Capgemini

Content eXplosion

Sales Battlecard & Personas

Content eXplosion is a Connected Marketing offer from Capgemini Customer Experience

YOU. At Scale.

Business Challenges

On average, every one of us is barraged with more than 5,000 ad messages per day. The proliferation of content and channels makes it increasingly difficult for brands to battle for the attention of connected consumers.

To engage customers and impact their sales, brands now need to invest in content to address each customer with relevant and personalized content, on the right channel, at the right time.

However, mastering content management raises many challenges:

Scale: brands need to manage a huge amount of assets to adapt to the multiple channels, markets, offers, customer segments

Velocity: brands have to create and push content more quickly on the market, to meet the speed of the always on consumers

Complexity: brands need to create increasingly complex content, personalized for each customer, consistent across markets and scalable on all channels and touchpoints

Key figures to illustrate content challenges

- When launching a campaign, marketing teams need to deal with 14 different channels on average (Adobe)
- 71% of marketers say they need to create 10x as many assets to support the different channels (Adobe)
- 85% of marketers say they are under pressure to create assets and deliver campaigns more quickly (Adobe)
- 41% of customers have left brands behind because of poor personalization (Forbes, Marketing Insider Group)
- 65.8% of marketers say that producing engaging, well-designed visual content consistently is their biggest struggle (Venngage)

Our Value Proposition

Capgemini helps brands realize and maximize their content potential, enhancing brand salience, customer conversion and loyalty, through relevant and timely content.

We partner with our clients on 3 key pillars from planning to execution:

Strategy: we support brands to develop their vision, strategy and approach to win in content

Technology: we help brands build and implement the right content platform, to deliver on channels and contexts

Organization & Processes: we assist our clients to adapt their organization and processes, towards more agile, collaborative and data driven marketing ways of working, that meet the requirements of always on consumers

Our Key Partnerships (Vendors)

Enables brands to manage their content in a fluid and dynamic way, to deliver outstanding CX on every touchpoint

Allows brands to easily publish, manage and organize a wide range of content on a website

Allows end-to-end content management, and always-on personalization

Our Main References

Coty, for which we implemented a content platform to increase content management efficiency, and push engaging and personalized content, across more channels, in more formats, on demand. Our project resulted in a significant increase in teams' efficiency (+19%), reduced time to market (-20%) and increasing revenue (+23%).

Atlas Copco, which hired Capgemini to create a platform focused on delivering an outstanding content experience, to boost their lead generation across online channels. With our solution and expertise, we managed to deliver the first go live in just 3 months and strongly increased their conversion rate (+250%).

McDonald's, for which we built and deployed a new global Digital Asset Management System to increase the team's efficiency and thus be able to effectively push content, at a high speed. With 360k assets restructured, simplified UI and 200+ people trained globally, our teams enabled the company to overcome all their content management challenges.

COTY
COTY BEAUTY LANCASTER GROUP

Atlas Copco

Our Global Capabilities

Our clients can rely on our extensive network of **3,000+** marketing experts globally, especially in **3 main regions** where we have deep experience in content related projects.
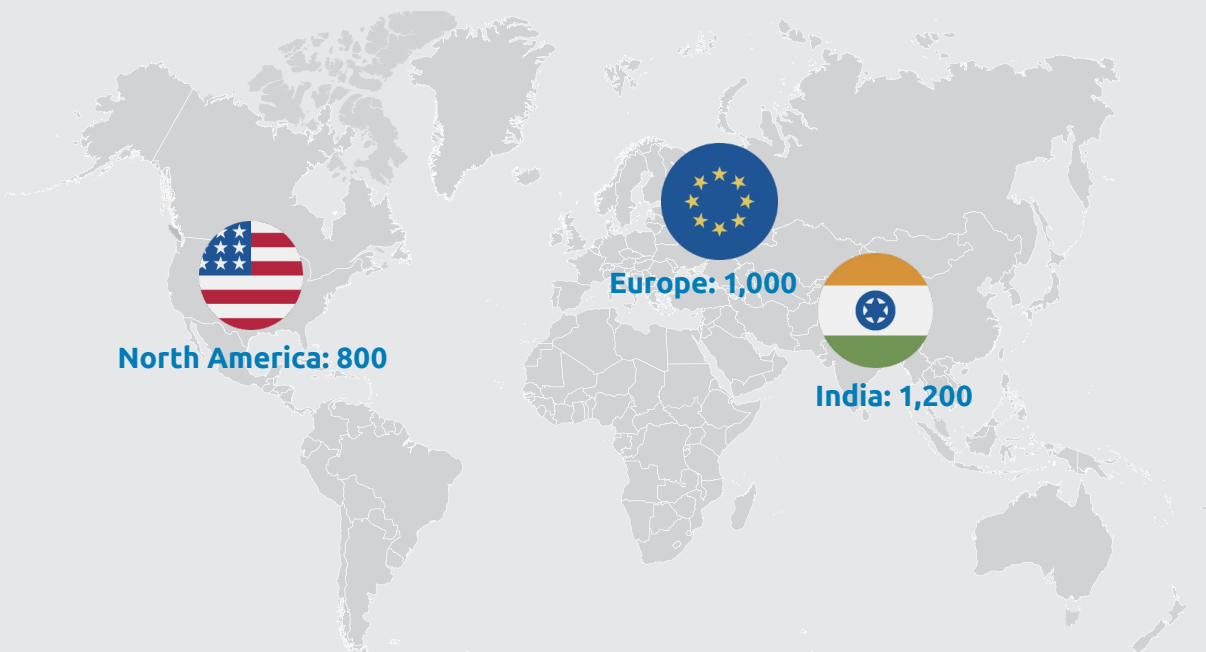
North America: 800

Europe: 1,000

India: 1,200

Conversation Starter

Content strategy

- What is your current budget allocated to content?
- On which channels and with which type of content do you engage with customers?
- To what extent do you personalize your content (segments, individuals)? Do you face difficulties in creating personalized and contextualized content?

Content management efficiency

- At what pace on average do you publish content? Do you manage to create and publish your content in an effective and efficient way?
- What is your average time to market (from creation to publishing)? Is it fast enough to meet your objectives?
- How automated is your content lifecycle and what degree is their manual re-work?
- Do you have much assets re-use?
- Does your content need to run across multiple markets? How efficient is your localisation process?

Content performance measurement

- Do you measure your content performance? What are your current main engagement KPIs (conversion rate, leads generation…)?
- Organization & processes for content management
- How are your teams and processes organized globally and locally to manage content?
- How do you set and manage benchmarks?

Content technologies

- What solutions do you use to handle your content activities (creation, management, publishing and optimization)? Does everyone use the same tool?
- Can you easily identify the sources of your difficulties regarding content (strategy/organization/technologies…)?

Targets & Markets

This Content eXplosion offer should be addressed to the following client profiles:

- Chief Marketing Officer (CMO)
- Content Manager
- Brand Manager
- Marketing technologist

Regarding our assets and experience, we should focus on the following industries as priorities:

- CPRD / Retail
- Telecom
- Automotive
- FS

Key contacts for further information

Norman Rosenberg
(Invent UK)

Stéphane Girard
(Global DCX CTO)

Fernand Khousakoun
(Adobe Leader Europe)

Jens Jacobsen
(Adobe Ninja Europe)

Jordan Fisher
(Invent UK)

Content eXplosion Persona – **CHIEF MARKETING OFFICER**

Buyer's Identity – **Chief Marketing Officer**

Overall context & challenges

External :

- Demanding customer expectations, who want personalized and relevant interactions with brands, at the right place & the right time
- Increasing volume of data, that need to be captured and analyzed to generate customer insights and enable personalization
- Increasing pressure on time to market, to deliver real-time content and follow the high pace of content produced
- Increasing number of channels to address, requiring production of many assets, in different formats

Internal :

- Increasing pressure to demonstrate ROI on every investment
- Multitude and variety of profiles to manage (data scientist, creatives,..)

Main related roles / ecosystem

- Chief Executive Officer (CEO)
- Content Manager
- Brand Manager
- Product Manager
- Customer Relationship Manager
- Chief Communication Officer (CCO)
- Chief Information Officer (CIO)
- Marketing Technologist
- Chief Digital Officer
- Creatives (internal or agencies)
- E-commerce platforms
- Local Marketing/Communication teams
- Local / Business Lines Sales Directors

Job description

The CMO is responsible for the marketing strategy definition and execution, and thus actively contributing to the company growth. He/She:

- Is in charge of corporate brand management and communication, product/service development and commercialization, and customer activation.
- Is deeply involved in strategic decisions for technology (MarTech), to deploy performing marketing solutions.
- Heavily influences or sets out the design of new organization models, to increase marketing efficiency & effectiveness.
- Can operate globally to ensure a consistent brand message is delivered across different countries & cultures.

Main KPIs: Revenue, Market share, Brand Index, ROI, Lead generation, Loyalty/Attrition, Online metrics (Owned/Earned/Paid), Product launch/development time-to-market

Pain points

- Difficult to drive efficiency in content management to shorten time to market
- Difficult to measure content performance and demonstrate content ROI
- Difficult to deal with technology topics (notably, working with CIO on marketing platform implementation)
- Lack of customer data consolidation and 360 view

Moments of truth

- Marketing and budget plan preparation
- New product/service launch orchestration, with the associated content strategy
- Technology requirements and roadmap definition
- Organizational model restructuration

Content eXplosion Persona – CHIEF MARKETING OFFICER

Buyer's Identity – Chief Marketing Officer

Conversation Starter

Content strategy

- What is your current budget allocated to content?
- On which channels and with which type of content formats do you engage customers?
- To what extent do you personalize your content? Do you face difficulties creating personalized and contextualized content?

Content management efficiency

- At what pace on average do you publish content?
- What is your average time to market, from content creation to publishing? Is your content management efficient enough to deliver on time? Which content related activities are the most time consuming?

Content performance measurement

- Do you measure your content performance? What are your main engagement KPIs?

Organization & processes for content management

- How are your teams and processes organized globally and locally to manage content?

Content technologies

- What solutions do you use to handle your content activities? Does everyone use the same solution? Do you face difficulties using the solutions or collaborating with IT teams?

About Us

Our differentiators

- End to end value proposition, from strategy to execution
- Support on the whole content value chain activities
- Strong partnerships and capabilities with main vendors: Adobe - 500+ Adobe experts globally, Drupal, Sitecore

Our job capabilities

Our clients can rely on our extensive network of 25,000+ Capgemini consultants, designers, as well as technology and data experts, including **3,000+ marketing experts**, to support clients' marketing projects from strategy to implementation

Our services

Strategy to content, Content factory design, customer & user interface development, technology solution delivery and integration, organization & change management, content management & performance measurement

Our iconic references

Implementation of a content platform to improve content management efficiency and drive customer engagement

Implementation of a marketing platform to improve online lead generation

Deployment of a new DAM System to increase content management efficiency

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COTY BEAUTY LANCASTER GROUP

Atlas Copco

Content eXplosion Persona – **CONTENT MANAGER**

Buyer's Identity – **Content Manager**

Overall context & challenges

External :

- Demanding customer expectations for relevant and personalized communication
- Increasing number of channels to address, requiring to produce many assets, in different formats
- Increasing volume of data, that need to be captured and analyzed to generate customer insights and enable personalization
- Increasing pressure on time to market, to deliver real-time content and follow the high pace of content produced

Internal :

- Increasing pressure to demonstrate ROI on content related investments

Main related roles / ecosystem

- Chief Marketing Officer (CMO)
- Chief Communication Officer (CCO)
- Brand Manager
- Digital Manager
- Local Content Managers
- Creatives (internal or agencies)
- Marketing Technologist

Job description

The Content Manager is responsible for the whole content value chain, in collaboration with the CMO and CCO. He/She:

- Is in charge of the (global) content production, orchestrates localization and activation and monitor content performance.
- Is involved in technology decisions, to provide teams with the right tools to effectively manage content.

- Ensures efficiency all along the value chain, notably by implementing the right organization and processes.
- Can operate globally and ensures guidelines, tools, processes (…) are adopted and adapted locally / by the different brands.

Main KPIs: Brand Image, Lead generation, Click through rate, Time to market, content performance (quality and visibility across channels)

Pain points

- Difficult to drive efficiency in content management to shorten time to market, including difficulty to find and implement the right tools to orchestrate content globally and with external partners
- Difficult to measure content performance

Moments of truth

- New product/service launch orchestration, with the associated content strategy
- Technology requirements and roadmap definition for content management
- Content Factory reorganization and processes transformation

Content eXplosion Persona – **CONTENT MANAGER**

Buyer's Identity – **Content Manager**

Conversation Starter

Content strategy

- What is your content creation strategy? Do you create content internally or externally?
- Where do you source content?
- On which channels and with which type of content format do you address customers? Do you face difficulties to create / manage an increasing number of assets, in many different formats?
- To what extent do you personalize your content?

Content management efficiency

- At what pace on average do you publish content?
- Is your content management efficient enough to deliver on time? Which content related activities are the most time consuming?
- How automated is your content value chain?

Content performance measurement

- Do you measure your content performance? What are your main KPIs?

Organization & processes for content management

- How are your teams and processes organized globally and locally to manage content?

Content technologies

- What solutions do you use to handle your content activities? Does everyone use the same solution?
- Do you leverage technologies (platforms, AI) to improve content management efficiency (assets automated tagging and structuration, assets re-use…)?

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Content eXplosion Persona – **BRAND MANAGER**

Buyer's Identity – **Brand Manager**

Overall context & challenges

External :

- Demanding customer expectations for relevant and personalized branding experience
- Increasing number of channels to address, requiring to create many assets in different formats

Internal :

- Increasing pressure to demonstrate ROI on branding related investment

Main related roles / ecosystem

- Chief Marketing Officer (CMO)
- Communication Manager
- Content Manager
- Digital Manager
- Creatives (internal or agencies)
- Public Relations & Legal department
- Local Marketing/Communication teams
- Marketing Technologist

Job description

The Brand Manager is responsible for the definition of a unified and consistent (global) brand strategy. He/She:

- Defines the brand positioning and determine brand narrative and visual identity.
- Manages brand communications across all channels (offline and online), while ensuring coherence with the group's media strategy.
- His team includes creatives, who design the content required for every channel and for all business lines and countries.

- Ensures its guidelines are adopted and applied consistently, according to brands'/countries' specific market conditions.
- Can operate globally and adapt locally / by the different brands.

Main KPIs: Brand Image, Brand Tone of Voice, Brand visibility (Public Relations & External communication)

Pain points

- Constantly evolving marketing plan calendar / requirements
- Difficulty to drive efficiency in content creation and meet expected time to market
- Difficulty to get local markets / all business lines apply the defined brand guidelines and ensure content consistency globally

Moments of truth

- New campaigns / launches, requiring consistent communication and content creation for a coherent brand experience

Content eXplosion Persona – **BRAND MANAGER**

Buyer's Identity – **Brand Manager**

Conversation Starter

Content strategy

- What part of your budget is dedicated to content creation and management?
- On which channels and with which type of content formats do you address customers?
- To what extent do you personalize your branding experience and associated content? Do you face difficulties creating personalized content creation and management?
- Do you create content internally or externally?

Content management efficiency

- At what pace on average do you publish content?
- Is your content creation efficient enough to deliver on time? Do you manage to adapt to marketing calendar?

- Do you manage to create consistent content across channels, business lines and countries?

Content performance measurement

- Do you measure your content performance? What are your main KPIs?

Organization & processes for content management

- How are you organized globally and locally to manage your brand identity and create your content?

Content technologies

- What solutions do you use to support your brand activation?

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Buyer's Identity – **Marketing Technologist**

Overall context & challenges

External :

- Evolving technology landscape

Internal :

- New skills required related to CX (customer journey mapping & architecture, customer data analysis…)
- Increasing pressure to demonstrate ROI on IT investment
- New approach to deliver, from a traditional ERP implementation to agility at scale

Main related roles / ecosystem

- Chief Marketing Officer (CMO)
- Content Manager
- Brand Manager
- IT Teams (global and local)
- Digital Manager
- Creatives (internal or agencies)

Job description

The Marketing Technologist is responsible for the implementation of marketing solutions. He/She:

- Manages the solutions integration, configuration and deployment within the company's existing technology landscape.
- Is an expert in Mar/Ad technologies (marketing platforms, Artificial Intelligence, IOT…) that strongly contribute to providing optimized & seamless customer experiences.

- Works closely with the CMO and/or Content Manager to understand business requirements, choose the best technology stack and thus drive the digital CX strategies.

Main KPIs: Content management efficiency/Time to Market, ROI

Pain points

- Difficult to integrate new technologies with all the company's existing systems
- Difficult to meet expected implementation deadlines
- Difficult to deploy one unique tool for all countries and brands, to ensure efficiency and consistency
- Difficult to run projects with an agile methodology

Moments of truth

- Technology selection
- Technology implementation plan preparation
- Technology deployment

Content eXplosion Persona – **MARKETING TECHNOLOGIST**

Buyer's Identity – **Marketing Technologist**

Conversation Starter

- What are your current marketing solutions to create and manage content? Do all countries and brands use the same tool? Do marketing teams face difficulties using the current solution?
- Is the content creation and management efficient enough to deliver on time? Which content related activities are the most time consuming (creation, adaptation, localization, activation…)? How automated are the content related activities thanks to technologies?
- What types of functionalities could improve marketing teams' performance when managing content?

- How do you manage new functionalities development, technological adaptations to new business requirement etc.?
- Do you find difficulties collecting and using data in order to provide personalized content to targeted customer?
- Do you have a tool to measure content performance?

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Capgemini is a global leader in consulting, digital transformation, technology and engineering services. The Group is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year+ heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. Today, it is a multicultural company of 270,000 team members in almost 50 countries. With Altran, the Group reported 2019 combined revenues of €17billion.

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