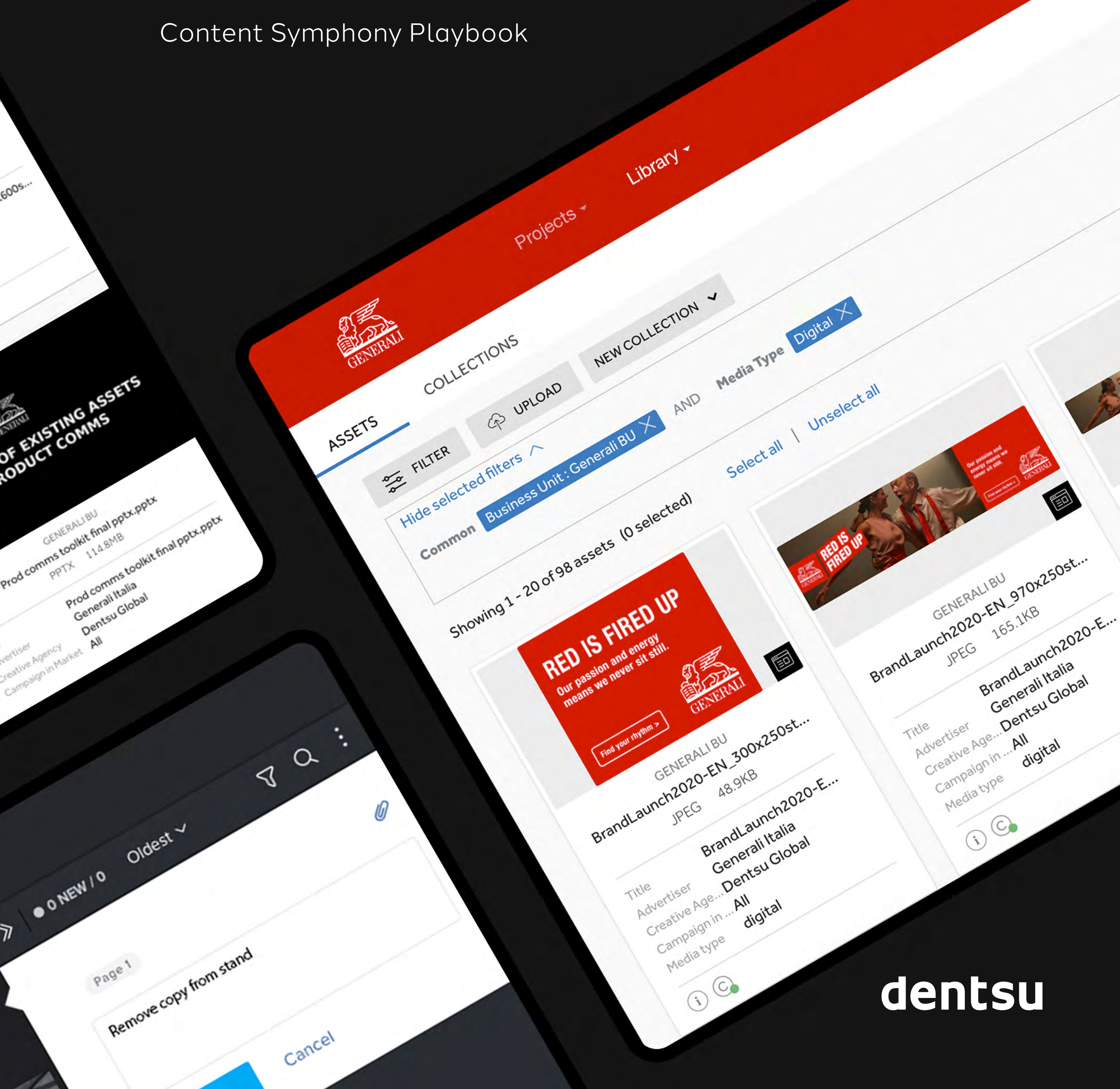




# The Ultimate Content Solution for Agility, Relevance & Scale

Content Symphony Playbook



dentsu





Never has it been so important for marketers to understand the value of building powerful brands to drive business growth.

In this document, dentsu's content marketing experts have looked at the context, development and future of content solutions to ensure growth in 2021 and beyond. It introduces Content Symphony dentsu's content solution and how it is changing the game, supercharging global marketers for some of the world's biggest brands.

**New content solutions are the end of the false trade-off between content quality and scale. Other solutions are lowest common denominator—fast and cheap—but sacrifice craft. Our solution offers a single source of truth and powerful insights that can be used to create relevant, quality content, delivered dynamically. We're finally making real the promise of digitally transforming content creation. ”**

JAMES MORRIS

GLOBAL HEAD OF CONTENT MARKETING & MANAGEMENT  
DENTSU INTERNATIONAL



In reviewing the context and development of content solutions, this document identifies the following consumer expectations that are driving the content revolution:

- Brand consistency and quality across all touchpoints.
- Highly personalised, authentic and market-relevant interactions.
- Innovation and creativity in ideas and use of new digital technology, such as AR and VR.
- Speed in adaptability to changing environments.

The content revolution has been steadily taking place over the last decade. However, the pandemic has heightened these challenges as greater emphasis was put on digital activity. The need for agility and efficiency in content generation has strengthened as circumstances in the wider environment changed rapidly and the need to stay relevant increased in importance.

The role of CMOs and marketers has been identified as taking a more leading role in navigating businesses towards recovery and growth. However, brands are facing these challenges with a complex web of partners and fragmented solutions. Agencies, assets and workflows are disjointed across global teams, impeding efficiency and hindering visibility and control necessary to deliver on brand consistency and quality.

In recognising the build-up of these challenges, pre-pandemic, dentsu developed its content solution, Content Symphony. Content Symphony is a world-class production services solution, purpose-built to comprehensively centralise every element of the content lifecycle process through a cloud-based platform.

It aggregates all content data under one technology ecosystem, making automated and optimised marketing a reality. All aspects of content creation, distribution and analysis are managed through Content Symphony, allowing for a 'single source of truth', supporting brand consistency while also enabling local variance for market relevance. Content Symphony integrates the latest technology, including AR, VR and MR, and has the scope to evolve alongside future developments to ensure brands continually deliver experiences that are innovative in the market.

#### Some of the key benefits offered by Content Symphony include:

- Quality content via access to talent anywhere in the global network and cloud-enabled storage of assets.
- Agility with the flexibility to scale up/down and the always-on studio capabilities.
- Highly personalised, innovative brand experiences at scale, leveraging the latest in digital technology.
- Efficiency via best-in-class workflows.
- Improved ROI via full visibility, control and integrated real-time reporting, through a centralised solution.

As the content revolution continues to speed ahead, investing in a centralised content solution will ensure brands can stay ahead of the trend and continue to deliver growth in what remains uncertain times.



## The global business shifted by Covid

The year 2020 brought about shifts in business of an unimaginable scale. Facing a pandemic with, at times, a complete halt to many processes, companies had to react quickly. How activity has changed for the long-term is still to be determined. However, now is the time for businesses to look ahead and make or adjust their plans to achieve growth in 2021.

Dentsu reports in its [CMO survey 2020](#)<sup>1</sup> that 49% of CMOs are basing their responses to the coronavirus crisis on strategies implemented during previous global recessions. And while there are similarities – a slowdown in consumer spending, declining consumer confidence and rising unemployment – there have also been changes that are unique to the pandemic. Mass lockdowns and restrictions on movement, acceleration in home working and learning, as well as the overall anxiety created by living through a serious health crisis are factors that we have never encountered before.

## How much has the pandemic affected business and marketing budgets?

Research collected in 2020<sup>1</sup> showed the impact on businesses has been mixed. Larger businesses have, in the main, fared better, and countries' differing approaches to tackling the virus has led to differences in the impact to businesses worldwide. Six out of ten CMOs surveyed in 2020<sup>1</sup> reported that their businesses have been significantly or somewhat affected by the pandemic. Unsurprisingly, brands are looking to cut budgets; with nearly two-thirds (62%) of CMOs forecasting their budgets to decline or stay static over the next 12 months. With this decrease in mind, businesses will need to explore more cost-efficient strategies and ways to streamline their processes.

## The unprecedented increase in online consumer activity

The digital revolution was well underway before the pandemic, creating a new generation of always-on consumers, who expect to be met with a consistent brand experience across a diverse range of channels. The data provided by Statista Research Department in its report, 'Retail e-commerce [sales worldwide](#) from 2014 to 2023<sup>3</sup>, illustrates that it is a trend that has been on the increase for almost a decade and that global e-commerce revenue passed the USD 4 trillion threshold in 2020.

Covid gave momentum to this revolution. With national and regional lockdowns and social distancing measures leading to buyers spending more time online and making digital purchases rather than visiting physical stores, the acceleration in digital capabilities has been extraordinary. In the United States, for example, McKinsey reports in its research '[The Quickening, 2020](#)'<sup>4</sup> that 10 years' worth of ecommerce penetration growth was witnessed within just 3 months.

To stay relevant in this new climate and maximise engagement in an online, touch-free world, businesses need to deliver consistent, high-quality creative marketing through meaningful interactions. The power of brands, their authenticity and what they stand for has become increasingly important, as customers seek to interact with businesses whose values align with their own.





# The immediate challenges

## **The changing role of marketing departments**

The rapid shifts in global business have had repercussions on the role of CMOs and their marketing departments. As brands move on from short-term firefighting and look ahead at their business strategies, CMOs are challenged with how to navigate and thrive in an unknown environment.

## **How marketing metrics are predicted to evolve**

According to Dentsu' CMO survey<sup>1</sup>, being accountable for growth of the customer base is a core metric that remains unchanged from 2019. However, delivering on this metric will become increasingly challenging due to the shrinking pool of consumer spend. In response, CMOs will be tasked with a closer management of their budgets for improved efficiency.

## **Qualities needed to deliver on the metrics**

With the extraordinary change and resulting challenges brought about by the pandemic, assumptions would be that brands may opt to stay safe with their marketing strategies, choosing tried and tested approaches.

However, dentsu Creative experience agency Isobar revealed quite the opposite in its [CX Survey](#), 'Creative Experience in the age of Covid-19, 2020'<sup>4</sup> with CMOs championing big ideas, creativity and innovation to create differentiation and unlock growth.

## **Innovation and Brand takes the driving seat in marketing**

Marketers now find themselves on the frontline of navigating the current crisis, as half of frontier CMOs<sup>1</sup> expect the marketing function to gain importance in a business. Placed at the centre of brand product and service development and customer experience, CMOs can use the data insights gathered to set the tone of messaging, both to consumers and internally, and pioneer new channels to market. Marketers must invest in an effective content merchandising strategy, particularly when working in the ecommerce sector, to ensure all quality content is being maximised by being shared on the right platforms to the right audiences at the right time. However, to be successful in this role, CMOs need the tools to support them. Having full visibility across brand activity to analyse what's working, alongside overall control of their content assets and processes will support CMOs in steering their brand towards recovery and growth.

Changes in consumer behaviour and expectation are driving the content revolution and presenting brands with a variety of challenges:

### **Quality and consistency at scale**

High-quality, creative content that delivers a consistent brand experience across all touchpoints is a core priority for CMOs. The growth in channels and access to global markets makes this a challenging prospect for many brands.

### **Highly personalised experiences**

A new generation of consumers expects every interaction with a brand to be personalised, relevant and meaningful. They identify with brands whose values align with their own and engage with authentic experiences over mass-marketing campaigns.

### **Leveraging new technology to deliver a high diversity of content**

As more and more brands maximise online opportunities, the digital world has become very noisy. To stand out and engage the new generation of digital consumers, there is a need for high velocity and high diversity of content. The new and the innovative catches attention, and harnessing the latest advances in AR, VR, gaming, virtual studios and photo shoots and real-time technology will help brands remain relevant and secure their market share.

### **Speed & agility for contextual relevance**

With wider societal circumstances changing rapidly and often significantly since the start of the pandemic, marketers are being tasked with producing content quickly to be relevant to the climate.

Content must resonate with target audiences and their circumstances. To achieve these goals, brands need agility in their marketing strategies and processes.

The uncertainty created by Covid has strengthened and added urgency to these challenges creating a demand for high-quality, creative quality delivered consistently at scale and but within shorter timeframes. Marketers must harness data insights and new immersive technology to innovate and evolve with the environment and remain market-relevant. Never before has it been more critical for businesses to balance quality, consistency and control with agility, efficiency and scale when managing their brands.

In the following section, we explore how these challenges are complicated further by a complex web of partners and a fragmentation of agencies, assets and processes. These factors are impacting a marketer's ability to see their content across geographies, with a lack of visibility and control impeding the efficiency to deliver to a brand's KPIs.

Current solutions often force a trade-off between quality and scale while creative craft is sacrificed due to the demand to deliver on speed and cost-effectiveness. With the power of the brand recognised as being essential at this point in time, this trade-off is likely to hinder the vital recovery and growth needed by businesses. Marketers are hungry for innovative solutions to scale content without compromise and as the effects of the pandemic stretch into the long-term, this is a priority that is likely to only strengthen.



**To successfully take on the responsibility of driving a brand forward and creating business growth, CMOs need an effective content solution; one that delivers on creative quality and efficiency while adapting to the variance across global markets.**

Currently, marketing departments are facing fresh challenges due to the way their content solutions have evolved. The demand for content has grown rapidly in the last decade, and exponentially in the last year, and to accommodate this requirement brands have developed their content solutions organically, adding in extra capabilities as and when needed. Brands are at different stages and work from different models for their content solutions. Some outsource expertise, some requirements are fulfilled in-house, and many operate on a hybrid model with a combination of the two.

### Traditional Holding Companies

Most historic holding companies offer solutions at a global level with omnichannel production capabilities. They call upon a complex web of partners, where creative and technology services are positioned with varying levels of expertise and specialisation with many lagging behind in adopting AI technologies to optimise the process.

### Brand-led Solutions

Brand-led solutions, where in-sourcing is used to develop in-house content expertise, has grown in strength over the past decade. Leading brands value the production efficiency it offers, as well as the ability to drive innovation and strategic leadership from within. However, in-housing capabilities often follow the developments made by the specialist content production teams within holding companies and agencies, who need to continually innovate to keep demand for their offer.

### Emerging Agency Models

As brands now have more channels to work directly with content providers, the role of the agency was originally set to decrease. However, in order to stay relevant, there are emerging agency models, that are purpose-built and customised to meet and integrate with clients' needs. It is in this space where dentsu sees the position of its fully integrated content platform, Content Symphony.



Customer behaviours and expectations have been transformed by the pandemic. To thrive in this new environment, brands must offer seamless alignment between belief and behaviour — that means making good on their brand values at every possible touchpoint, from comms to commerce to community engagement. It also means leveraging the new creative canvas created by technologies such as voice, gesture, and mixed reality to design Idea-Led Experiences that are distinctive, delightful and disarmingly human. ”



JEAN LIN, CEO, CREATIVE, DENTSU

### Meeting Exponential Content Demands with a Wholistic Solution

As marketing departments move into a new era, what strategies are needed to navigate the challenges and evolve to be a successful brand?

Activity should be seamless to convey a clear and authentic brand while experiences must be distinctive and differentiated to avoid blending into the beige of a characterless digital world. At a time when empathy is critical, taking a customer-centric approach must remain a central focus with alignment across all touchpoints.

Post-Covid, the customer experience alone is not enough to convey values, consistency needs to be demonstrated in a brand's interaction with employees, stakeholders and the planet. However, as brands seek to intertwine with customers' lives through authentic experiences and interactions, maintaining this consistency is becoming increasingly difficult.





## Control and visibility to achieve quality at scale

The rapid increase in demand for content has developed has left the industry with an incredible complexity in range of solutions, proliferation of partners and formats. Even global brands can differ widely in their approach for tackling both scale and quality. For example, at one end of the ownership scale, Coca-Cola's use of internal comms is low while Red Bull takes a holistic content ownership approach with a much higher level of insourcing.<sup>6</sup> Neither is necessarily delivering the better option, and this is reflected in the widespread inconsistency of approach in the industry.

The fragmentation, complexity and inconsistency within a brand's content solutions and generally across the marketing industry creates the overarching challenges of a lack of control and visibility; two aspects that have been identified as being crucial in the delivery of quality at scale. These factors challenging CMOS are:

- Inconsistent brand messaging
- 10's/100's of siloed agencies & processes
- 10's/100's of disconnected tech platforms
- Not cloud-enabled
- Inefficient processes
- Asset security
- No global visibility (assets, cost, ROI)
- Limited control of assets
- No single source of truth for content
- Distribution/ad operations
- Rights management
- Slow to respond to cultural moments
- Quality vs content at scale





These challenges can be summarised:

### Scale

There is a demand for volume in content at a global scale. Meeting this challenge would require transformational workflows, infrastructure and talent.

### Speed

Brands need to be able to respond quickly to market and social drivers, and it is this reactive efficiency that has kept brands holding onto in-house solutions. A truly holistic content solution would need to fulfil that expectation, meeting multi-channel demands and personalised, real-time responses with tightly integrated systems.

### Agility

Content provision needs to be able to be scaled up and down as needed in an easy manner, using a system that is always-on, with dedicated teams and full connectivity: one of the five key strategies also identified in Dentsu' CMO survey.<sup>1</sup>

### Quality

For global content provision, achieving quality requires consistency across markets while being able to harness local expertise for the best-in-class delivery. By designing a solution that could deliver these elements in one centralised platform, dentsu aimed to address the challenges that the marketing industry is currently facing.



# Content Symphony is a world-class production services solution from dentsu.

By comprehensively integrating every aspect of the content lifecycle from creation to distribution and measurement, at scale, Content Symphony enables brands to perfect their creative content and streamline their production processes.

This strategy of hyper-consolidation, also noted in Dentsu' CMO survey<sup>1</sup>, centralises all of a brand's assets and processes, enabling their management through one, cloud-enabled platform while also supporting variance in local markets. The centralised data management and real-time reporting works to provide complete visibility and control, resulting in improved content performance and efficiency across a brand's global activities.


It responds to marketers call for flexibility and control, but also provides them and the procurement teams with transparency through live data and reporting on spend and costs. The offering provides an integrated, modular solution, with a revolutionary technology ecosystem that aggregates all data from creative, media and production performance. This provides automated optimisation across all marketing activities and unified data reporting that enables global visibility as well as constantly driving ROI.

It is a one-stop-shop delivering always-on right-shoring that is AI/ Tech-enabled to enable competitively bid projects and create efficiencies (an internal marketplace).

This means that clients have unlimited access to world-class specialists, and can achieve scale without the commitment of signing up to multiple agency production partners. Content Symphony seeks to offer a better model built around these principles:

- Centralised production services consisting of comprehensive studio capabilities of connected specialists, available 24/7 around the global.
- Always-on, secure Cloud Native Technology Ecosystem for easy, reliable access anywhere, any time.
- Complete visibility and control across all studios and markets (even 3rd parties) with a single source of truth.
- Scale up/down, on-demand access to global talent, based on a clients' requirements with effective deployment of time, money and resources across production effort.
- Increased speed to market and enhanced quality of output.
- Modular to fit and/or integrate with your own tech platforms.
- Automate assets at scale and instantly deliver to 80,000+ media endpoints.
- Right-shoring model to leverage the right tools and experts for the task.





**Content Symphony has two principal components that work symbiotically to deliver our solution; our production services and our platform.**

### The Production Services

A model built around process and people, integrated with intelligence to deliver with the ease and expertise for which Dentsu are renowned.

#### A clue is in the name ‘Symphony’ allowing for Theme and Variation

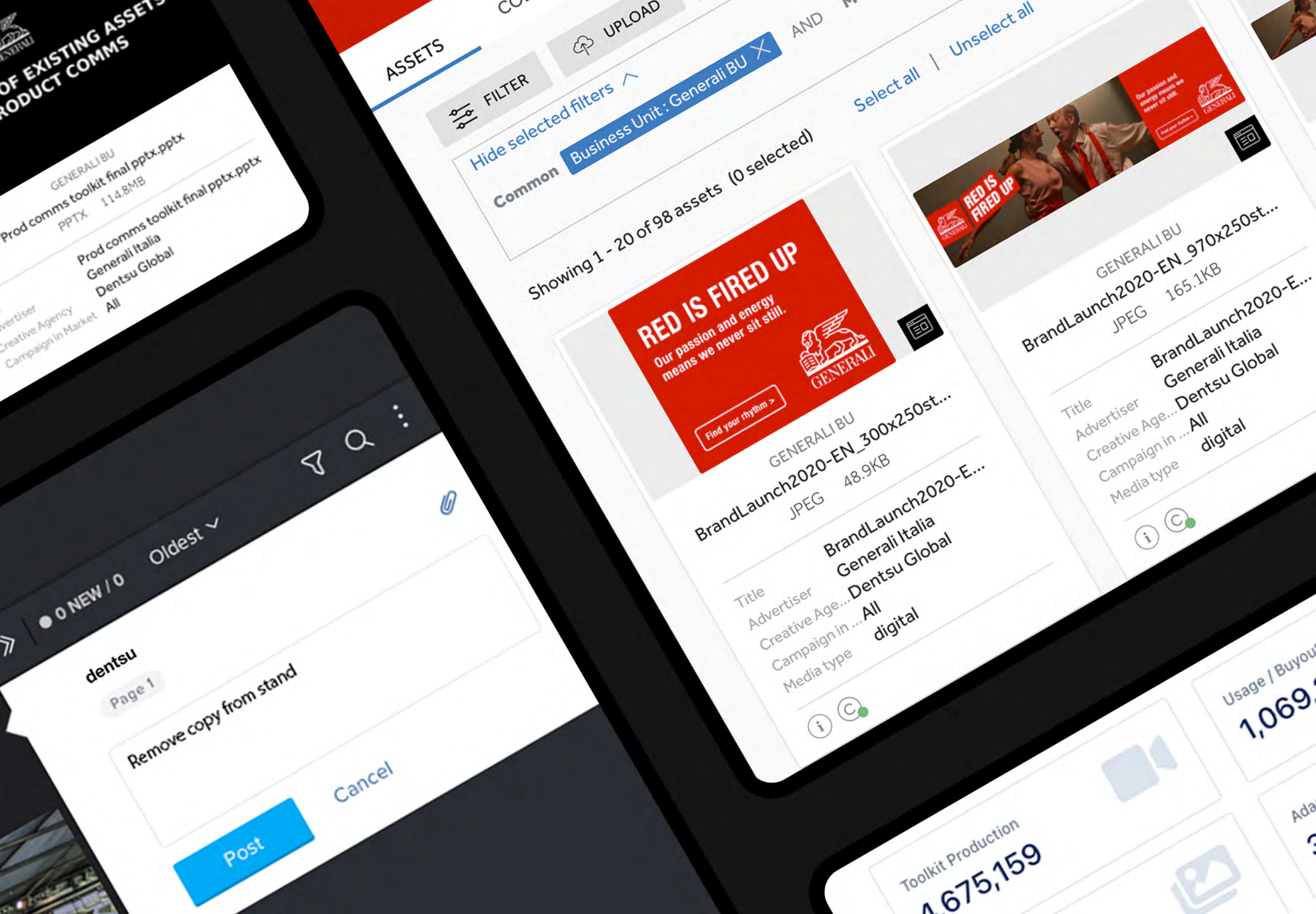
Content symphony works by harnessing a powerful combination of larger, centralised hubs. We see this ensuring both the ‘Theme’ or big organising idea for global consistency and efficiency, with ‘Variation’ flexibility through our bespoke, integrated global networks of local studios, offering on-demand, 24/7, high-touch hubs for scalable localisation.

And in line with the move to more content, on more touch points, we have capabilities within the Production Services including:

- Live Shooting
- Offline Edit
- Online Edit
- Audio
- Motion Graphics
- Animation
- VFX
- 3D
- Print Production
- Retouching
- Front End Dev
- Banners
- Back End Dev
- AR & VR

Once enlisted, clients have an immediate connection to a Global Studio Network, where briefs, bids and production can be managed in one place. The design of the Production Services supports continued global growth and innovation of expertise, allowing us to evolve the offering and continue to provide the best option for each capability. As emerging technologies, such as AR and VR, continue to advance, new tools are easily integrated into the system for enhanced, cutting-edge capabilities.





## Integrated, Cloud-first, Scalable, Secure, Automation, Innovation, Robust, Open, Flexible.

### The Platform

From a forward-thinking perspective, dentsu created the Platform with a vision of what a future content production platform would need to look like. Designed to offer a 'Single Source of Truth, Globally', secured via our AI-Enabled Enterprise Technology Ecosystem, it ensures complete visibility and control while driving highly efficient and effective content production. The Platform is a cloud-first, integrated set of tools that use innovation and automation to offer best-in-class technology, solutions and a seamless workflow that delivers on scale and flexibility.

The cloud-first Platform allows access anywhere, 24/7, to the storage of file-native assets while supporting secure file sharing and version control. Its bespoke toolkit and workflows streamline process for optimal efficiency, and with a central control, gives full visibility of milestones achieved. Not restricted by infrastructure, the design of the Platform is instantly scalable, and able to innovate and evolve to align with needs, capabilities and emerging technologies.



# Content Symphony's Platform is managed across 6 focus areas.

## Insights

For data-driven decisions, campaign & creative strategy and assessment of content performance.

- AI Asset Intelligence
- Performance Intelligence
- E-2-E Data Aggregation Reporting

## Workflow

A standardised, streamlined and optimised way of working with all teams on a shared platform.

- Project / Task Management
- Time Management
- Master Toolkit Production Workflows
- Adaption Workflows

## Create

A best-in-class deployment of creative cloud software and access to content providers, centrally managed and shared for compliance, consistency and value.

- Creative Tools (AI + Automation)
- Content (Stock/UGC)
- Brand Governance
- Font Management

## Assets

Connecting all of our studios and client teams for asset management and alignment.

- Production DAM (+ AI Tagging)
- Cloud WIP Storage
- Rights Management
- Secure Branded Portals

## Review & Approve

Cloud-enabled Workfront Proof tool for centralised and streamlined online approval and version control.

- Online Approvals
- Annotation/Markup
- Version Control
- Notifications
- Mobile Access

## Distribute

For traditional and emerging channels of distribution.

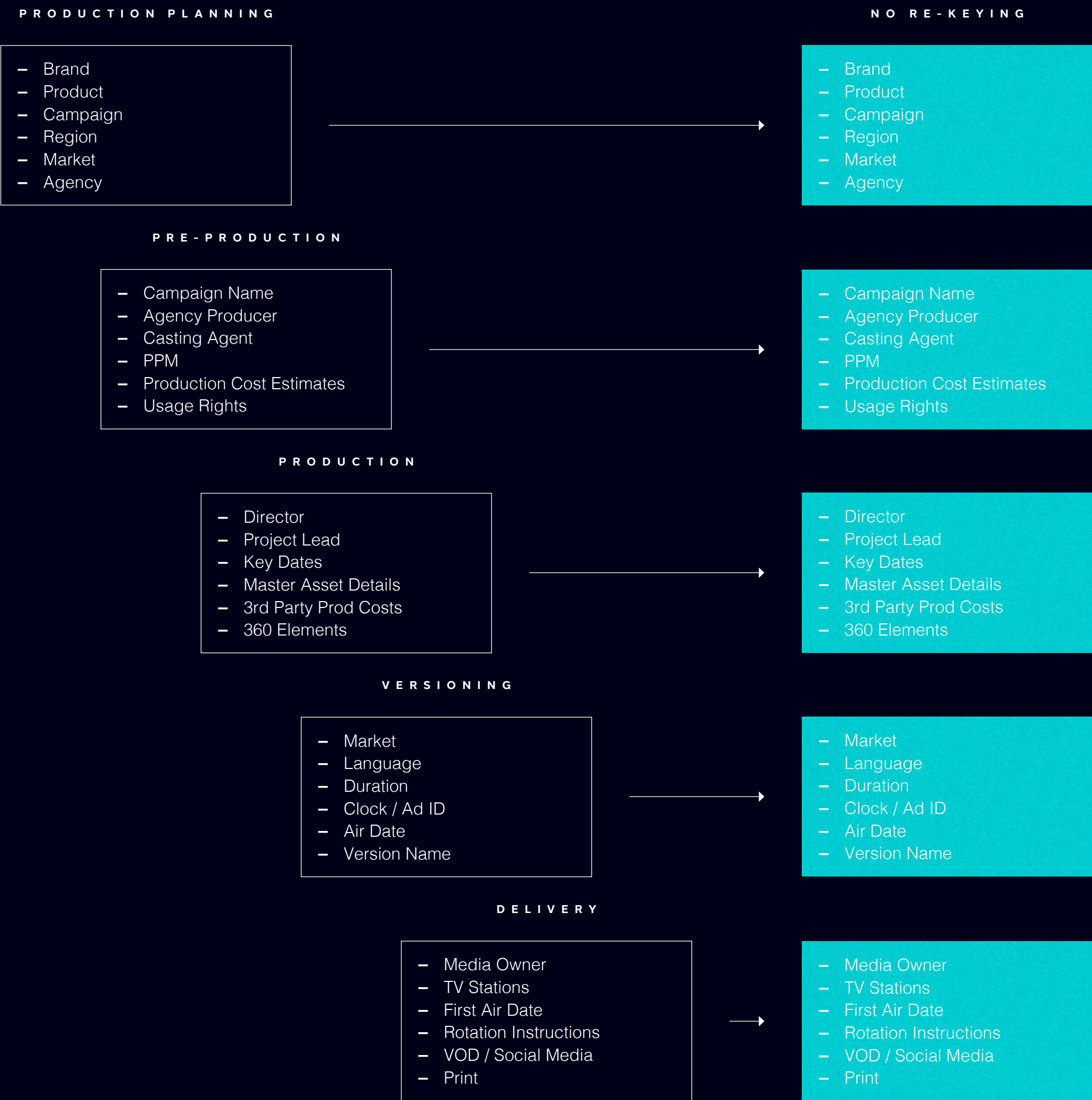
- DCO
- Media Delivery
- Experience
- Commerce



# Via the AI-Enabled Enterprise Technology Ecosystem, Content Symphony addresses the challenge of global consistency with local variance to achieve quality on a global-scale.

Integrated by design, all critical project information is created, stored and accessible, with touchpoints from all tools at every stage of delivery, to form a Single Source of Truth. Capturing all data end-to-end using real-time data reporting supports full visibility and provides a powerful tool for brand strategy.

## Powering end-2-end data standardisation:





## Content Symphony takes a best-in-class global design and adapts the elements to integrate a client's unique requirements and their existing platforms to create a content solution that delivers exactly to their needs.

With this approach, dentsu can offer a bespoke way of working, depending on whether we are working globally, locally, or both.

### Benefits can Content Symphony offer its clients:

- Access to talent anywhere in the global network – fully connected via Content Symphony's integrated platform.
- Best value for content purchased – leveraging the footprint of Dentsu for optimal ROI.
- Enablement of Scale up/down as needed – a flexibility to respond to business and market demands.
- Always-on studio capabilities, available 24/7 around the globe – vital in a post-Covid era with its demand for flexible working approaches.
- Leverage leading-edge technology and AI to deliver highly personalised content at scale in the efficient and automated way – achieving consistency in quality while localising for relevant markets.
- Fully cloud-enabled storage of assets – accessible by all stakeholders globally, any time.
- AI tagging of content – creating rich data against assets throughout the entire lifecycle for improved content management.
- Full usage rights tracking, with automated response actions - mitigating compliance risk.
- Best-in-class, seamless workflows – for streamlined teams and full visibility for tracking milestones and deliveries.
- Centralised delivery and distribution – for better value and efficiency.
- Integrated, real-time reporting – for industry-leading intelligence on asset performance and effectiveness of process.
- Speed to market solution – with excellent foundations in place, Content Symphony can be built as a client-specific solution quicker than the industry standard.





# We design with the end in mind.

Content Symphony uses an integrated approach where delivery is embedded at the briefing stage and deeply ingrained in the creative development and production process to help find solutions to meet needs.

Accountability, from brief to delivery, drives the highest quality realisation of ideas. Makers and Creators are accountable to each other throughout the network.

A strategic partner is embedded into the teams you work with, to make the promise of efficiency real through:

- Hybrid Production & Strategic Operations
- Targeted deployment of production funding against collected market needs
- Enabling choice at market level of hubs by being an educated production resource
- Consistent flow of information and updates across markets
- Embedding transcreation thinking at key inflection points
- Keeping DAM clean and audited quarterly



# The **Three** Content Symphony Offerings

1. Enterprise: Client End-to-End Content Solution.
2. Core: dentsu Internal MVP Content Solution.
3. Marketplace: On-Demand Content Production Solution.

Core and Enterprise are client-led deployments for clients seeking:

- Centralised production in one network
- Increased brand control – consolidating all agencies & 3rd parties
- Integrated workflows with their own platforms

The power of these integrated solutions allows all teams, tools, assets and workflows to be brought together under the strategy of hyper-consolidation to offer better visibility.

## **1. Enterprise**

Enterprise is designed for medium to large-scale clients who require an entire content ecosystem. Its services are delivered on a custom Client implementation of the Content Symphony Platform as a Managed Service of Platform-as-a-Service.

### **Key Functionality**

#### **Advanced Centralised Production**

When there is a need across markets for a centralised global content solution (delivery Lead, 3rd Party Agencies, Bespoke Region Hubs, Visibility & reporting).

#### **Advanced Brand Control**

When you need visibility across teams, numerous business units, regions/countries and many agencies partners (Librarian, Rights Management, Global Toolkit Management, Client Repository).

#### **Integrated Workflows**

Ideation to fulfilment via integrated workflows/platforms aggregating data across the content lifecycle (Adtech, Martech, commerce etc).

#### **Integrated Solution**

When we are bundling production services with one or more other services (creative, media, CRM, Commerce).



# The **Three** Content Symphony Offerings

## 2. Core

Core has been created for small-to medium-scale clients, who require a production-only solution, without the dedicated enterprise version and its associated technology.

This solution is delivered via an internal Dentsu version of the Content Symphony Platform, which enables Dentsu to orchestrate asset creation and service for multiple clients in a standardised approach.

### Key Functionality

#### Creative Tools

Partner best in class creative talent with best in class creative, font, brand management and AI/Automation Tools.

#### Enterprise Project Management

End-to-end project delivery, track progress against milestones, assign tasks to individuals or teams.

#### Online Review & Approvals

A customisable, unified global approval process leveraging integrated Review, Annotation and Approval with real-time collaboration so teams can deliver approved error-free projects, faster.

#### Asset Management & Collaboration

View, Share, Collaborate on all your assets and gain access through our secure, cloud-enabled Production Platform.

## 3. Marketplace

Marketplace is suitable for both internal and external content providers, who are seeking one-off production services via an OOP model and would like to tap into our global production capabilities. This solution is delivered via Marketplace Front Door.

Marketplace enables selection and connection with local studios.

It can be used to develop briefs, manage bids and proposals and implement the project. This flexible solution provides equally seamless access to global studios, assets and processes and can be scaled up or down as the need requires.



# RED JUMPS UP



## — CASE STUDY

**Operating in over 60 countries, via 450+ companies and with 80k employees, Generali is an extremely complex organisation that has grown organically over time to include a wide variety of brands and markets.**

### The challenge

Generali saw the need to have a more centralised approach to their communications, to help create more efficiency, consistencies and cost saving across markets. Local markets are using different platforms, with various levels of technology that may or may not have been capturing data. Visibility was lacking, particularly when seeking a holistic overview of the content solutions. The result was marketing inefficiencies and inconsistent messaging, that, in turn, led to missed opportunities to further scale the business and attract new customers. A platform was needed to offer a consistent approach to marketing, to reduce inefficiencies, scale their business and attract new customers.

### The solution

Content Symphony provided a fully integrated solution across the entire lifecycle of their content requirement, bringing together Creative, Content Production and Media Buying on one platform.

From the platform, we created the master campaign strategy and then localised and adapted across different markets.

### How this was achieved

From the best-in-class global design, we leveraged consumer and industry insight to learn about the clients' unique challenges and adapted the platform set-up and workflows to meet their requirements.

Content Symphony's production model of Theme (the globally consistent master idea) and Variation (localised market nuances) were embedded from the start. We approached the Global master tool kits with a modular production mindset. We then took the modular content and generated adaptation assets across 22 markets. Included were all the assets for local markets to use as building blocks to create their own local versions of the content. The master assets provided consistency in approach with the flexibility to select the most appropriate content set for relevance in each local market.



Assets are all delivered from the same platform to the relevant media destinations. All rights of the assets are tracked, and unpublished or disabled should the usage rights expire or not be covered in a designated local market.

The benefits for the client

With Content Symphony allowing for a single source of truth, all global markets can be accessed in one place. In post-Covid times, secure global access to toolkits and assets, anywhere at any time, is proving extremely valuable. Assets can be created and AI-tagged, using comprehensive data that support easy retrieval by different markets as and when required. With approvals, tracking and annotation all actioned from the platform, there is a centralised management and version control over the assets for correct and timely delivery. The integrated workflow, and visibility it provides, allows for a tracking of project status and key milestones hit for each market from a holistic dashboard view to ensure everything is always on track.

Distribution of assets from the platform completes the end-to-end visibility. Intelligence on the usage and performance of the assets can be accessed via real-time data reporting, and, with an integration of finance data, the ROI can also be measured.

The tracking of usage rights solves a key challenge faced by global industries, avoiding breaches and subsequent hefty fines.



3K

Total Assets

471

Master Assets

120

Team Members



# Appendix: Onboarding

## Onboarding and Implementation

With Content Symphony, each client content solution is built from the foundation of the platform's global design, made up of the best-in-class for set-up and workflows. We begin with the discovery phase as an opportunity to learn about a client's unique challenges and requirements, introducing them to the workflows and best practices. We then move into the adaptation phase that feeds in the client requirements to the global design to create a tailored solution.

The Implementation phase onboards internal teams, production and local markets. We then deliver the platform offering bespoke demonstrations and training and onboarding client teams via platform demonstrations of their own branded interface, giving instant and easy insight into the performance of content.



# Appendix: Summary

## **Content Symphony:**

### **A New Solution to Consistent Content Creation on a Global Scale**

Facing an era of uncertainty, and refreshed demands for efficiencies, CMOs and marketing departments are being tasked with navigating their brands out of crisis and towards successful growth.

**Data and insight is mandatory.**

**Innovation is encouraged.**

**Creativity is critical.**

Marketers are looking to deliver on customer-centric strategies that consistently deliver on quality with the ability to scale and new marketing tools such as Content Symphony are enabling to achieve that mission.

In an industry where fragmentation and complexity in content solutions are hindering brand control, visibility and successful scaling up of quality, Dentsu's platform, Content Symphony, has been designed as a solution to solve these challenges.

It's centralisation of all assets, technology and process with an always-on connection to a network of global talent for local variation offers CMOs all the control and visibility they need to power their brand at scale – securing growth into 2021 and beyond.

If the challenges addressed by Content Symphony resonate with you, please get in touch with our team to discuss how we can support your content solution.



# Appendix:

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- 7 dentsu Brave New Normal: Creative Trends 2021





## About dentsu International

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