Keynote | [Automation] Bridging the Marketing Execution Gap: How Global Brands Streamline their Marketing Operations through Automation

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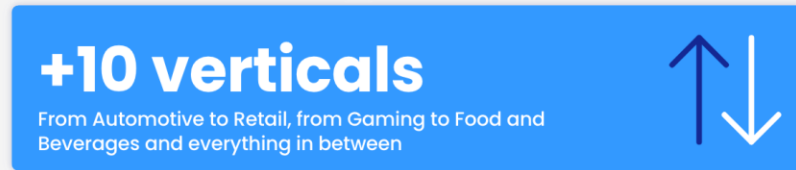
GUIDO DERKX

Founder & Chief Commercial Officer
Storyteq

Guido Derkx

**Co-Founder and
Chief Commercial Officer
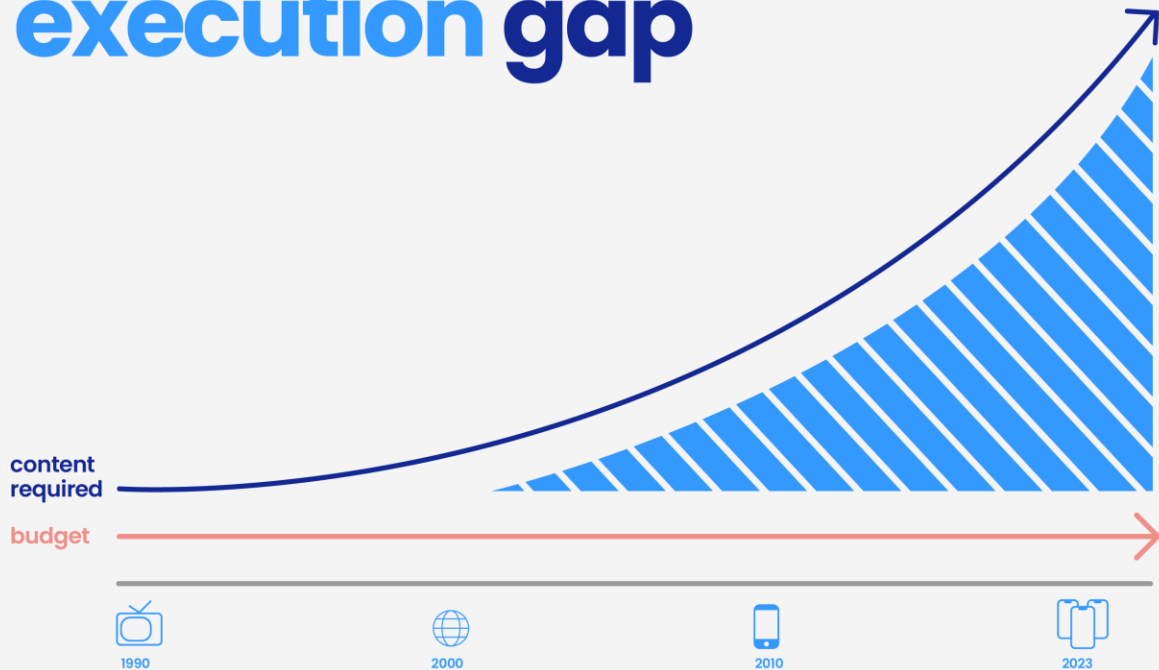@ Storyteq**

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Storyteq
since 2016

+300
global clients

Milions
of assets generated every month

+100
Countries and target markets reached

10,000
dynamic templates created so far

+10 verticals
From Automotive to Retail, from Gaming to Food and Beverages and everything in between

Millions
of euros saved in production costs

50%
time saved on average per campaign

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"Content, not data, will be the bottleneck and the lack of scalable content creation and activation processes will become the limiting factor for success"

Gartner

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The market execution gap

Localised multichannel content

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Same budgets & recourses

content required

budget

1990 2000 2010 2023

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The marketing execution gap impact

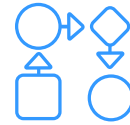Slower time time to market with sub-optimal campaigns
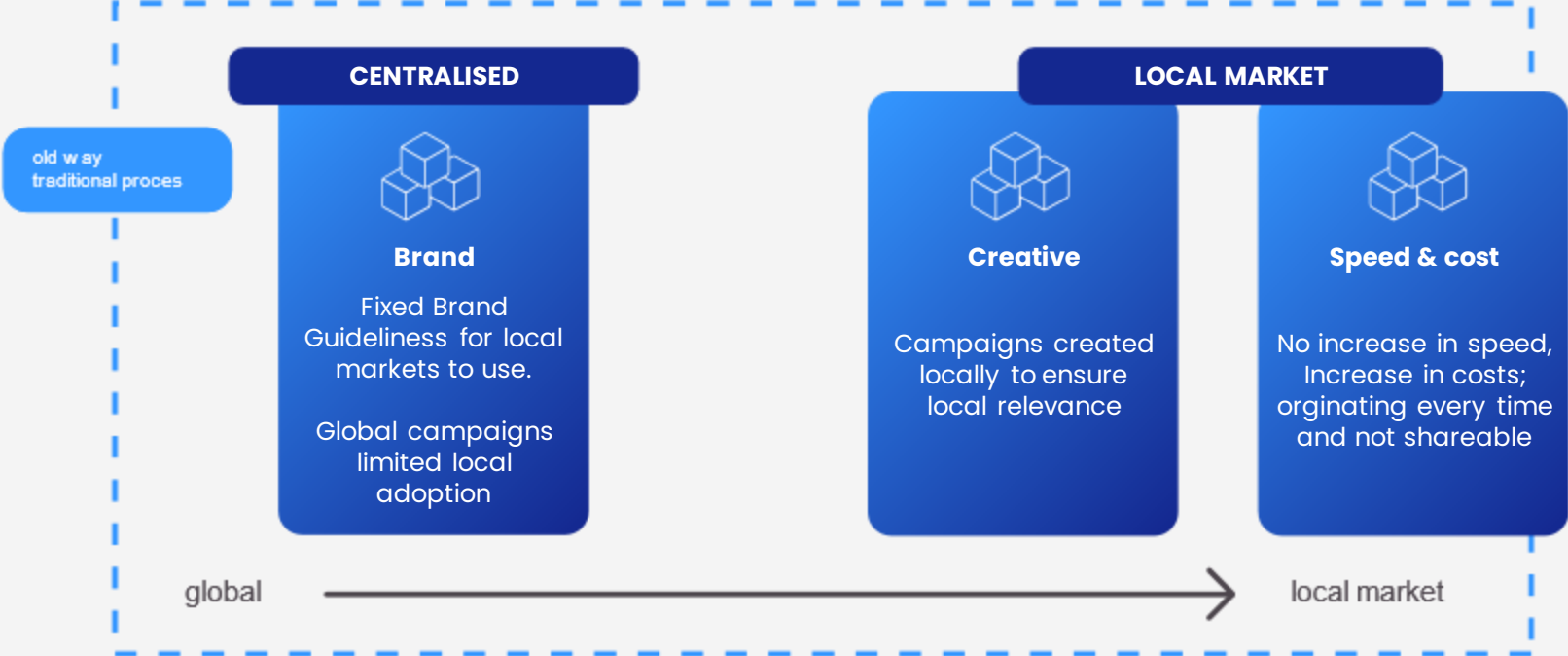
Frustrated teams, with the risk of talent leaving you

Higher costs and missed ROI

No future proof model to innovate and develop

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Production process old...

CENTRALISED

Brand

Fixed Brand Guideliness for local markets to use.

Global campaigns limited local adoption

LOCAL MARKET

Creative

Campaigns created locally to ensure local relevance

Speed & cost

No increase in speed, Increase in costs; orginating every time and not shareable

global → local market

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...and new

NEW way
automated process

CENTRALISED

LOCAL MARKET

Creative

Standardised
approach to digital
creative concepting

Brand

Fixed content
elements ensuring
cross market brand
consistency &
governance

Flexible

Dynamic content
options allow
markets to create
asset that resonate
one size fits no one

Speed & cost

Significantly reduces
local production
costs & speed to
media

global ──────────────────────────────► local market

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The problem with centralised creative campaigns is that...

One size fits no one

- ✓ Markets need to change and add elements (pack, legals, partner logos).
- ✓ Markets need assets that drive performance but centrally, we need to protect the brand and the creative concept.
- ✓ Markets need the flexibility to create assets that resonate in their markets, with their audiences.

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And then, this happened...

The **RISE** of video

$63 billion in global spend in 2021

26% increase YoY

More channels, more ad fatigue, more audience targeting and more demanding consumers are leading to an ever increasing amount of content.

Which all needs to be produced faster and more cheaply than ever before

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But, we can't just make more
because there are more platforms

The key to success is relevance.

The right message for the right audience,
in the right place at the moments that matter.

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So what's the **solution?**

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Build master assets using **automated production platforms** that allow content creation at scale

IT, DE, CH, AUS, UK, ZA, BR, TH

Modular Master Creative Assets

Powerful Master Dynamic Templates

Adaptations & Versions. Flexed content to resonate within market – consistent brand and campaign elements

Direct Integrations for distribution and DCO enablement.

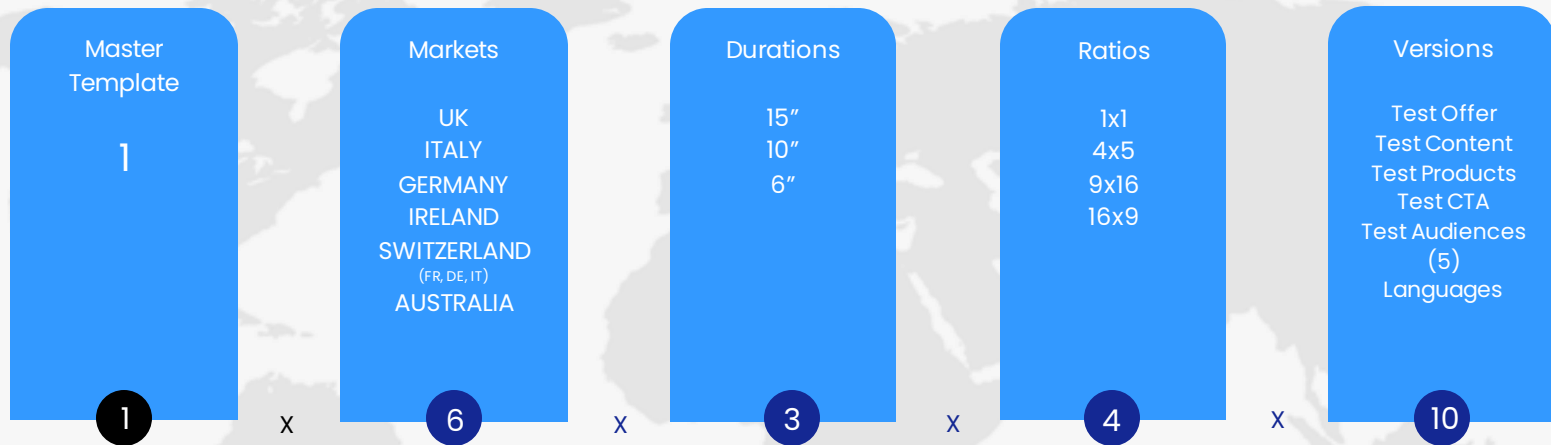One template can be reused and repurposed for multiple markets

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It's
dynamic

And relevant for all markets

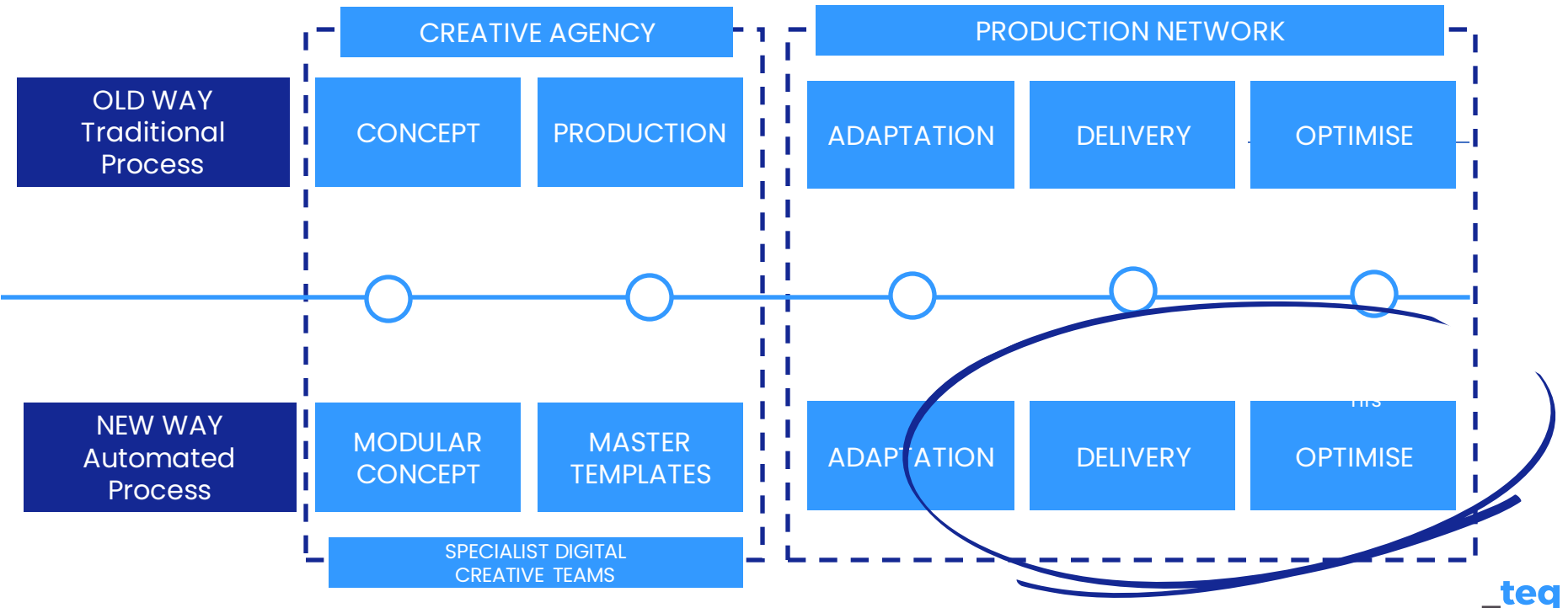# Finally, **centrally** created **masters** able to service **all markets**

Master Template		Markets		Durations		Ratios		Versions
1		UK ITALY GERMANY IRELAND SWITZERLAND (FR, DE, IT) AUSTRALIA		15" 10" 6"		1x1 4x5 9x16 16x9		Test Offer Test Content Test Products Test CTA Test Audiences (5) Languages
1	x	**6**	x	**3**	x	**4**	x	**10**

= #720

Potential # of creative assets produced for one campaign

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Limited changes to creative workflow. Huge efficiencies in adaptation production, delivery and optimisation

	CREATIVE AGENCY		PRODUCTION NETWORK		
OLD WAY Traditional Process	CONCEPT	PRODUCTION	ADAPTATION	DELIVERY	OPTIMISE
NEW WAY Automated Process	MODULAR CONCEPT	MASTER TEMPLATES	ADAPTATION	DELIVERY	OPTIMISE
	SPECIALIST DIGITAL CREATIVE TEAMS				

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Leveraging data to understand GenZ's playing field

4 moments that mattered

Music

Gaming

Looks

Moves

Multiple talent and creative supercharged by dynamic

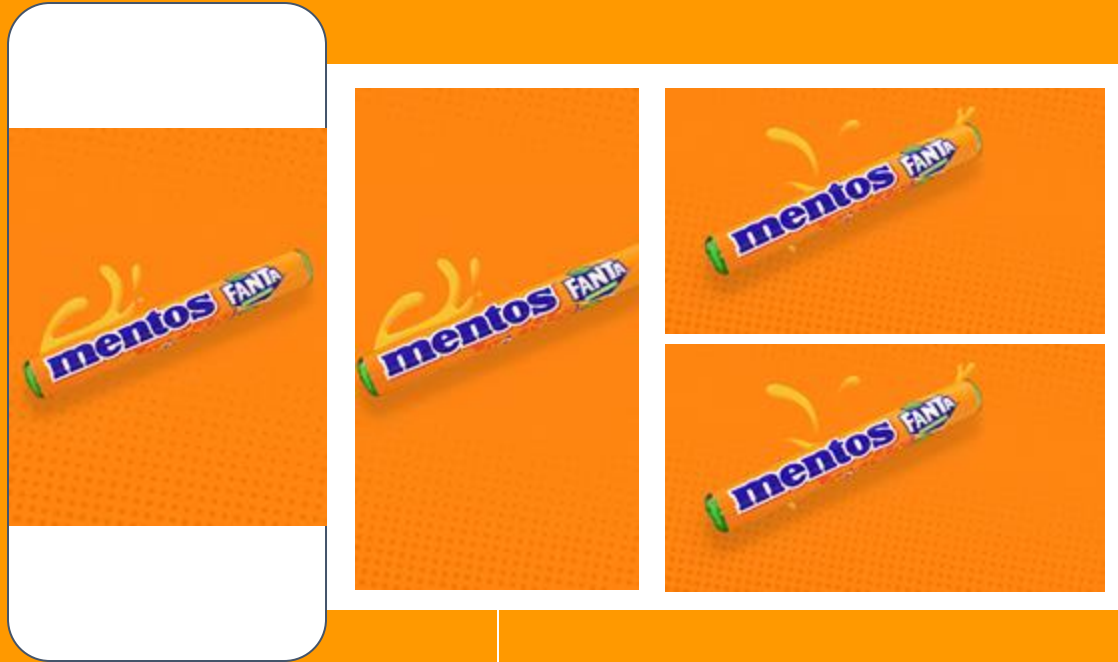# Modular localization around pack

Modular master creative approach.
Configurable by each market

→ **Modular thinking on all platforms and formats - 16x9, 9x16, 4x5, 1x1**
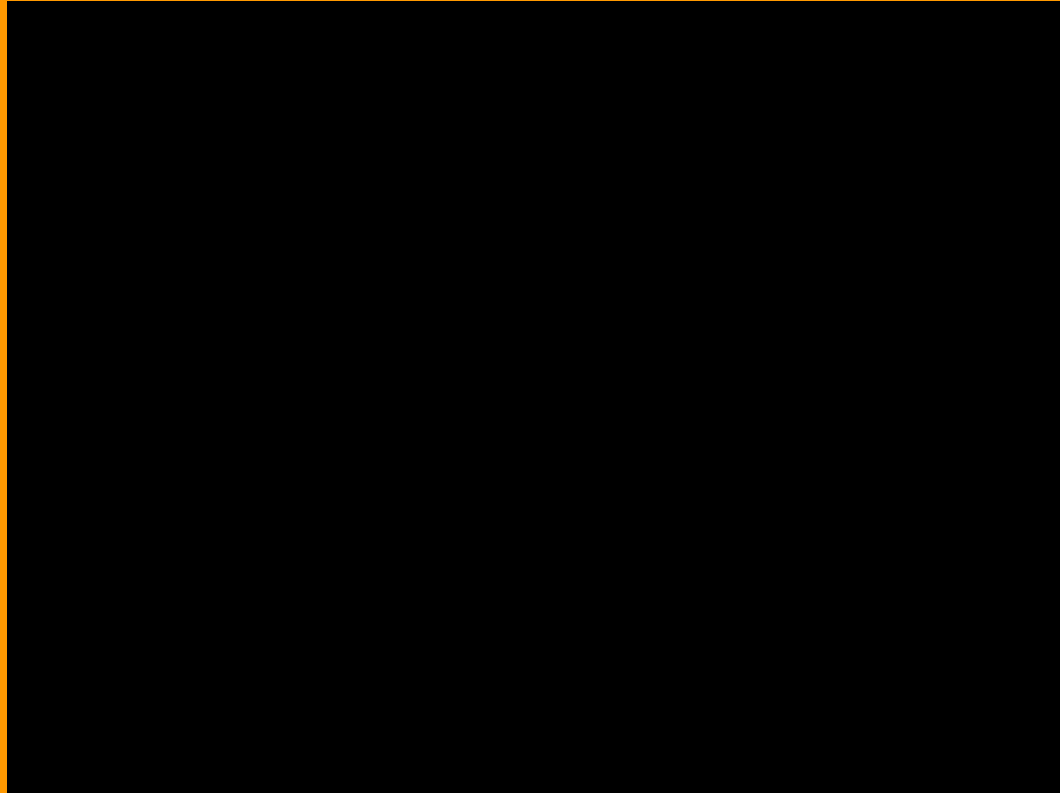
Multi-Language adaptations

Localized assets for each market

Engage on all touchpoints with different formats

Making use of Storyteq to create assets in minutes for local market versions

It's time to ask yourself: How **effectively** is your content being **created** now?

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Stronger control of your brands at global scale

Making campaign budgets go further with optimised & effective assets

Empowering local markets

Greater efficiency by reducing waste and increasing central adoption of assets

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