



Keynote Presentation

## Digital Experiences

The Future is Now:

AI is Reshaping Digital Experiences - Are you ready?



**WIMMY  
HONG**

Solutions Consulting APJ  
**Sitecore**



# The Future is Now

AI is reshaping digital experiences. Are you ready?

Wimmy Hong  
Solutions Engineering, APJ



**Customer**  
expectations have  
never been higher

Brands are racing to keep up  
with market changes





# Transform content and experience across every digital touchpoint.



Images

Videos

Audio

Copy

Design and layout

Web and code

3D and CAD

Fonts

Metadata and supporting

Retail



Socials and ads



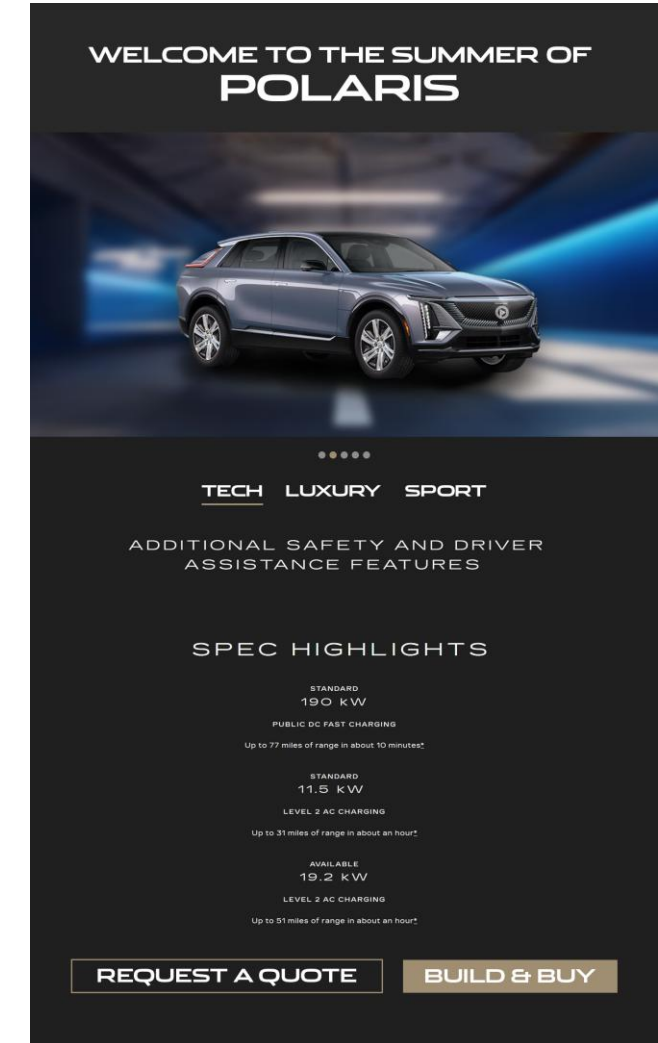
Out of home



Digital signage



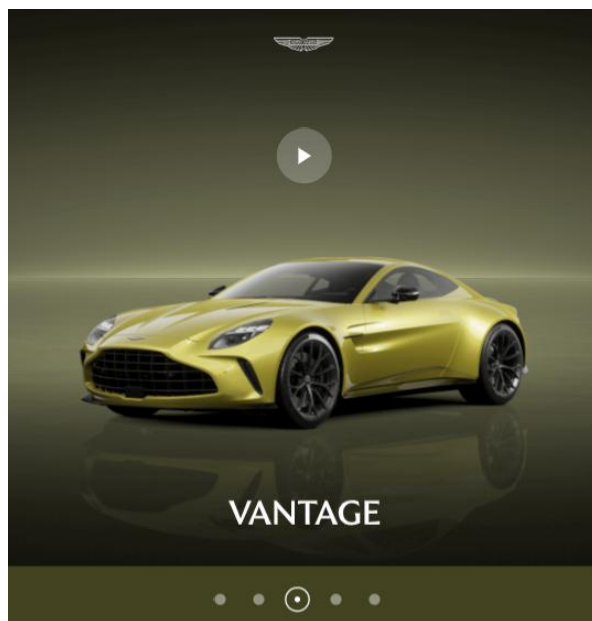
Websites and ecommerce



# The experience impact.

Sitecore customers deliver faster and drive increased traffic, engagement, conversions and revenue.

Aston Martin



**24x**

More site visits globally.

United Airlines



**1,800**

Signs supported with better, personalized info.

Cytiva



**50%**

Increase in transaction revenue.

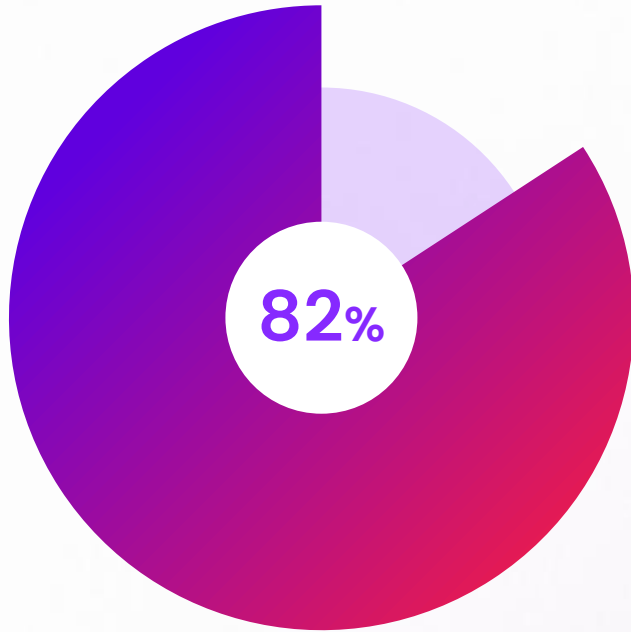
L'Oreal



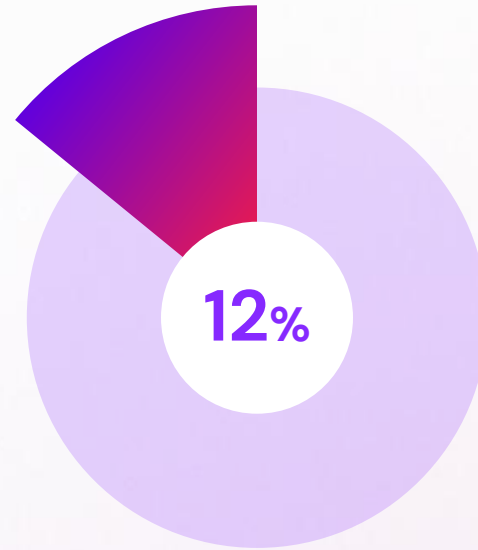
**400+**

Sites launched using "web factory" templates.

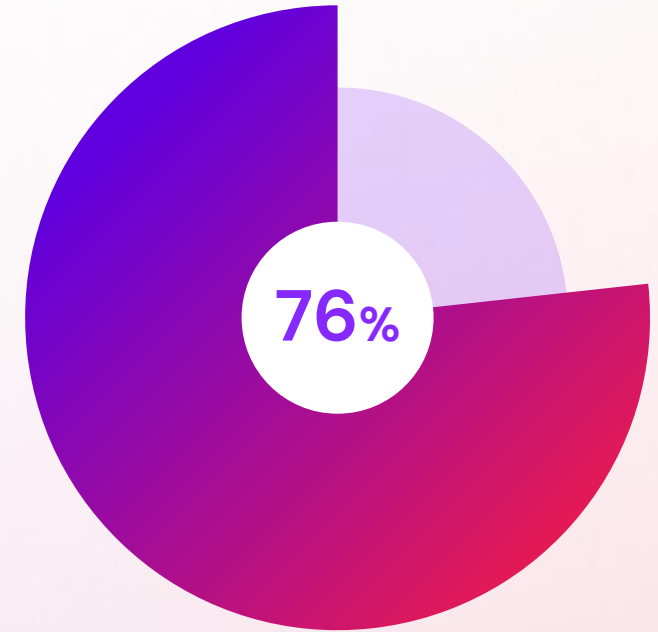
# AI Readiness



Plan to **use AI across their marketing workflows** over the next few years



Feel fully prepared **to implement AI at scale**



Feel **overwhelmed** by the volume and complexity of AI tools

# Sitecore Intelligent DXP



Solutions



Digital Asset  
Management



Content  
Marketing  
Platform



Content  
Management  
System



Intelligent  
Search



Personalization  
& testing



Commerce



AI layer

Powerful AI capabilities embedded across products



Platform

Audiences & analytics

Easy integrations

Fast development









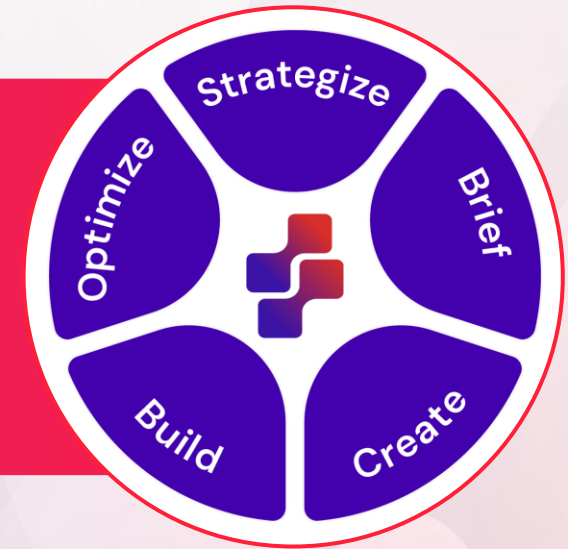
# Sitecore® Stream

Boost productivity and drive growth with AI and orchestration across your DXP.

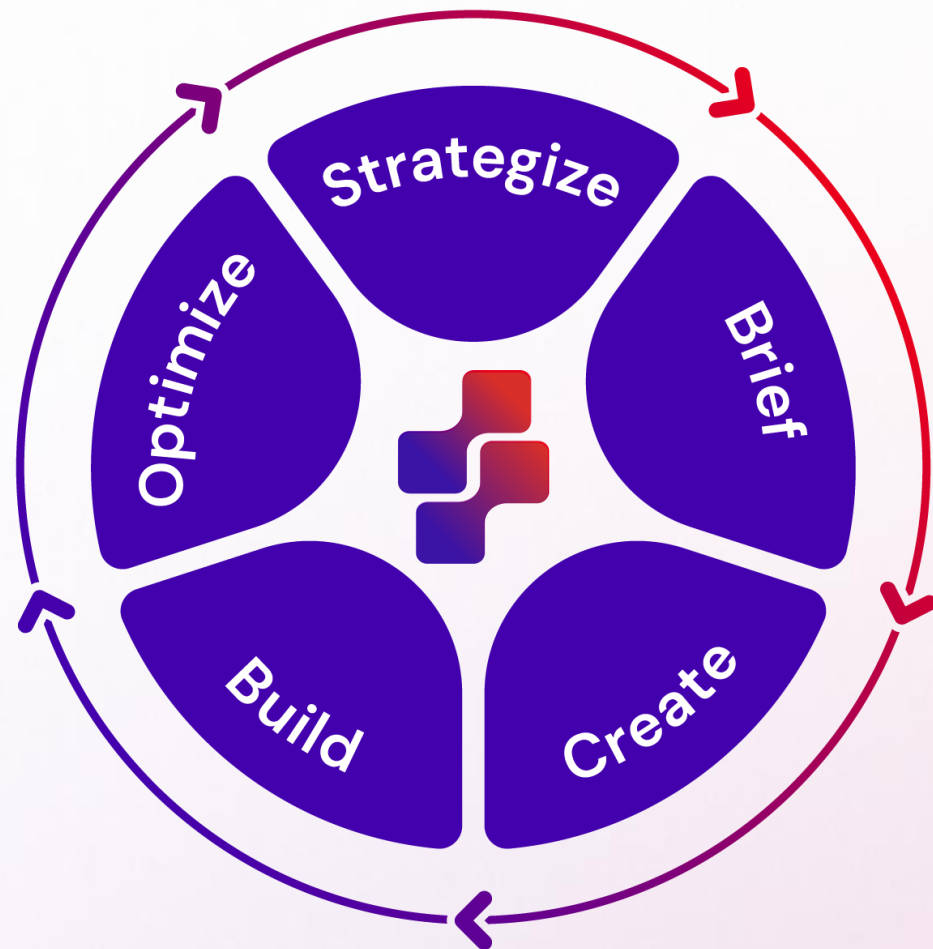
AI-enhanced  
Workflows

Generative  
Copilots

Brand-  
aware AI



**Transform your content-experience lifecycle with AI workflows, generative copilots, and brand-aware AI to work smarter, more strategically, and securely.**



# flavorful



**healthful**



**powerful**



**fruitful**





## Brand Marketing

### typography

The Flavorful corporate typology is  
Source Sans Pro  
It is available for free on Google Fonts at  
<https://fonts.google.com>

Source Sans Pro Regular

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Source Sans Pro Semibold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890

Source Sans Pro Bold

ABCDEFGHIJKLMNOPQRSTUVWXYZ  
abcdefghijklmnopqrstuvwxyz  
1234567890



### colors

Blackberry is the distinguishing color of the  
Flavorful brand. Every piece of communication  
should always contain at least one element in  
this color, be it text, a graphic element, a linked  
photo, etc.  
Blackberry is the supporting color.

Blackberry	Blackberry
#FF3366	#1F2F3E
R:195 G:51 B:102	R:125 G:47 B:102
C:62 M:44 Y:54 K:21	C:62 M:44 Y:54 K:21
White	Black
#FFFFFF	#000000
R:255 G:255 B:255	R:0 G:0 B:0
C:0 M:0 Y:0 K:0	C:0 M:0 Y:0 K:100



### Brand governance

Brand usage rules  
Logo guidelines  
Typography and color palette  
Tone of voice  
Messaging framework  
Brand compliance  
Co-branding rules  
Brand asset management  
Digital and social media usage  
Internal and external communications  
Brand training and education  
Brand monitoring and enforcement  
Legal considerations and trademark usage



## How can I help?

Who will be my key personas?

What are the key brand elements?

Help me check copy against brand tone of voice

I'm new, tell me about the brand manifesto

I need creative inspiration for new coffee recipes, following the brand SCTs for the Nesacfe farmers origins range

Ask anything



Thanks for  
attending.

Want more  
information?



Stay on top of all  
product updates



Schedule  
a session with us