spoke**  
to streamline, centralize, and unify for efficiency



**Value Realization of Connected Platform** –  
making the most of your platform investments



**Content Velocity** to shorten creative and approval process; time to value



**Content Analytics and Optimization** for balancing content creation (net new vs. reuse for efficiency)



**Change, Operating Model, and Transformation Management** –rallying the enterprise around new ways of working through people, process, and technology adoption

# Why it's so hard to solve

50-70%



**The average “failure rate” of digital transformations**, with somewhere between 40-60% of projects with a custom technology element running over cost.

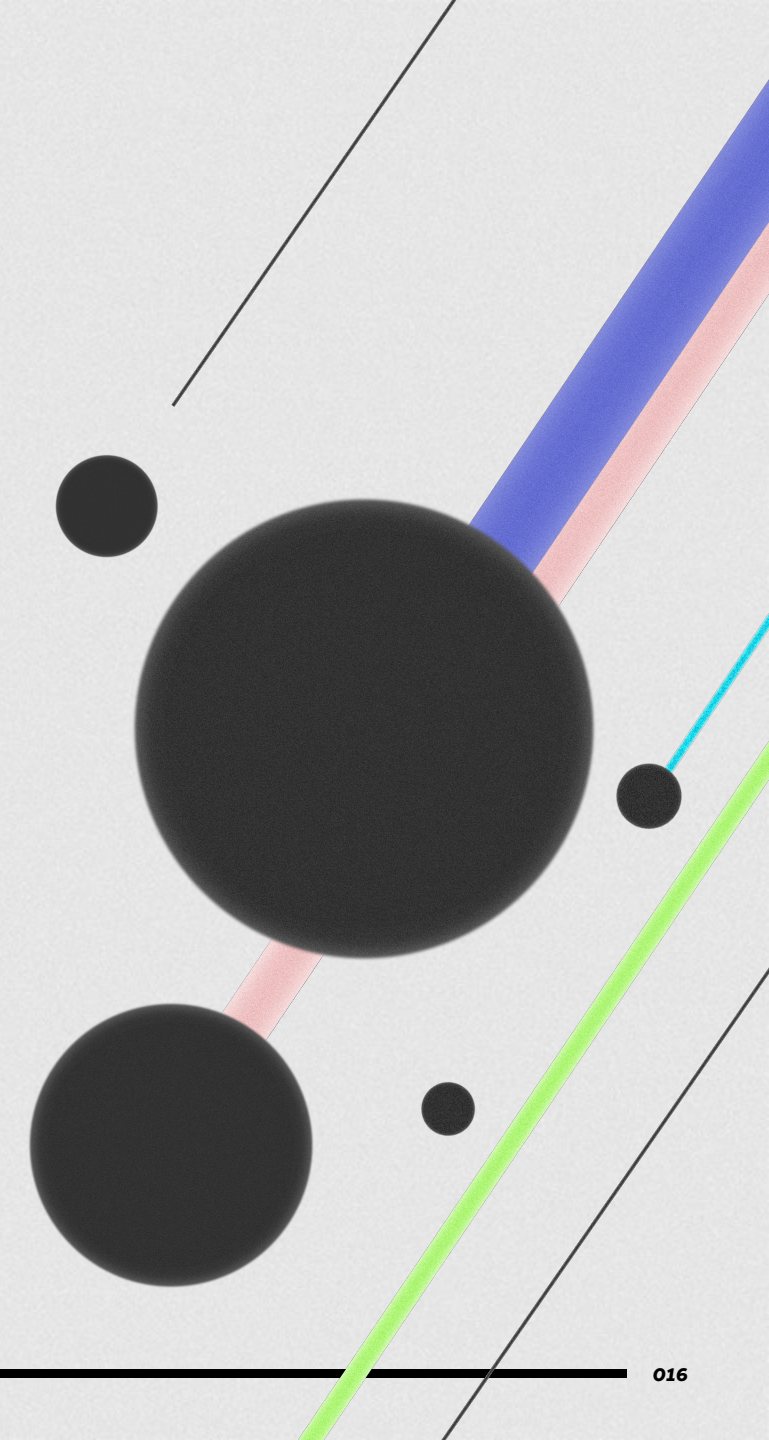
**It's about much more than technology.**

49%



The percentage of digital leaders (CDOs, CMOs, eCommerce, CTOs) who **identify “operating model” as their biggest challenge**

**It requires “whole body” change,** and organizational design and operating model are what create some of the biggest problems to be solved.





# Getting started and best practices

With advancements in technology and AI, we find ourselves at the intersection of **possibility** and **practicality**.



# Getting Started / Best Practices / Lessons Learned

## Setup for Success in the Beginning

- Transform together creating a CSC SteerCo with leaders from IT, Digital, Marketing, and Regional teams
- Conduct an objective and comprehensive maturity assessment to gauge org readiness and inform CSC roadmap
- Make space to create a standardized enterprise system of record supporting both content and experience taxonomy and metadata

## Plan to Infuse AI into your CSC

- Get your design system and brand guidelines AI-ready
- Let AI do the versioning, keep the big idea creative with the creatives
- Safely leverage AI in closed and customized platforms
- Automate experience and content tagging, and human approval of AI-generated assets

## Have a robust, proactive plan for Org. Change Management

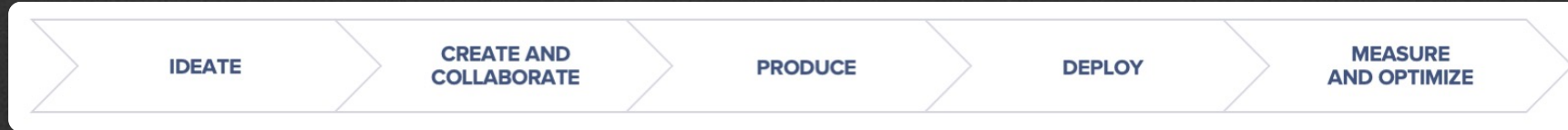
- Be thoughtful and measured when undertaking the massive lift between old and new
- Establish a cross-functional Center of Excellence to validate and harden new ways of working
- Establish change champions across COE teams
- Assign goals at all levels of the organization

## Leverage Analytics for Measurement & Optimization

- What is tagged can be measured – automate your early metadata and taxonomy investment
- Establish Performance and Efficiency KPIs
- Leverage platforms to bring data sources into a unified view
- Unlock data-driven decision making, powering rapid multivariate testing and future content iterations



# Four Common CSC Entry Points



## Asset Creation and Content Personalization:

“I can’t keep up with my content needs”

“My content can’t scale to meet the demands of our customers”

## Content Storage and Retrieval:

Your content estate is a mess, and you have great material you’ve already produced you’re not using.

## Content analytics:

Identify how to maximize what you have and demonstrate immediate value in campaigns and production.

## Process Improvement & Automation:

Identify and business case the highest value process improvements across the end-to-end flow, and implement technology and new process

# Content Supply Chain maturity model assessment framework

*process-driven, people-centric, technology-enabled*

		STRATEGY	OPERATING MODEL	TECHNOLOGY
STRATEGIC PLANNING & WORK MANAGEMENT	Aligning goals and streamlining processes for efficient content delivery	Content & Business Strategy	Unified Planning & CSC Governance	Centralized Work Management Platform & Tools
CONTENT & ASSET MANAGEMENT	Organizing and controlling content & assets	Taxonomy & Content Organization Framework	Asset Ownership & Management Policies	Digital Asset and Content Management (DAM & CMS) & Integrations
CREATION & SCALABILITY	Efficient production at scale	Composable Content Approach	Content Production & Approval Roles	AI, Automations, & Integrations
ACTIVATION & DISTRIBUTION	Delivering personalized content across channels	Audience Definition, Segmentation & Distribution Plans	Channel & Platform Workflows	Omnichannel Distribution Platforms
DATA & INSIGHTS	Leveraging data to optimize performance	KPIs & Goals	Analytics & Optimization Process	Data Intelligence & Reporting Visualizations



# Solving content challenges leads to measurable outcomes

## KEY BUSINESS OPPORTUNITY LEVERS

MAJOR

### Performance (Revenue Uplift)

Deliver increased engagement, conversion, satisfaction, & retention



MINOR

### Productivity (Efficiency)

Improve the efficiency of content operations, and improve operational metrics



## BUSINESS IMPACT (TYPICAL RESULTS)

- ↑ 3%-5% increase in revenue attributable to content
- ↑ 6%-10% increase in revenue from customer conversion
- ↑ 10%-25% time-to-revenue acceleration
- ↓ 80%-85% decreased cost per asset
- ↓ 80%-85% decreased time to publish across channels
- ↑ 35%-40% increased content re-use

# A Glimpse Into the Future...



# Today and tomorrow

## 2025

Content Supply Chain represents an opportunity for brands to develop a **competitive advantage**.

## 2030

Content Supply Chain is a **commodity**; brands large and small have access to dynamic content supply chains across a variety of tools and platforms.

### *The Client Imperative*

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#### **Top-line engagement (Content velocity):**

Rapid response to trends in behavior to increase brand agility and cultural resonance, improving growth and marketing KPIs.

#### **Bottom-line efficiency (Content at scale):**

Production to deliver more campaigns and experiences across an ever-growing estate of platforms and touchpoints.

Brands who have not operationalized a content supply chain will lose share to the competition, with higher costs and reduced effectiveness.

## Visit Booth #1135



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An abstract graphic on the left side of the image. It features several vertical lines of different colors: a thick pink line, a thin cyan line, a thick orange line, a thin cyan line, a thick blue line, and a thin orange line. There are also two black spheres: a large one on the left and a smaller one near the top center. The background is dark gray.

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