

## Keynote Presentation | [Personalisation]

# How AI is Helping to Personalise and Localise Campaigns Across Online and Offline Channels, for a Joined-Up Customer Experience



INDICIA  
WORLDWIDE

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Delivering the right content, at the right time  
and on the right channel is a challenge.



Many brands spoil relationships by getting  
it wrong in the eyes of their customers.\*

\* Forrester Essentials Report, Research Overview:  
Personalization, August 2021

56% of consumers say they will become repeat buyers after a personalised experience\*



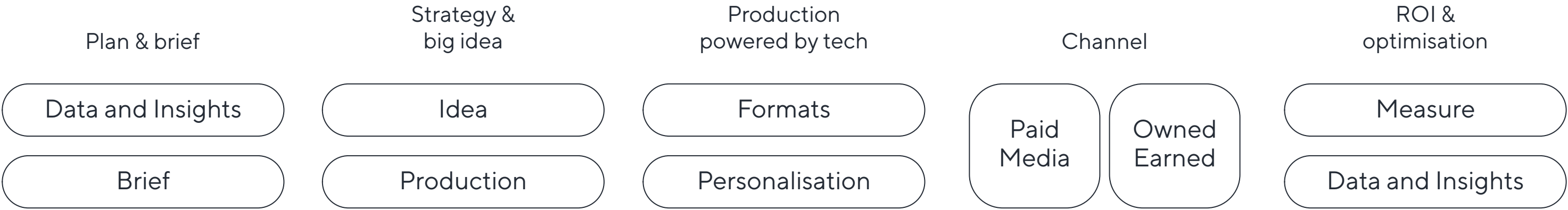
\* Twilio Segment, The State of Personalisation 2023

# The gap is compounded by segmented ways of working

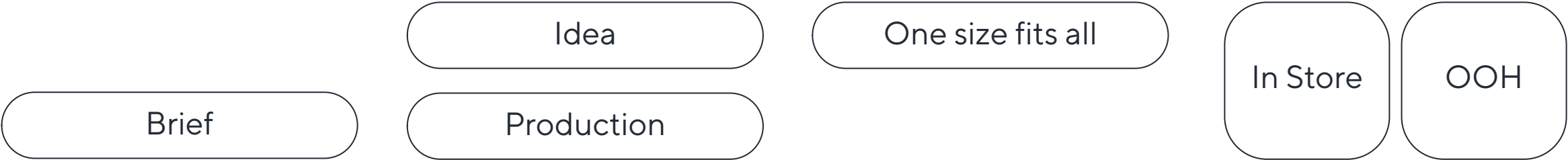
## Brand challenges

- Brand inconsistencies
- Duplication of effort
- Lack of collaboration
- Lost opportunity to learn

### ONLINE MARKETING



### OFFLINE MARKETING

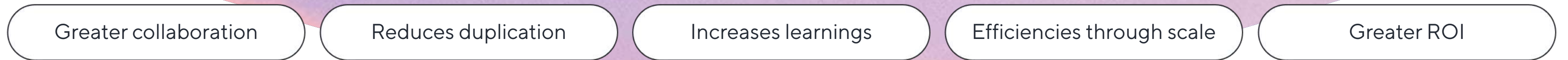


This leads to a disjointed customer experience, where many brands spoil relationships by getting it wrong in the eyes of their customers.\*

\* Forrester Essentials Report, 2021

# An integrated marketing approach leads to more holistic customer experiences

## Brand benefits



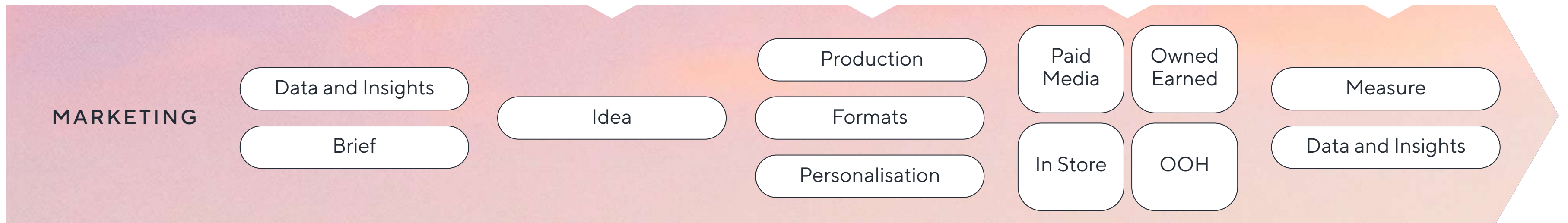
## Plan & brief

## Strategy & big idea

## Production powered by tech

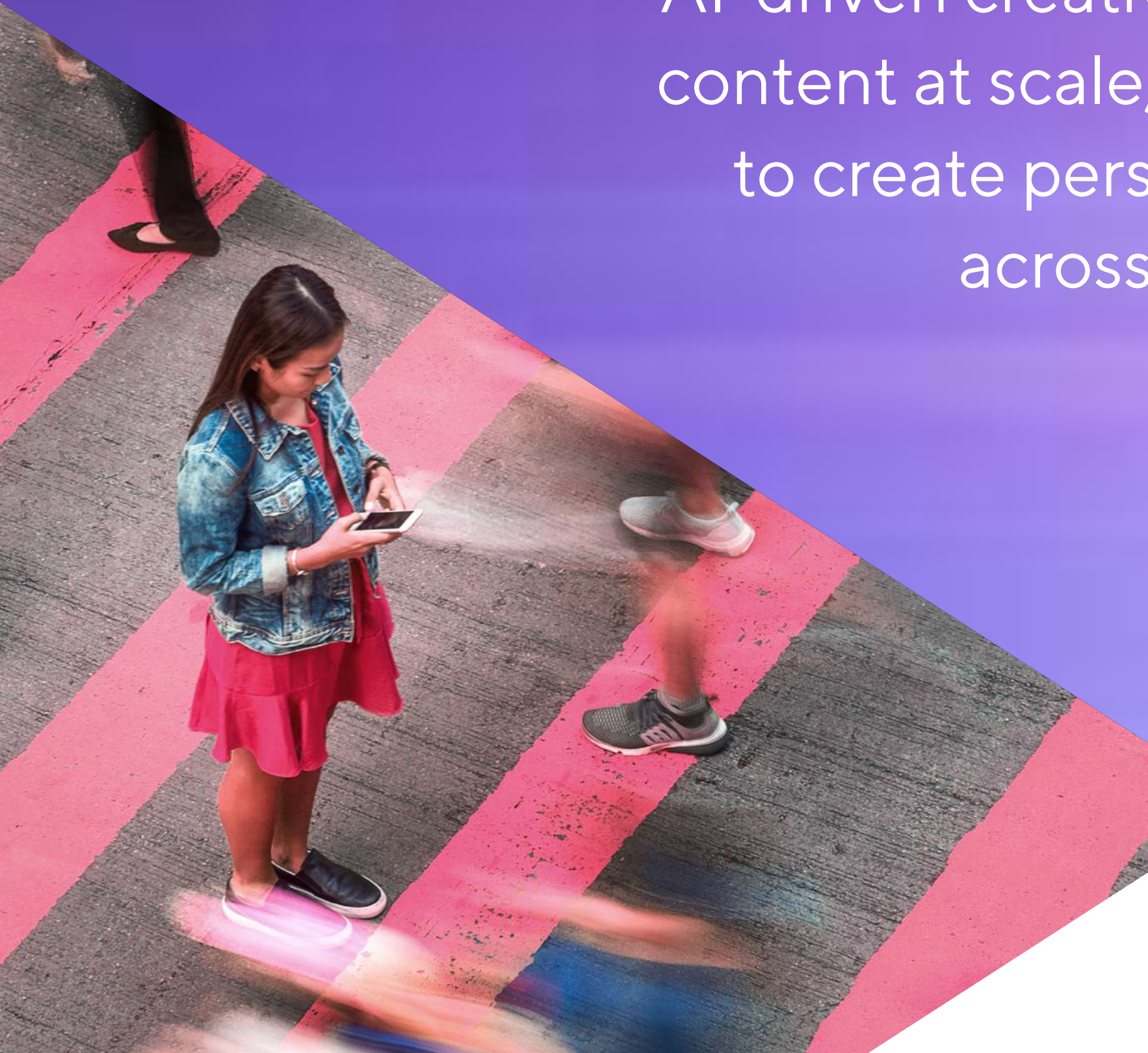
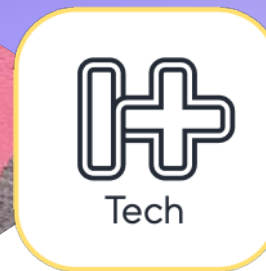
## Channel

## ROI & optimisation





AI-driven creative automation delivers content at scale; which enables brands to create personalised campaigns across any channel






## Key benefits of creative automation

Ability to create bigger and better campaigns 

Faster to market with less effort and cost 

Greater accuracy and fewer revisions 

AI-learned brand consistency with guardianship coming soon 

Creative automation free from templates 

Logo



Container

Headline

**BÉ TIÊU HÓA KHỎE  
DEAL HỜI CHO MẸ**

Product



CTA

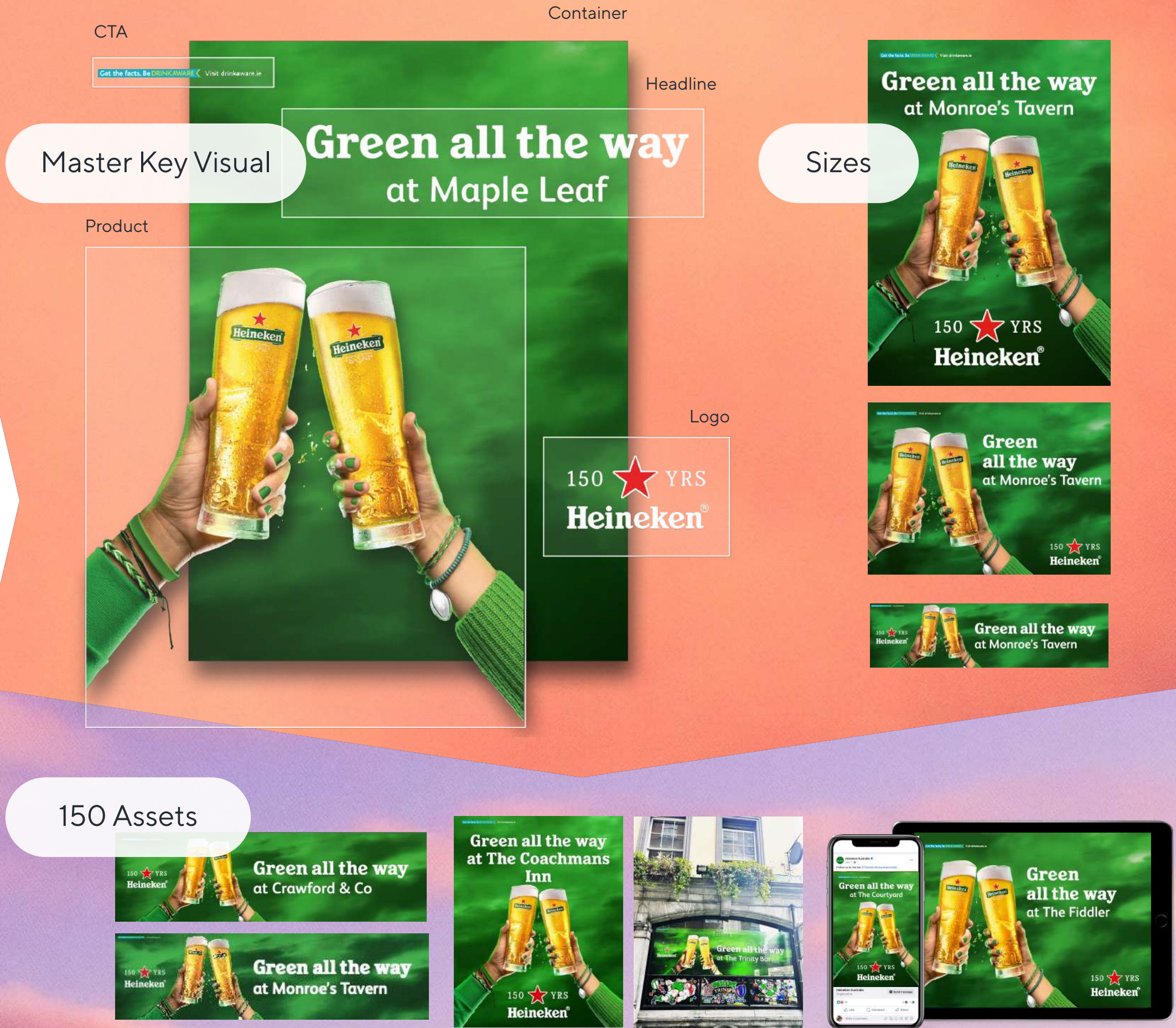
**Mua ngay tại đây** 





# 4 steps to deliver campaigns at scale faster than ever before

- 1 Upload key visual(s)
- 2 Resize if needed
- 3 Create versions
- 4 Publish files





Campaign activation  
across traditional and  
modern trade retailers  
in Indonesia

249

unique assets  
created

85%

faster to  
market

40%

cost saving

100%

brand  
consistency





Creative ideation and transcreation of social media toolkits delivered monthly across 14 markets

210

localised assets delivered monthly

75%

faster to market

35%

cost saving

100%

brand consistency



**FIVE GUYS**

In Touch Transform delivers hyper localised targeted video advertising

15

editable variables

60%

faster & cost-effective

10,000

targeted video ads

100%

brand consistency

**FIVE GUYS**

**HEY,  
BETHANY BEACH  
WHO'S HUNGRY?**

**FIVE GUYS**



**HOW ABOUT NOW?**

**FIVE GUYS**

Dine In



Take Out



Curbside



**COME VISIT US AT 111 GARFIELD PKWY**

At Indicia Worldwide, we offer  
a blended approach of creative  
production expertise powered  
by AI and innovation



Unlock ROI  
from the very  
first campaign

Brand book

Brief and KV

Campaign quote

Purchase order

Campaign creation

Campaign delivery



If you have an upcoming marketing campaign with 50+ assets, we can help drive ROI by delivering:

**50%**  
production  
savings

**75%**  
faster to  
market

**100%**  
brand  
guardianship

# Q&A

