DYNAMIC MODULAR CONTENT CREATION AT SCALE

WHEN BROADER MARKET PRESENCE MEETS PERSONALIZED BRANDING

AIMING FOR GLOBAL IMPACT WITH LOCAL EFFICIENCY

Crafting high-quality content that truly resonates with customers is a challenge. Yet many departments within an organization still needlessly expend valuable time, effort, and resources on creating various instances of similar content to satisfy different local markets.

With the explosive use of generative AI tools these days, it would seem this problem could be easily solved. However, if generative AI is to be used as a reliable, valuable content creation tool – allowing an organization to focus more on controlling the consistency and quality of the brand image and messaging – a lot more is needed.

WHO'S INVOLVED?

Commercial content creation is often a collaborative effort between various departments, both within a local market and between central headquarters and geographically positioned divisions:

Marketing departments create and execute the overall marketing strategy for the company, including the development of content, which must align with the overall branding and messaging.

Creative services produce the visual elements of the content, including images, videos, and other multimedia materials.

Product development teams create content to promote new or updated products.

Sales teams support the sales process with product demos, presentations, use cases, and more.

Public relations agencies build and promote the company's brand and reputation through press releases, influencer relations, and media kits.

eCommerce teams create content that drives digital sales and enhances the digital customer experience.

EXTERNAL PARTNERS:

Media agency services create content for offline usage (e.g., billboards, TV/radio ads, newspapers).

Advertising agencies develop creative concepts aimed at specific channels.

Digital agencies tailor content for affiliate marketing, digital advertising, social interaction, etc.

THE COMPLEXITY OF CREATING CONSISTENT COMMERCIAL CONTENT

It's not unusual when traveling abroad to see a brand that appears familiar at first glance yet differs in some noticeable respects. Maybe the logo and colors are the same, but keen observers will detect that there's something off about the messaging and what the brand seems to stand for.

Challenges from outside...

Operating in multiple countries with different cultural norms and communication styles regularly presents challenges for multinational brands. They want to create consistent, personalized visual content across many locations, but they face several external challenges in doing this effectively and at scale due to:

- **Cultural differences.** Visual content can communicate a message quickly, but it can also be open to interpretation, so it's important to consider a culture's different preferences for colors, imagery, and symbols.

- **Language barriers.** Brands must ensure that their visual content can be understood by people who speak different languages.

- **Technical challenges.** Creating personalized visual content at scale requires access to high-quality images, videos, and design tools.

- **Content consistency.** Content must be consistent across all channels, including social media, websites, and advertisements, with uniform voice, tone, and visuals.

- **Regulatory compliance.** Visual content must adhere to local laws and regulations, which can vary significantly from country to country.

... and from within

Since many multinational brands don't have the capabilities to oversee and steer numerous ongoing campaigns from a global perspective, they give their local markets a high degree of autonomy in content creation, which leads to additional internal (organizational) challenges:

- **Resource constraints.** Brands often struggle to find and retain the talent they need to create high-quality personalized content consistently across different geographical areas.

- **Data access and management.** Creating personalized content at scale requires access to and management of vast amounts of customer, demographic, and behavioral data.

- **Technical complexity.** Personalized content at scale requires the right technology and infrastructure, including content management systems, data analytics tools, and localization software.

Generative AI can be a highly effective tool in creating consistent, personalized content across many locations, but important challenges remain:

- **Cultural relevance.** Trained on large datasets, the AI model may inadvertently generate content that is biased or culturally insensitive.

- **Data availability and representation.** Biases can arise if the training data predominantly reflects certain regions or demographics, leading to less effective personalization for users from underrepresented groups or regions.

- **Ethical and legal considerations.** AI-generated content may include copyrighted material, sensitive personal information, or violate applicable laws or regulations.

INTRODUCING DYNAMIC MODULAR CONTENT CREATION AT SCALE

In today's fast-paced world, businesses are constantly trying to figure out ways to increase employee efficiency and productivity while maintaining a unified and personalized brand experience for all customers.

To achieve both goals, leading brands are placing automation at the heart of their creative design strategy, which is underpinned by a modular content development approach.

Dynamic modular content creation comprises a digital design system that uses templates subdivided into content generation components, from which content can be independently created, modified, or replaced. For videos, these templates could include pre-designed intros, image icons, animated text, background music, and marketing copy.

Each of these components can be further broken down into more granular elements to account for different themes, styles, layouts, filters, etc. This approach allows marketers to combine elements in different ways so they can be reused and repurposed to create new pieces of content quickly. It's also where generative AI can be introduced to infuse more creativity into each component and exponentially speed up new content creation.

Here are some potential impacts:

- **Increased relevance.** Content can be quickly tailored to specific audiences based on their interests, behaviors, and preferences, driving more conversions (e.g., dynamically display recommended products).

- **Increased engagement.** Dynamically generated content can be more engaging than its static counterpart because it adapts to individual preferences and channel content (e.g., the content of an ad can be adjusted to the specific context of, say, a website). This can increase the time consumers spend with the brand, leading to better brand awareness and loyalty.

- **Personalization at scale.** Since brands can create multiple versions of content based on location,

language, and other factors, they can deliver a personalized experience that truly hits home with consumers in different regions.

- **Better consistency and quality.** With standardized components and templates, marketers can uphold quality standards and maintain a consistent look and feel in all branding, messaging, and design, while still allowing for customization and personalization.

- **Increased efficiency.** Since marketers can reuse assets and components across multiple campaigns and channels, the content creation process is streamlined.

- **Improved collaboration.** A single content creation process means different teams and departments can work closer together. By creating a library of modular assets that can be shared and reused, marketers can work more effectively with other stakeholders, such as designers and developers.

- **Increased agility.** Marketers should respond quickly to changing market conditions, customer needs, and emerging trends. With a library of easily accessible and customizable modular assets, they can combine components to create new content and campaigns in a flash.

- **Accelerated innovation.** The modular approach provides the opportunity to experiment with implementing generative AI in certain content elements. This enables a controllable setup, where potential AI risks can be managed.

- **Better data insights.** If brands are equipped to collect data about consumer behaviors and preferences, they can use that data to inform future marketing and media activities, making campaigns even better to boost ROI.

By leveraging these benefits, brands can create personalized experiences that still keep the brand image intact: customers see the same brand, with the same core elements and values, no matter where they are in the world.

UNDERSTANDING THE DIFFERENCES

Dynamic content refers to content that is generated or customized in real time based on specific criteria or user interactions. It allows for personalized and interactive experiences and involves using data and rules to dynamically generate content on the fly. The content can vary based on factors such as user preferences, location, device type, and behavior.

Modular content creation refers to an approach where content is created in smaller, reusable modules or components. These modules are designed to be flexible and can be combined and rearranged to create various content experiences that are scalable and consistent.

Dynamic modular content creation combines the two concepts and involves the creation and management of content that is both personalized and modular for highly adaptable and exceptional content experiences.
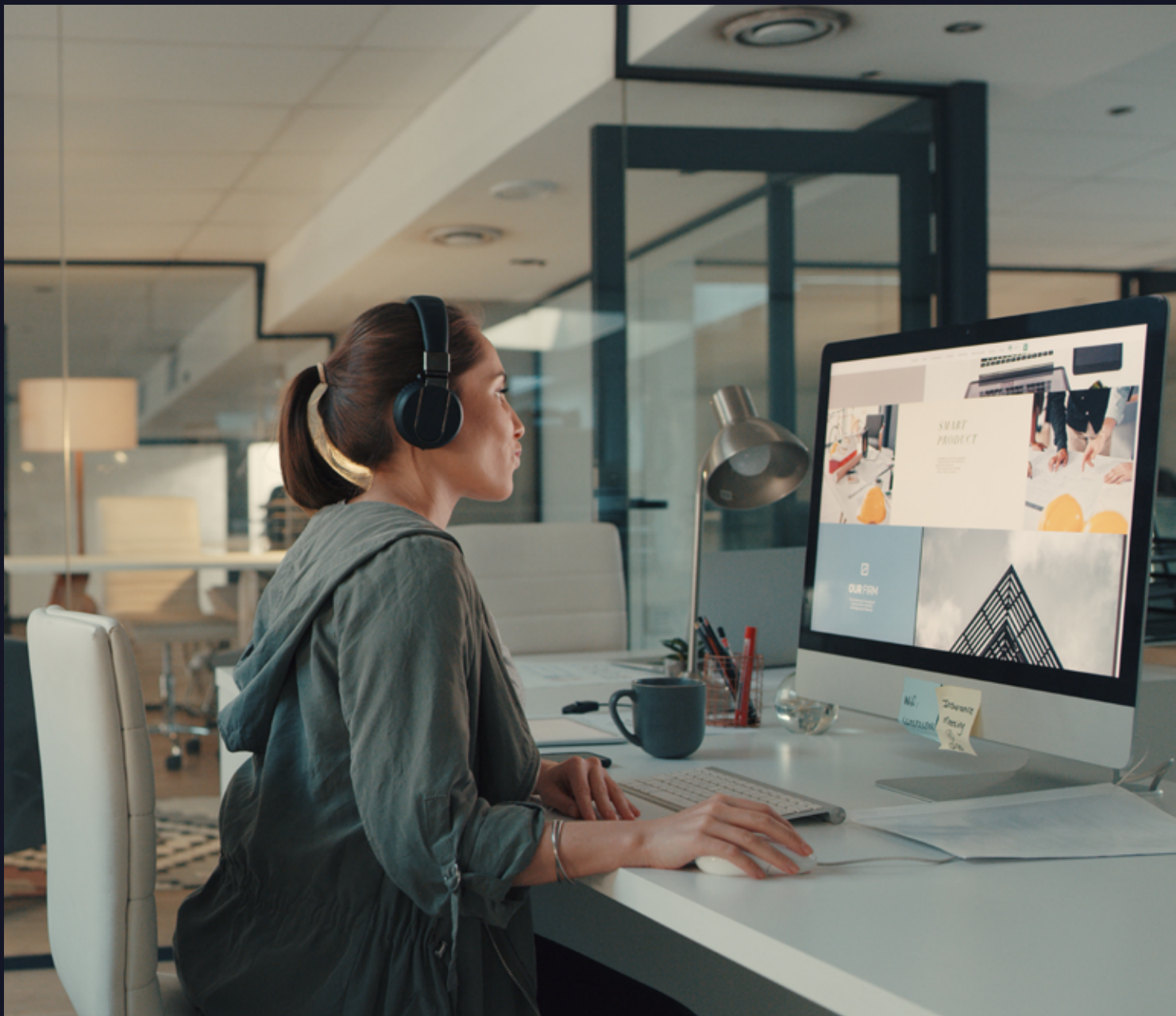
THE PATH TO CREATING FAST, SCALABLE CONTENT

Achieving dynamic modular content creation at scale will require careful planning, coordination, and collaboration across various departments. This may force brands to shift key roles and responsibilities, with content specialists and visual designers becoming more involved in building business rules and gaining familiarity with specialized technologies.

The standard marketing funnel should be adapted to promote collaboration among departments responsible for creating content at various stages. To increase collaboration and discourage silos, these different groups need to work side by side in a similar fashion.

To do this effectively, data first needs to be standardized across the organization. Since dynamic modular content will be built using direct input from data, brands will need to define their different data types so they're the same for all markets. Moreover, since local markets use various content partners, each with their unique preferences, these partners need to be evaluated to ensure they can adapt to the new approach.

Some brands believe dynamic modular content creation simply involves building a central content library for dragging and dropping images, text, and other elements to create new versions. Although certainly workable, this manual approach would be inefficient and could overwhelm current capabilities when requests for multiple versions of content need to be fulfilled quickly.

A 5-step change management approach

To achieve true scalability, brands must design graphical elements to be dynamic from the outset and use AI-based technology to generate new content from existing assets automatically. This requires a 5-step change management approach:

1. **Define objectives.** Start by identifying business goals, such as improving efficiency, increasing personalization, and/or fostering collaboration. Then, recognize key stakeholders from marketing, creative, and technical teams, as well as external vendors and agencies. Finally, develop a content strategy that outlines the different types of content needed, the channels and platforms it will be distributed to, and the target audience it's destined for.

2. **Conduct a creative audit and develop a proof of concept.** Before launching a new campaign, it's important to go through previous campaigns and see if there's any content duplication and wastage. A proof of concept can be delivered by running marketing assets from earlier campaigns to analyze the turnaround speed and if any adjustments should be made. Efficiency gains could include 2X shorter lead time and 45% faster asset creation.

3. **Diagnose the company's current state.** Check the level of creative maturity and build a custom automation strategy that fits the specific business needs. Evaluate existing systems and tools used for content creation, distribution, and analytics, and determine whether any new tools or technologies could better support dynamic modular content creation. Efficiency gains could include 3X greater creative volume.

4. **Deploy and optimize the program.** Roll out the automation platform and drive adoption, upskilling, scale-out, optimization, and innovation across the full business model. Design templates for different types of content and create a content library of reusable assets that can be easily combined and customized. Efficiency gains could include a 200% increased adoption rate.

5. **Scale the program globally.** Implement workflows for creating, reviewing, approving, and distributing content to streamline the content creation process as much as possible while still upholding quality and consistency standards.

CRAFTING A WINNING RECIPE FOR ULTIMATE CONTENT CONSISTENCY

A top-selling alcoholic drinks maker was having difficulty in creating consistent content across many local markets. Since projecting a consistent brand experience is critical for establishing worldwide brand recognition and trust, the company needed to ensure all its campaigns were culturally relevant while still communicating the same message to a diverse mix of audiences.

Our team was eager to tackle the challenge and stirred up an effective solution. With the goal of fully automating content production, we first digitized all products. This made it easier to share and track which digital assets were used to create new content. Next, our team designed standardized content templates to streamline content creation. With these templates, marketing teams can customize and personalize content to suit the unique tastes of various audiences.

Lastly, we centralized all content and insourced capabilities and technologies, which has helped reduce duplication of effort, improve collaboration, and guarantee all content adheres to brand guidelines.

Our beverage client has seen several significant improvements:

- 3X faster content creation
- 4X more efficient marketing teams
- 6X lower expenses related to adapting content for different markets and channels (€1.2 million already saved)

Satisfied with their top-shelf content creation platform, the drinks maker can now ensure its customers always enjoy the perfect blend of creativity, consistency, and quality in the content they serve.

FROM STATIC TO DYNAMIC AND MODULAR: CREATING CONSISTENT BRANDING ACROSS BORDERS, CHANNELS, AND DEPARTMENTS

Good content management is no longer a nice to have but a priority. In today's digital age, content needs to be personalized – and the brand image and experience consistent – while considering customers' changing needs. This is difficult to do with a static approach.

Brands that can create dynamic modular content will be better positioned to quickly respond to market opportunities, enabling them to deliver contextually relevant offers to customers ahead of the competition, regardless of location. These brands will enjoy a torrent of creativity, with minimum effort, and a maximized positive response thanks to captivating messages that go straight to the heart of their audiences.

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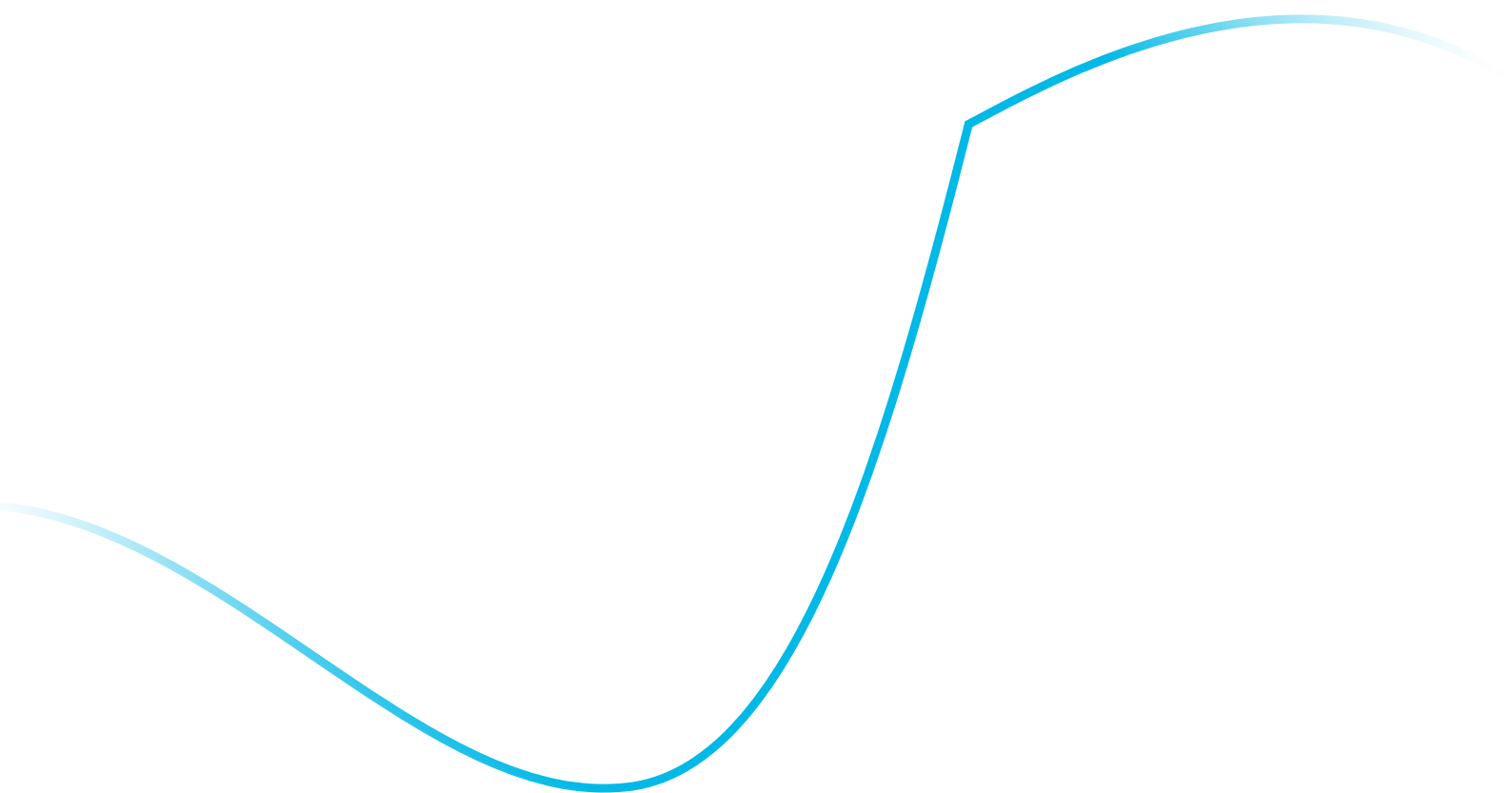
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