

INNOVATING TO IMPACT

dentsu

RIDING A CONTENT SUPPLY CHAIN WAVE

FROM GETTING STARTED
TO BEST PRACTICES

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A night sky with the Milky Way galaxy visible, set against a dark background with silhouettes of mountains at the bottom.

**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.**

A person wearing a brown, textured sweater is holding a tablet computer. The person's face is obscured by the text. The background is a blurred indoor setting.



Speed
Efficiency
High Quality



**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?

5 products



4 personas



12 campaigns/year



10 channels



50 global markets



...with 5 different units per channel

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



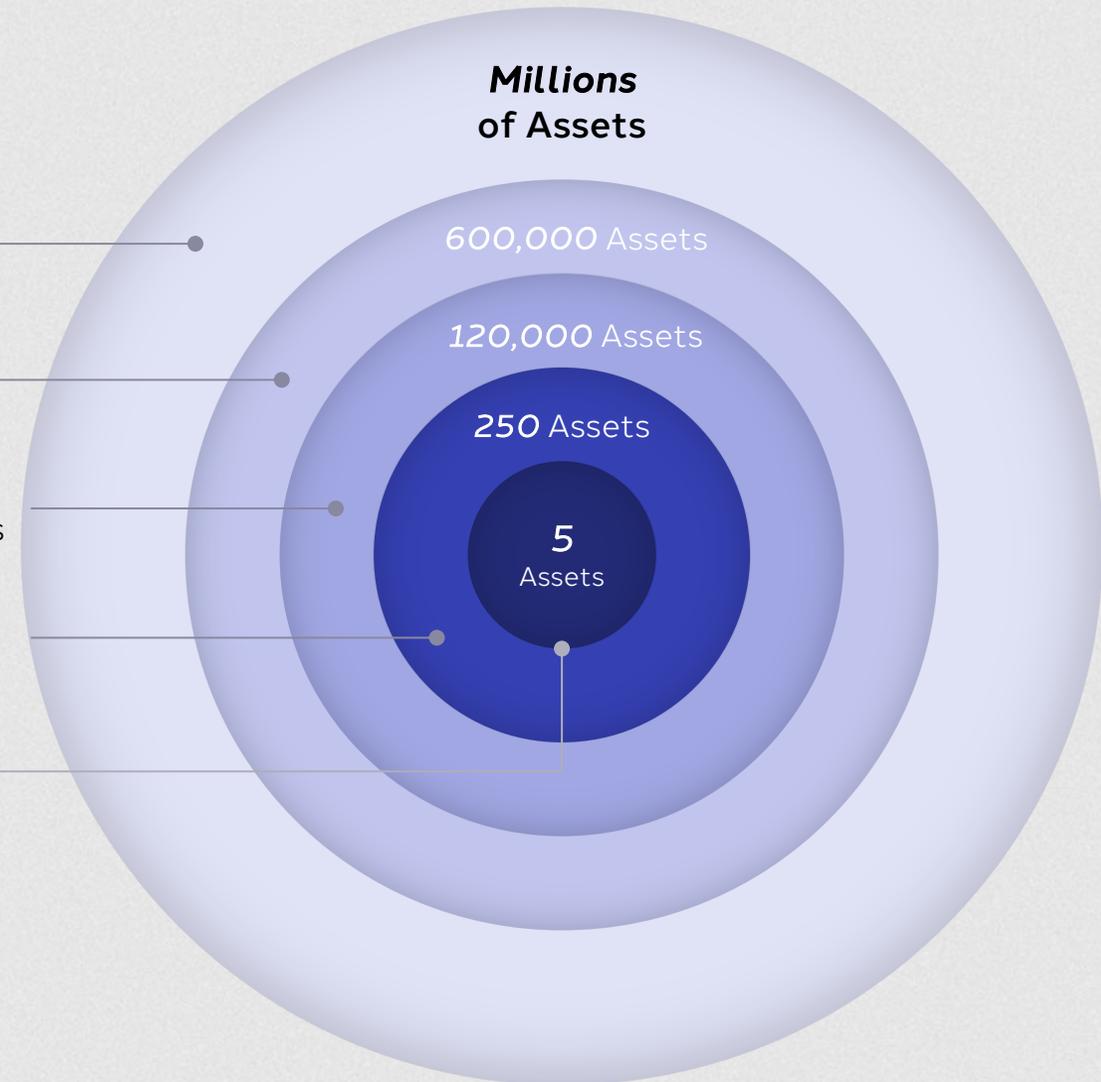
For **4** Personas, Supporting **12** Campaigns



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

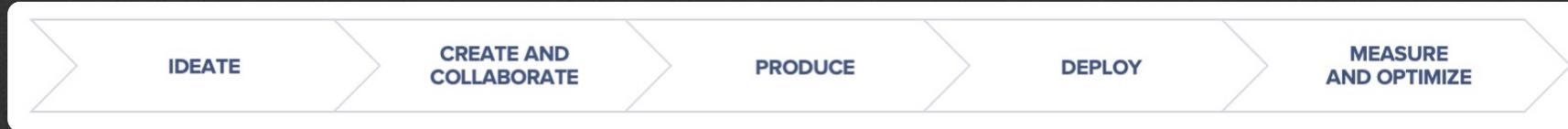
Have a robust, proactive plan for Org. Change Management

- 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**.

The Client Imperative

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.

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.

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

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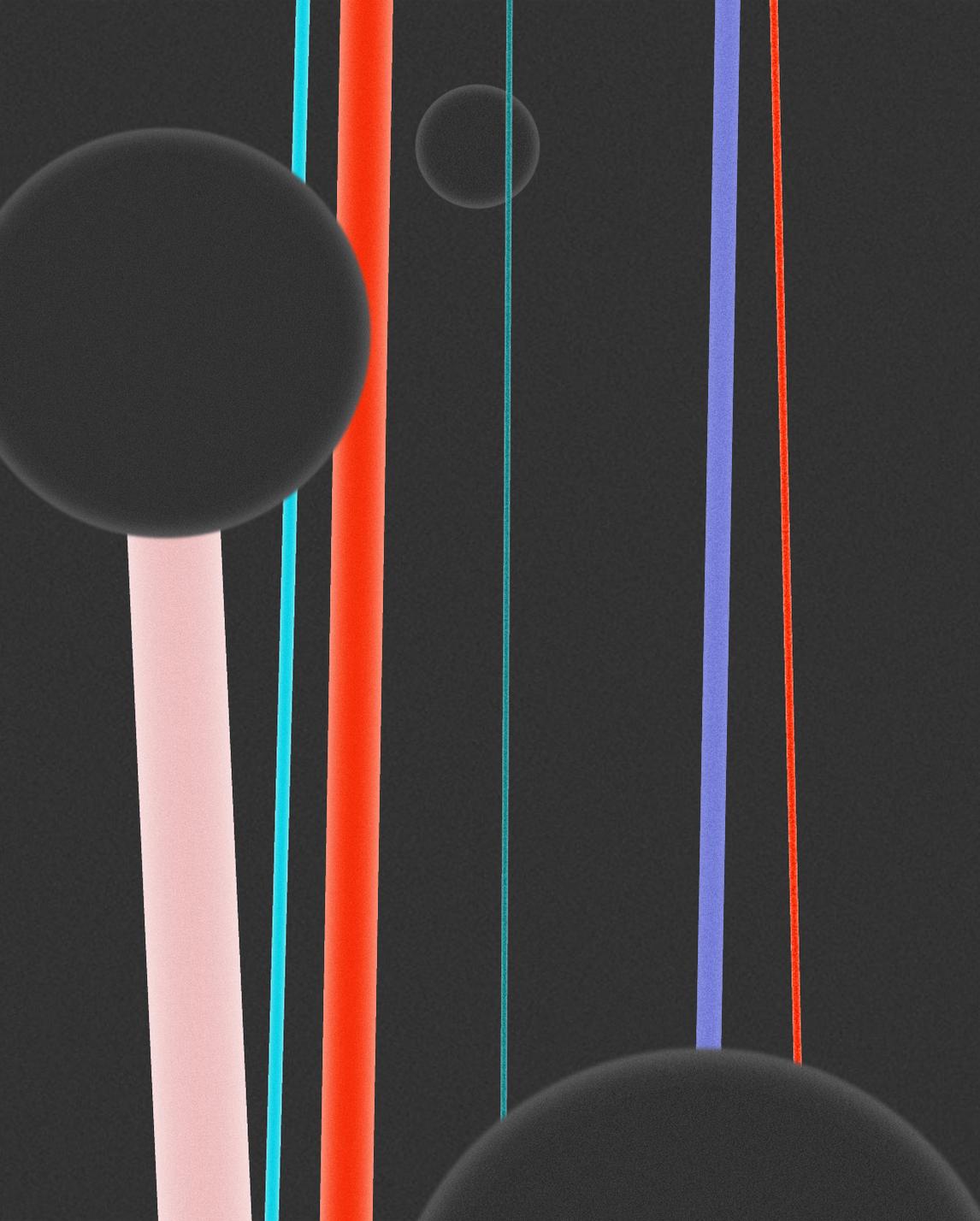


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