

Harnessing platforms, tools & processes for creativity: content creation in a non-linear world

Alicja Lloyd

MD, DEPT®

Deane Barker

Global Director of content management

We need to provide more platforms and process to our content teams.





Electronics Anthropology **Biotechnology Process Engineering Center Cambridge Partnership Center for Advanced Visual Studies Center for Environmental Health Sciences Center for Materials Research in Archeology and Ethnology Committee on the Writing Requirement** Concourse Earth, Atmospheric and Planetary Science **Educational Opportunities Program Environmental Medical Service Francis Bitter Magnet Lab Health Sciences and Technology** The Institute for Learning and Teaching **Integrated Studies Program** Laboratory for Advanced Technology in the Humanities **Laboratory for Nuclear Science** Language Learning and Resource Center **Laser Interferometer Gravitational-Wave Observatory Linguistics and Philosophy MIT Electronics Research Society MIT Press** Music **Office of the Dean of Students and Undergraduate Education Research Laboratory for Electronics** ROTC **Systems Design Management Tech Model Railroad Club**





Building 20

Article Talk

From Wikipedia, the free encyclopedia

Building 20 (18 Vassar Street, Cambridge, Massachusetts) was a temporary timber structure hastily erected during World War II on the central campus of the Massachusetts Institute of Technology. Since it was always regarded as "temporary", it never received a formal name throughout its 55-year existence. (Many major buildings at MIT are known by their numbers regardless of how neoclassical or otherwise permanent they may be.)

The three-floor structure originally housed the Radiation Laboratory (or "Rad Lab"), where fundamental advances were made in physical electronics, electromagnetic properties of matter, microwave physics, and microwave communication principles, and which has been called one of America's "two prominent shrines of the triumph of science during the war" (along with the desert installation at Los Alamos, where the atomic bomb was born).^[1] A former Rad Lab member said, "At one time, more than 20 percent of the physicists in the United States (including nine Nobel Prize winners) had worked in that building".^[1]

After the Rad Lab shut down after the end of World War II, Building 20 served as a "magical incubator" for many small MIT programs, research, and student activities for a half-century before it was demolished in 1998.^{[2][3][4]}

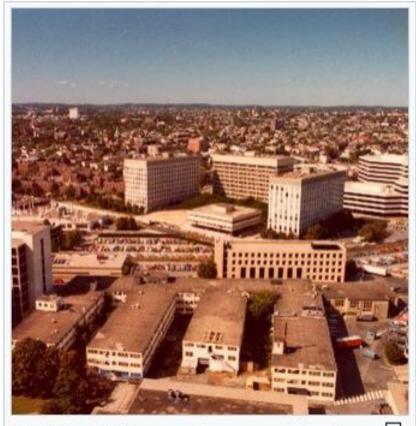
Structure [edit]

The building was hurriedly constructed in 1943 as part of the emergency war research effort; however, it continued to be used until shortly before its demolition in 1998, making it one of the longest-surviving World War II temporary structures on campus.^[2] The building had the overall shape of an extended mirror-reversed "F", with multiple parallel "wings" connected to a longer spine which paralleled Vassar Street. The spine of the "F" (wing B) was slightly skewed compared to the projecting wings, because of the gradual divergence of Vassar Street compared to Memorial Drive which runs parallel to the Charles Diver Basin

文A Add languages ~

Read Edit View history

Coordinates: Q 42.3619°N 71.0905°W



Built in 1943 as a temporary facility, Building 20 (the three-storey building in the foreground of this image) remained in use until 1998, housing a wide variety of research projects.





Venerable Building 20, `A Building With Soul'

October 30, 1996

("A Building with Soul" by Alex Beam originally appeared in The Boston Globe, June 29, 1988. It is reprinted with permission of The Boston Globe.)

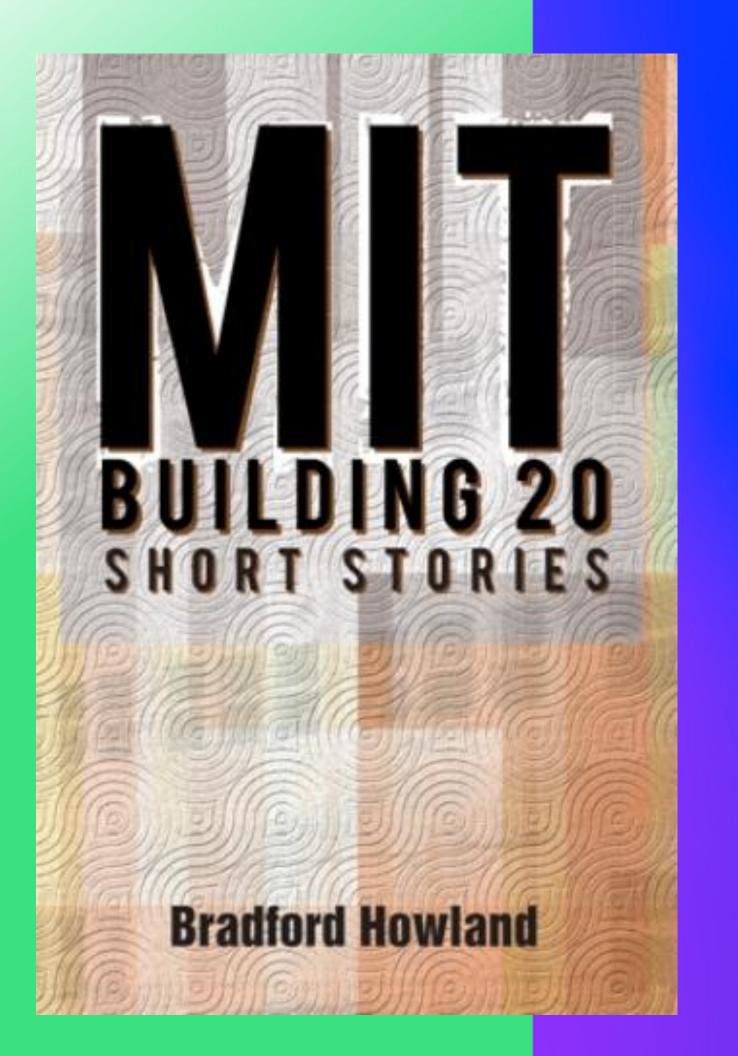
I am sitting inside MIT's legendary Building 20 with three great minds, one of them encased in plaster.

Institute Professor of Linguistics Morris Halle and neurophysiologist Jerome Lettvin--seated on opposite sides of a bust of German naturalist and explorer Alexander von Humboldt--are rhapsodizing about the rickety wooden barracks that is their professional home.

"Building 20 is an admixture of all the interesting things at MIT," says Lettvin, a jovial mountain of shivering cerebra who is admired inside Building 20 not for his genius but as a man who first uttered a profanity on television, during a 1961 debate with Timothy Leary ("It made the front page of Variety," Lettvin insists. "You can look it up.")







Building 20...had become an 'incubator of ideas' and, without a doubt, the intellectual center of MIT"

What is building_20?



Inspired by the original Building 20, building_20 was created as a start-up organisation within Dimension Data that aims to challenge the way we think, work, create, and help our clients.

building_20 is about how each creative, unique and capable person can shape the Dimension Data of tomorrow. By using concepts like code, automation and DevOps, we can free ourselves from the mundane, and focus on what will really make a difference.

building_20 is not Dimension Data.



building_20 is not just a team, building_20 is a community shaping the future of





"externalization"

Externalization

Place / Platform

The Romantic Lie

"Creativity is the ex nihilo product of a singular human mind"



Mike Monteiro

DESIGN IS A JOB

FOREWORD BY Sam Cabrera

In this beautiful myth you are what is known as a "creative." While others are weighed down by requirements, metrics, testing, and other variations of math and science, you are a child of magic. Knowledge of these base matters would only defile your creative process. Your designs come from inside you."











"MAGNIFICENT AND SPELLBINDING." —DAVID MCCULLOUGH

LEONARDO DA VINCI

BY THE AUTHOR OF THE NEW YORK TIMES BESTSELLERS

STEVE JOBS AND EINSTEIN

WALTER

ISAACSON

"We tend to think of artists as lone creators, holed in [an attic], waiting for inspiration to strike.

But ... most of Leonardo's thinking was collegial.

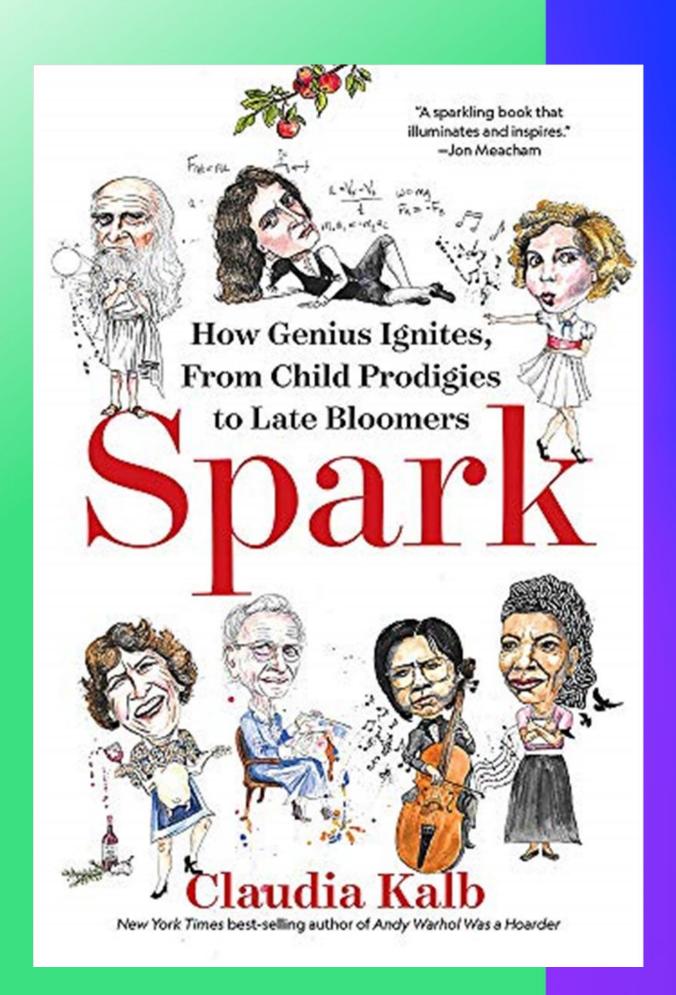
Ever since his [youth] Leonardo knew the joys and advantages of having a team." "The trick to having good ideas is not to sit around in glorious isolation and try to think big thoughts. The trick is to get more parts on the table.

It's not that the network itself is smart; it's that the individuals get smarter because they're connected to the network."

STEVEN JOHNSON Where good ideas Come from

THE NATURAL HISTORY OF INNOVATION

> FROM THE BESTSELLING AUTHOR OF EVERYTHING BAD IS GOOD FOR YOU AND THE INVENTION OF AIR



"The notion of lone genius" mythologizes the journey to achievement and has been replaced by an understanding that collaboration is vital to the pursuit of new ideas."

Externalization

People / Networks

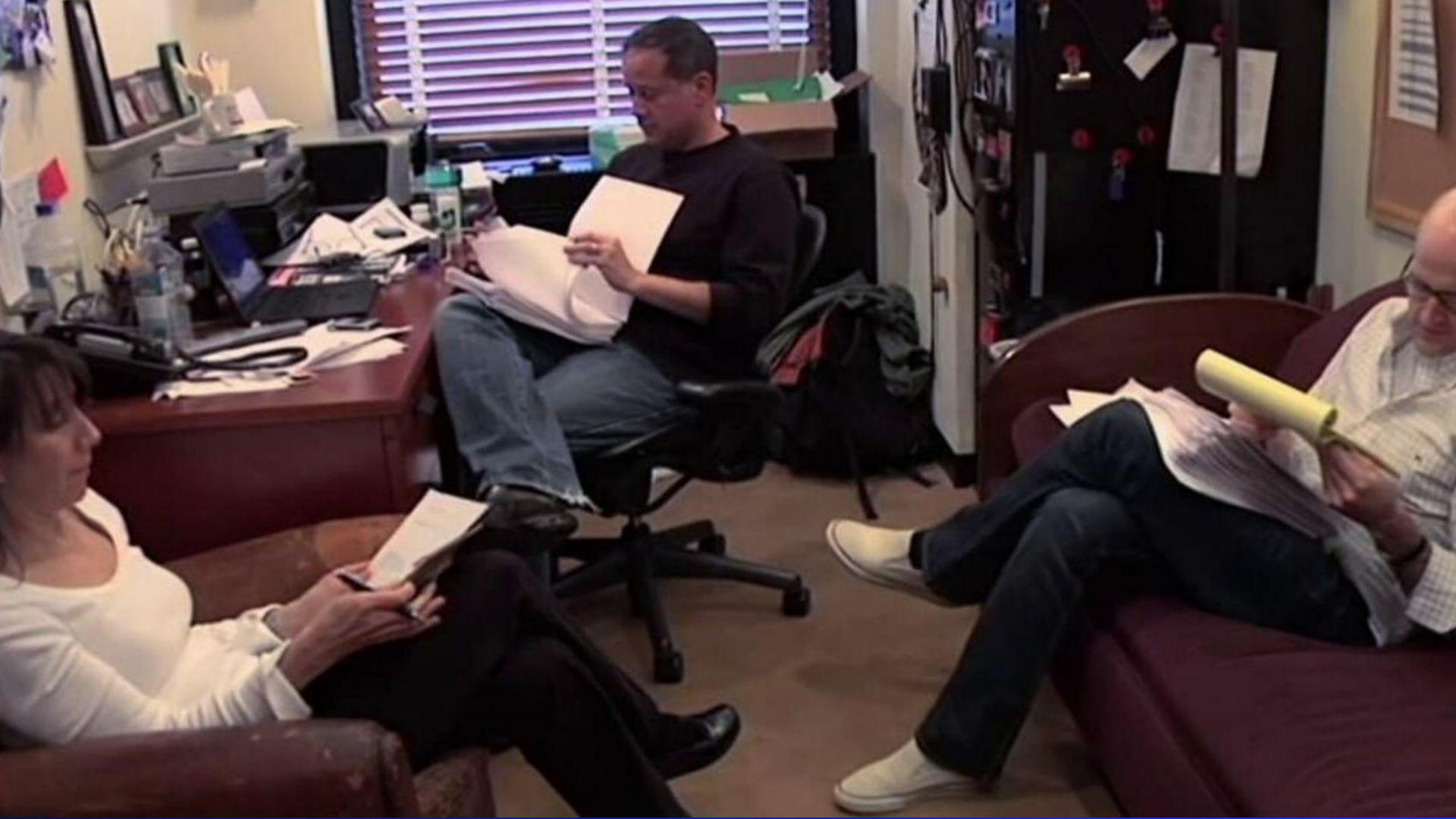


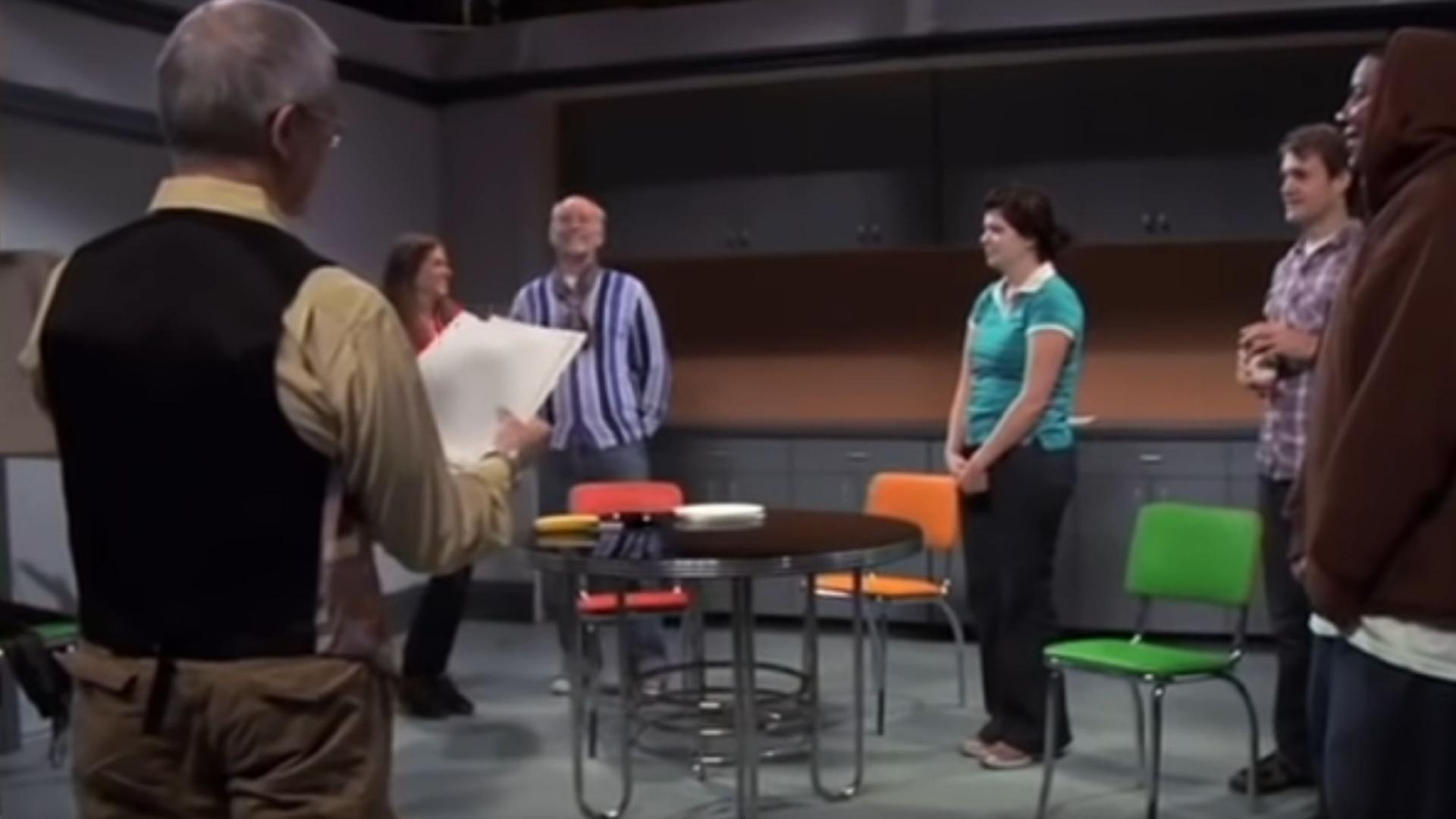








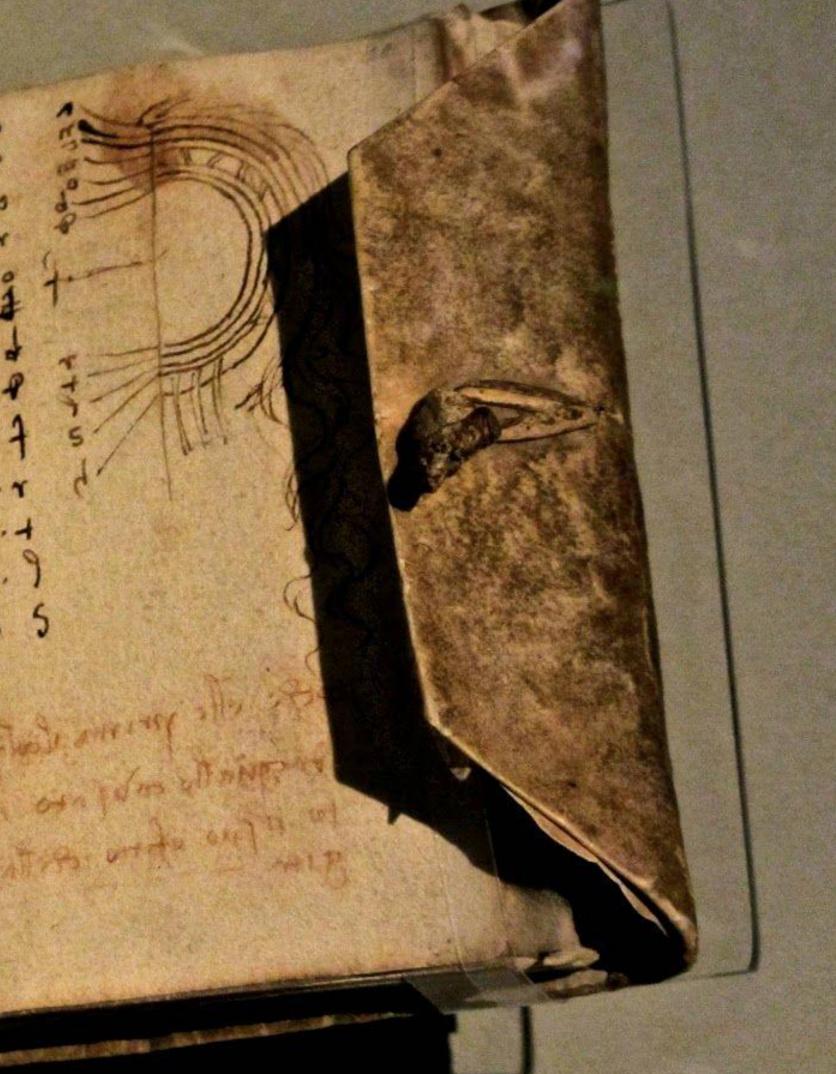




Externalization



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THE NEW YORK TIMES BESTSELLER

THINKING,

FAST AND SLOW

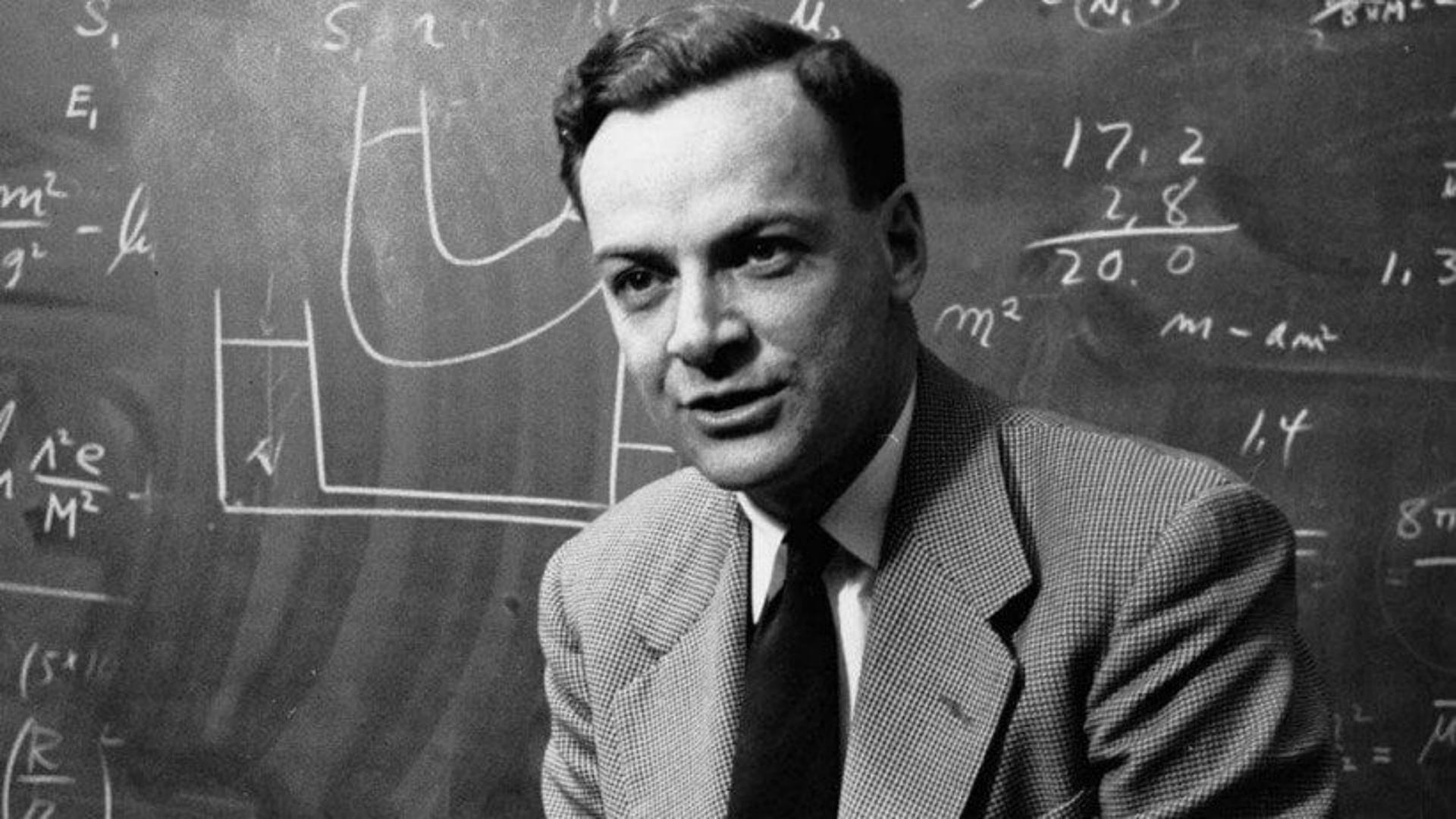
DANIEL KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

"[A] masterpiece . . . This is one of the greatest and most engaging collections of insights into the human mind I have read." — WILLIAM EASTERLY, *Financial Times*

"Don't worry if what you're saying seems muddled, contradictory, or simplistic; that's a crucial part of the process.

We often need to say things out loud before we can begin to organize them into something more coherent."







INDO SMOLE I NEVER LEEN JO broke in a support right out my window today the TV tomorrow the mutendo goes sometimes I just don't know why I spend so much dough on this weed honestly merejuana seems to be all I wanna see Violar and labut Marshall you promised me based that you'd stop smokin & go git The same a pob go gu a job-you go get a job your the one who smokes most of The shut up & coll some pot I need to smoke some pot 100 april 6 the forget now shut up & roll some pot uning scott's comin over curpt SAR UM ALL POULY I KNOW CONTENT 17511 bodys everliperies and me E STOND UP IN 3 chair & start to Bar a right host speach TAUEN CONTRACT LITE AND WHICH ANS I my right ould be Pulor Anto José THE SECONS I'M WERE track you all out FORDING PORCE Bet Box Hours with our swing Cranky Han my shire ones 91 I are one one Brings Janie how unk Sound A Show of CONTER I'll NEWER gen. I WALL IN NOW 3 Hip Hop god to ble in the Am of breards STIPT South of course I por shin on at the duards war been LITTEN Hering ma for your you Mithe me wanne 3 guitar too ast up the good that I want how Charter tort I Sprt to spill drinks on - uke hey the ficture -I got this and little gain any part with 19/10 Altho & they werent 10 with the thread with night on agater the mildle of my Even this kinds CHIN HEN I begIN CUTSIN that knew put UON'E YMY at cath & every how proon to suffer T that Jou fack in on at the third point of a signifier he huitewes should be en and inthe he Jou should be en and inthe he Jour should be en and interned to the point point with halts yell it is to pouch you they all my toys around me show 15 Stoyem WERE THE WE WELL IL SNEETIN & BEHIN NERVOUS un I start businether balls within bitch right in front of the girlf rends

GALL AND

A few of these rhymes come from a song called "Angry Blonde," which I never released. The song was a joke between me and first real tour, and we were drinking and experimenting with first real tour, and we were drinking and experimenting with Ecstary. Every night, if I didn't actually fight somebody. I would not on the buy and size on Trinki books speech. I'd stand mon get on the bus and give my "right hook" speech. I'd stand up on the table and go, "My right hook? Oh, I could knock a mother-

lucker out. One punch." The next day everybody'd make fun of me, because it was the same speech over and over and over. I used to hit people for the dumbest reasons in the world. I cen-stantly thought that people were saying the wrong thing to me, when half of the time they weren't. My brains were scrambled over-easy for a bit-I can admit it. I'm extremely lucky I didn't get sued more than I did. fucker out. One punch." The next day everybody'd make fun of

I 'm just a cogular person who's got Aproblem will cuesin 1200 probably 2000 86 times in A 5 minute verse but I'm he would be Just me celetade a a + v stax shert & 2 times CONTRACTOR Thinks is a tope in the VCR but she knows we AINT poor NO make I drive A 1984 four door ford explorer performant with the whole possonses side of crashed & danied cuz I backed into a truck smashed up & bent H like to proposed toort to willight we got TVs controls with Remate controls overdose whenI The way I AM Hailer's jumpin on the furniture power boles stiller Kull of four we don't give a fuck shit we're just kich white frash shit of four Right, HAILK tellem baby Kills my ars Drug mile and is more gones to made noto baby we had a talk 100 Moler 040 Note that cots Amit D . 8 she said to you could be had You Year M but just this once though put a fingle up a tell em boby we don't give a what - fuck

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ASSIGN MARK

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kim mashall Mathers THEFT KINDER Amityville WAY I AMO -the KIDS Remarker Ma Drug Ballad BOOR Shid on the Octop Bitch Please 2

This was a bad idea. I was going to do this song with Hallie and have her say "Eiss my ass." She's such a natural in the studiot She's been in there since she was an infant for "Just the Two of Us." when I needed the baby gurgling sounds. She thought of the concept for "Hy Dad's Gone Crazy." I was chasing her around the studio, and she just said it. "Somebody help me, please!"

marchall markers



leaf

tool..."

"...all I wanted to do is be the Bruce Lee of loose

I abused ink, used it as a

- "The Monster," Eminem

Externalization

Physical Artifacts









Externalization

Feedback



It's natural and necessary for humans to externalize creativity.

EXTENDED MIND The Power of Thinking Outside the Brain

ANNIE MURPHY PAUL

- Thinking with Sensations
- Thinking with Movement
- Thinking with Gesture
- Thinking with Natural Spaces
- Thinking with Built Spaces
- Thinking with the Space of Ideas
- Thinking with Experts
- Thinking with Peers
- Thinking with Groups

Humans aren't creative in isolation.

Humans are creative in Joint American Strain Strai

Place Artifacts Networks Process Feedback









Mike Monteiro

DESIGN IS A JOB

FOREWORD BY Sam Cabrera

"A magical creative is expected to succeed based on instinct, rolling the dice every time, rather than on a methodical process that can be repeated time and time again."

The Romantic Lie

"Creativity is the ex nihilo product of a singular human mind"



DEPT

Plan

How can we manage an ever growing body of work that is needed more effectively?



Optimizely

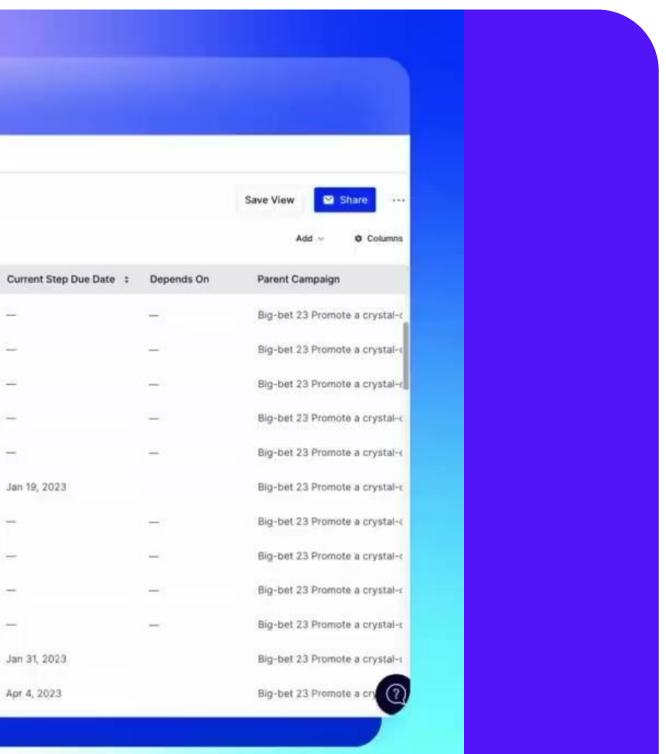
How can we manage an ever growing body of work that is needed more effectively?

Having an overarching campaign view can save time and effort

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Library	Sho	w hierarchy					
Marketplace	Title	+ ↑	Туре	Status	Owner :	End/Due Date :	Current Step Na
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	٠	[Q2'23] CX Summit - Sydney 4	Campaign	Not Started	Vivien Wong	Apr 29, 2023	
Analytics	•	[Q4'23] CX Summit - Melbourne 5	Campaign	Not Started	Vivien Wong	Dec 31, 2023	-
Requests		Etumos - CX Summit - Sydney 2	Campaign	Complete	Vivien Wong	Apr 12, 2023	_
		[Q1'23] eBook: New Way of Working 43	Campaign	On Track	Maximilian Sidamgrol	May 31, 2023	-
		Localize SEO Blog	Task	Completed	Maximilian Sidamgrof	Jan 19, 2023	promote post
	,	[Q1'23] Acquisa E-Commerce-Wee 15	Campaign	Complete	Maximilian Sidamgrol	Mar 31, 2023	-
	,	[FY"23] Deane Barker - Thought Lea 6	Campaign	On Track	Deane Barker	No end date	-
	٠	[Q1'23] AMA Email Campaign 10	Campaign	On Track	Maria Luisa Covarrub	Jun 30, 2023	-
	,	[Q1'23] Content Marketing Institute 6	Campaign	Not Started	Elizabeth Donahue	Feb 28, 2023	-
		OCMP GE Healthcare / GEHC	Task	Completad	Maximilian Sidamgrof	Jan 31, 2023	Answer Britt?
		[Q2'23] How fit is your marketing organ	Task	Completed	Maximilian Sidamgrof	Apr 4 2023	Check Text CM

Plan





How can we manage an ever growing body of work that is needed more effectively?

Plan

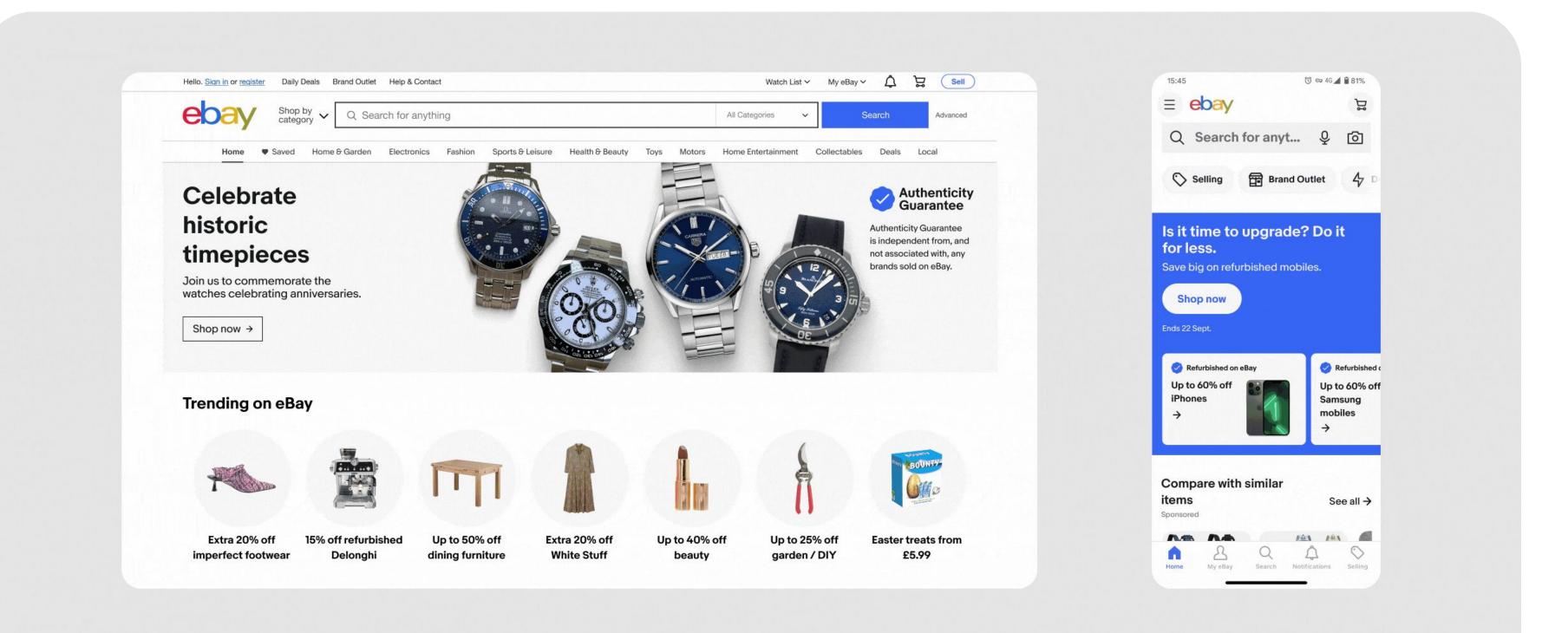
Total visibility to focus on doing the work

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•	[Q1'23] Marketing Strategy Summit 6	Campaign	Complete	Vivien Wong	Mar 30, 2023		-	-	Big-bet 23 Promote a crystal-c
,	[02'23] SellingSimplified Programma14	Campaign	Not Started	Vivien Wong	Jun 29, 2023	-	$\gamma_{1} = \gamma_{1}$	-	Big-bet 23 Promote a crystal-t
•	[Q2'23] CX Summit - Sydney 4	Campaign	Not Started	Vivien Wong	Apr 29, 2023		-	-	Big-bet 23 Promote a crystal-c
•	[Q4'23] CX Summit - Melbourne 5	Campaign	Not Started	Vivien Wong	Dec 31, 2023	-	-	-	Big-bet 23 Promote a crystal-i
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	[Q1'23] eBook: New Way of Working 33	Campaign	On Track	Maximilian Sidemgrof	May 31, 2023	-	—	-	Big-bet 23 Promote a crystal-r



Plan

Reimagine project scoping saving time to focus on the work





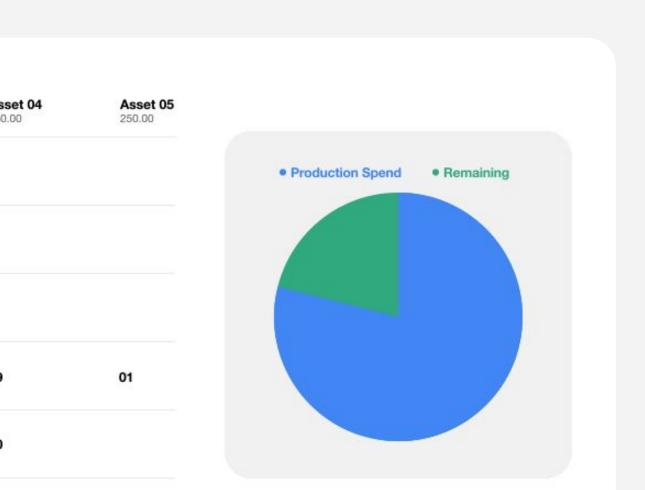
How can we manage an ever growing body of work that is needed more effectively?

Reinvent how projects are tracked

Campaign	Start Date	End Date	Status	Asset 01 25.00	Asset 02 50.00	Asset 03 100.00	Asse 150.00
01	28 Aug	3 Sep	• Complete	10			
02	15 Sep	15 Oct	• In progress		150		
03	29 Sep	29 Oct	• In progress		03		
04	12 Oct	16 Oct	Assign status			01	09
05	20 Oct	20 Oct	Assign status				40







How can we manage an ever growing body of work that is needed more effectively?

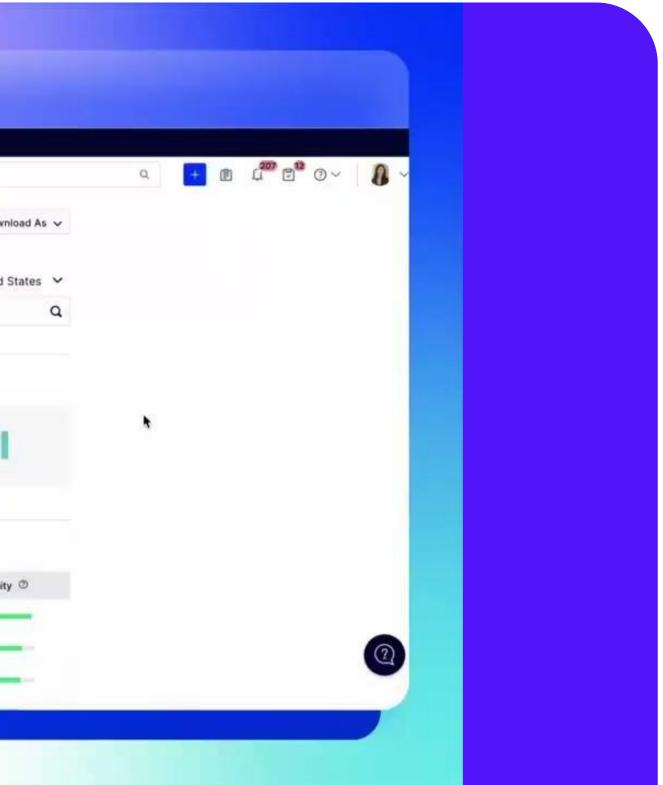
Data-driven insights help spot opportunities to create high-impact content

Optimizely					
-	zely Marketing 🗸 🗸				IIA
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E Res	search topics and competitor keywords	to help build your conter	nt strategy.		
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Plan







DEPT®





How can we manage an ever growing body of work that is needed more effectively?



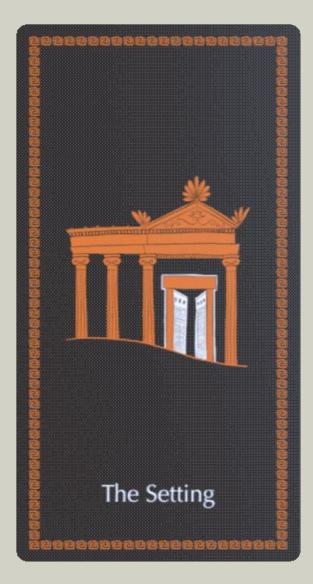
Collaborate

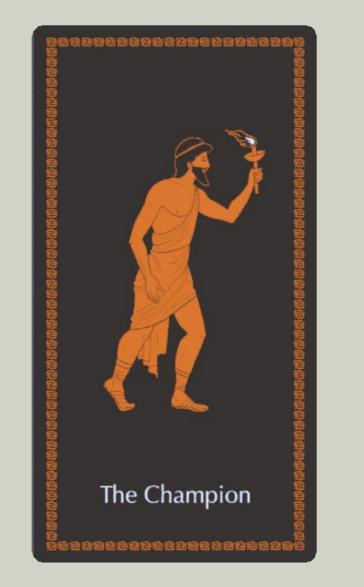
How can we use tools and process to collaborate more seamlessly and remove barriers for creativity?





Best in class briefs inspire work that works













Best in class briefs inspire work that works

Aēsop.

The rules to good storytelling

The storyboard includes 10 cards—each card represents a popular storytelling trope and corresponds to a section of the marketing brief.

On the flip side, each card includes several prompts that will help you uncover the essence of the story element;

Rules

Coude 1 to 10 will remain on the board on the loss



Plan

Collaborate

Enabling in situ feedback across multiple campaign stakeholders

Task TSK-12363	C Stare © 2 Mark Complete	
In Progress	🔟 Started + Jan 26 🔲 Due + Jul	05
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Collaborate with ease as if you were in the same room

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How marketers benefit from AI and how we're innovating - Optimizely

AI Has Entered the Chat: How Marketers Can Benefit and How We're Innovating

Artificial intelligence (AI) is infiltrating marketing ecosystems. See how it's changing the game for marketers and how we're innovating with AI in our Content Marketing Platform.



Ali Hart roduct Marketing Manager, Optimizely

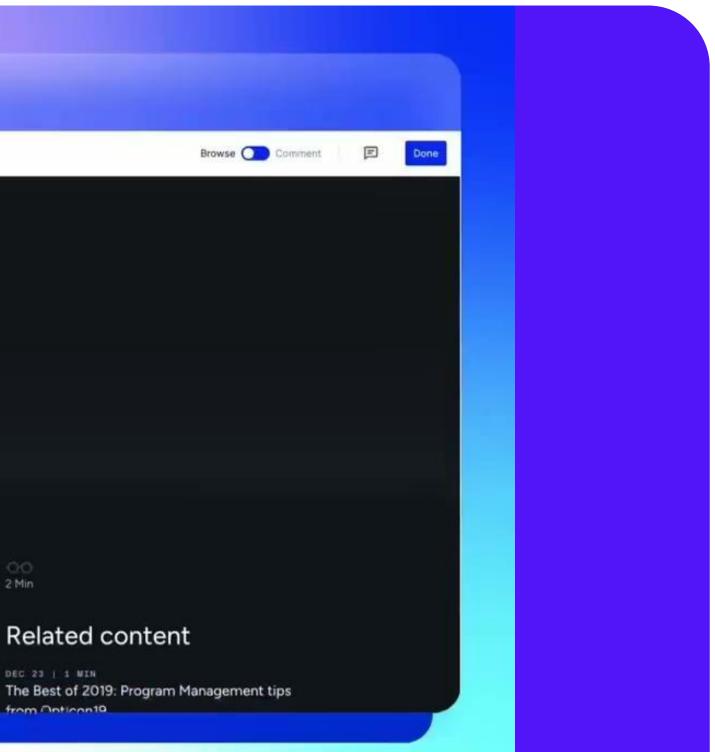
In a recent wave of popularity, artificial intelligence (AI) and machine learning (ML)-based technology are infiltrating marketing ecosystems and becoming must-haves. According to the Content Marketing Institute X. Al is a top content marketing trend for 2023, with marketing experits predicting it will "transform creativity and content."

Let's take a deeper dive into how it's changing the game for marketers, and how we're innovating with Al in our Content Marketing Platform.

Al: Changing the way marketers work

2 Min





Plan Collaborate

Ensure messaging **is always on point**



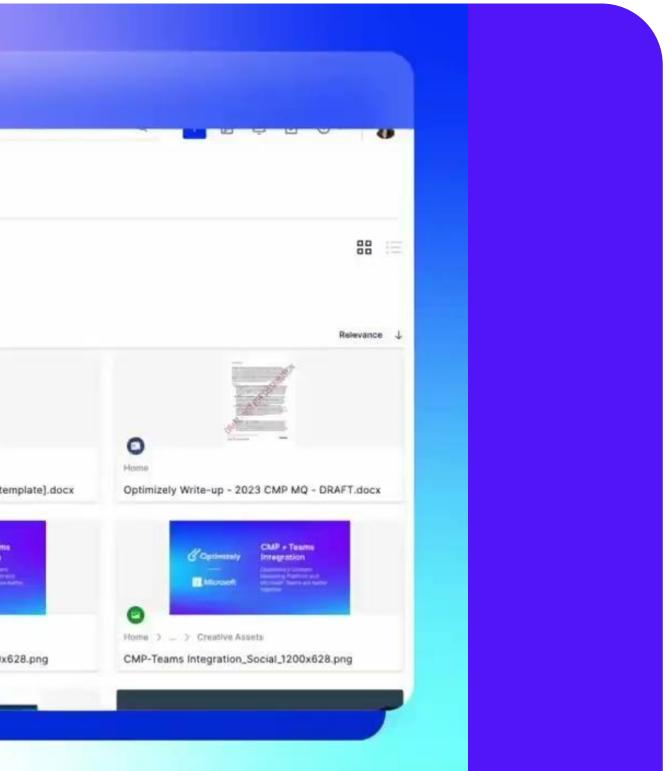


Centralization of content storage with Al enabled automation

Library		
Assets Collections		
♥ cmp product updates × Search		
1239 results for "cmp product updates"		
Select All		
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Ct Optimizely Content Marketing Platform	Optimizely Content Marketing Platform	
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Plan

How can we manage an ever growing body of work that is needed more effectively?

Collaborate

How can we use tools and process to collaborate more seamlessly and remove barriers for creativity?

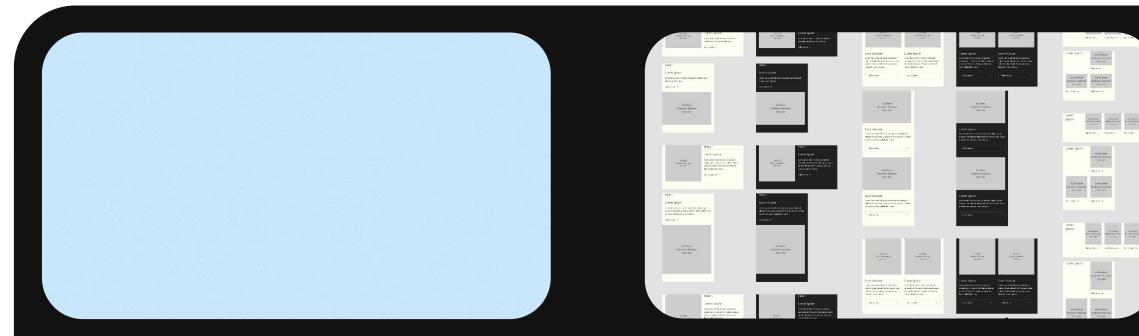
Execute

How can I execute more efficiently to get to market quicker?





Standardized frameworks & toolkits to streamline workflow, reduce error rate



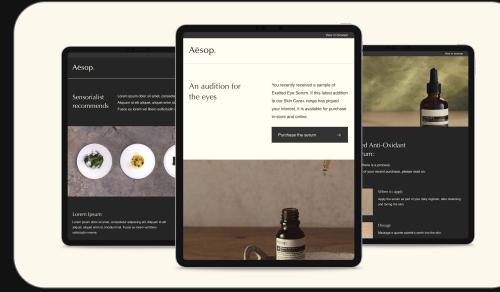
Creative frameworks

Bespoke module libraries

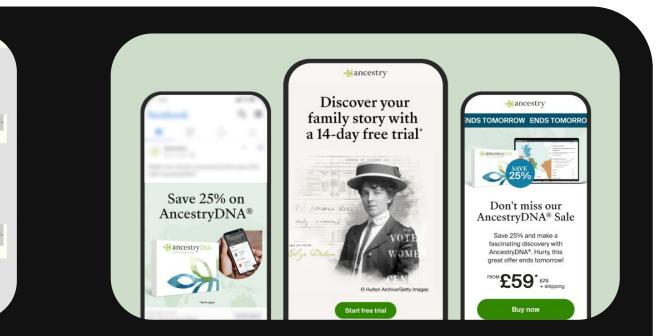
Execute



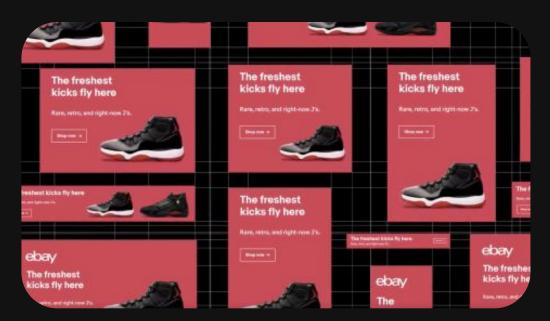








Channel templates



Automation templates

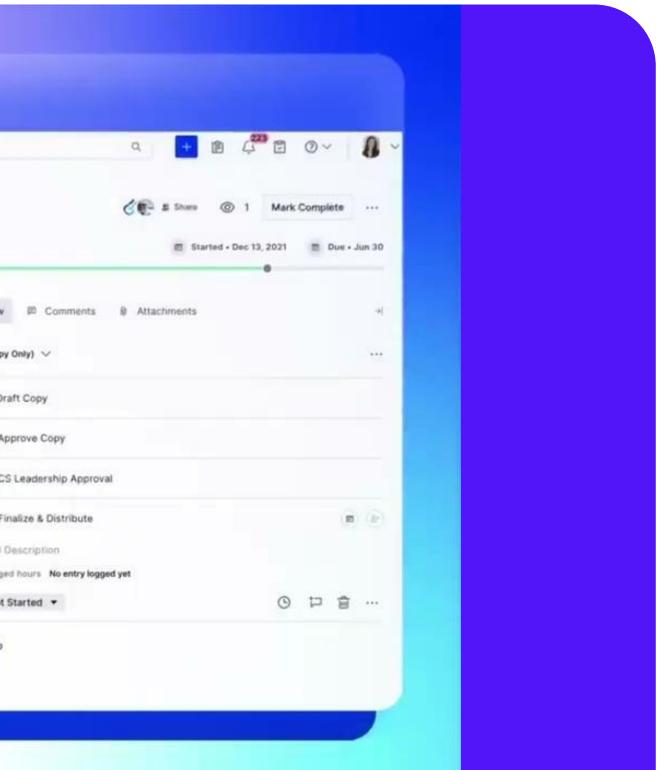
Publish seamlessly cross channel

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л.а Нупса	□ Al + personalization, scaling experimentation, and content best practices ± □ 0	▶ 🥥 2. Aş
() queesta	Customer, prospects, and partners alike gathered last week in New York City's Flatiron District for the final stop on the multi-city Optimizely Roadshow event. From customers representing the likes of Birkenstock, Bloomberg, Baked by Melissa, Verisk, and AMEX to partner sponsor	• 🕑 3. C:
	Valtech and their special guest, Arterra Wines, it was an afternoon full of fresh content, future-focused conversations, and (of course) a rooftop networking happy hour under mid-spring sunshine. In case you missed it, here are four key takeaways from the Big Apple event.	• 🕑 4. Fi
	1. Personalization takes center stage	Add (
	A warm welcome from CEO Alex Atzberger ushered CMO Shafqat Islam onto the stage as he opened with a keynote dedicated to	Logge
	personalization and how expectations of hyper-tailored experiences are higher than ever before. Personalization is no longer a pipe dream or	
	ambitious goal, it's now the baseline standard when consumers interact with brands.	Not
	"We're much more open and willing to participate in a tradeoff with our personal online data to receive a better, customized experience,"	
	Islam says. But he continues with a crucial reminder, "Digital relationships are still human relationships. It's not just a data point. It's a real person making this tradeoff, so in return we need to give them something."	+ Add Step
	It's a huge opportunity for marketers to forge a deeper relationship with customers across devices and touchpoints, Islam notes. And the	
	rapid pace of AI adoption allows us the newfound laxury of creating content at record volume and velocity without sacrificing quality.	



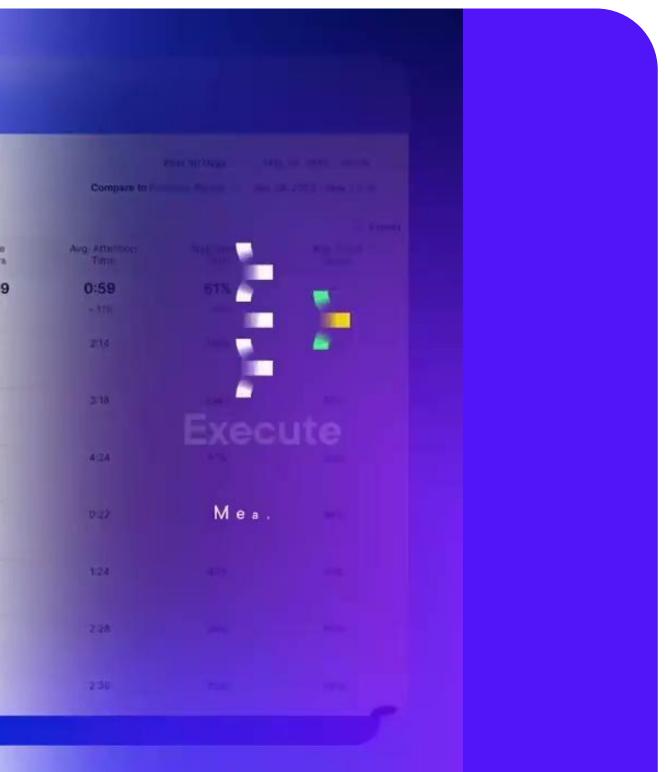




Measure impact to learn, iterate and optimize

A Home	Saved Views Save	* Analytics			
≘ Ptan	 ✓ Shared with Me *Rebranding Campa ≛ 	Content New vs Returning Licensed & Original Actions	ROI		
Resources	✓ Filters	Article Q	: Publish Date	- Pageviews	: Uniqu Visito
Library 문	 ✓ Collapse All ✓ Campaigns 	900 Articles Viewed + 20% over prev. period	-	172,751	54,39
Marketplace Q Idea Lab	di Select Campaigns	1 Once a Running Joke, LinkedIn Is Suddenly a Hot Soci Adweek - By Dan Tynan 1792 words	Sep 18, 2017	467,600	1,845
Analytics	Content Type Word Count Publish Date	2 Content Marketing to Gen 2 NewsCred Blog - By Dawn Papandrea	Sep 28, 2017	362,400	1,316
E Requests	Authors Channels	1456 words 50 Best Content Marketing Brands of 2017 Fast Company By Heather Eng	Jan 24, 2017	6,913	5,455
	 Sources Wordpress Tags 	ROI Measurement Framework [FREE TEMPLATE] Bioomberg - By Llam Moroney 84 words	Sep 19, 2017	2,568	1,332
	Wordpress Categories Article Length	5 How to Document Content Marketing ROI CIO - By Liem Moroney	Sep 19, 2017	2,481	1,235
	Campaign Type CMP Module Content Format	2548 words Fashion Content Marketing 2017 - Top Trends and Le NewsCred Blog · By Down Papandrea 2274 words	Dec 8, 2016	2,289	1,694
	Content Pillar	7 Why Marketers Need to Think About Killing Marketing AdAge - By Lisa Kalscheur 297 words	Sep 22, 2017	2,109	1,568



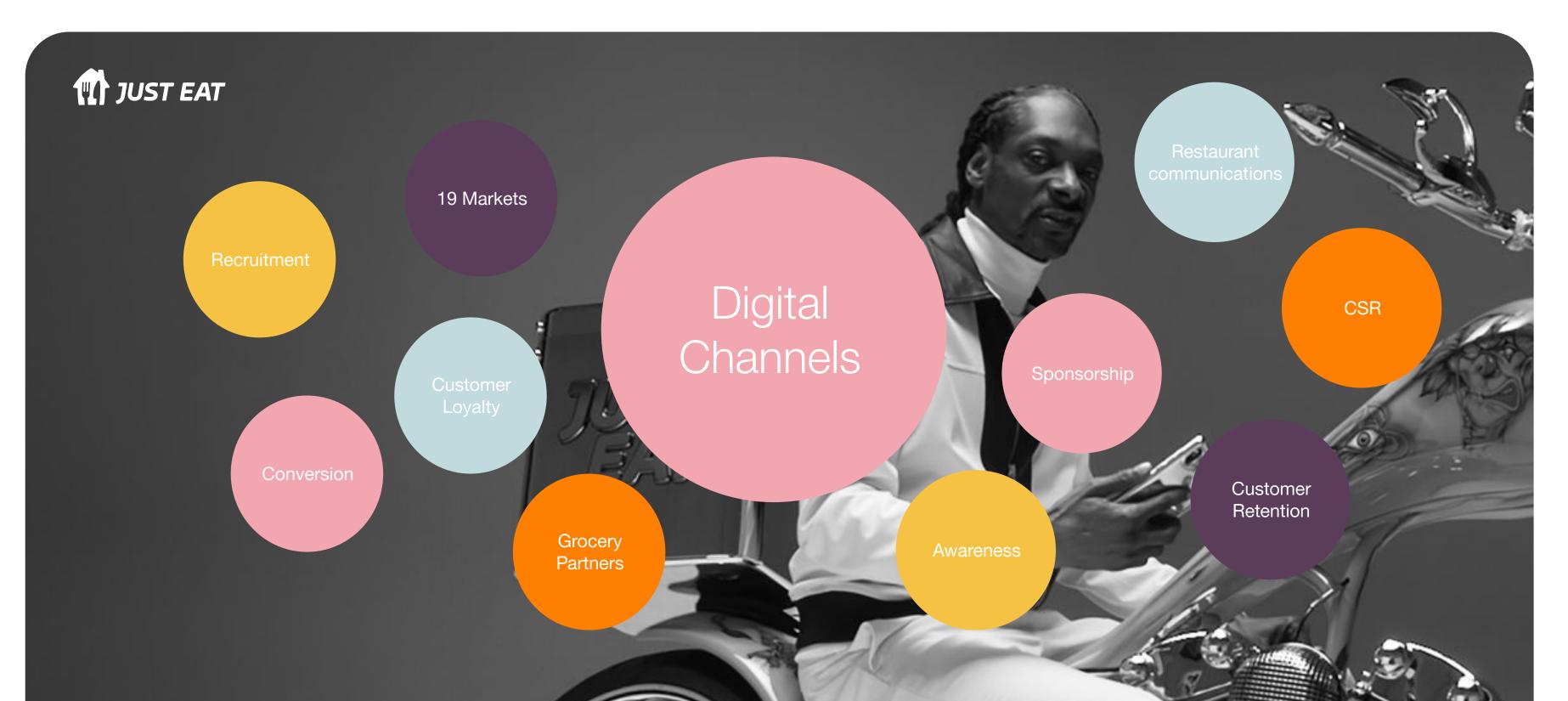


Harness automation for increased scale, speed & efficiency





Content is king. But getting it right isn't easy.







It was fundamental to find a solution to accommodate each markets needs

Execute

Requirements;

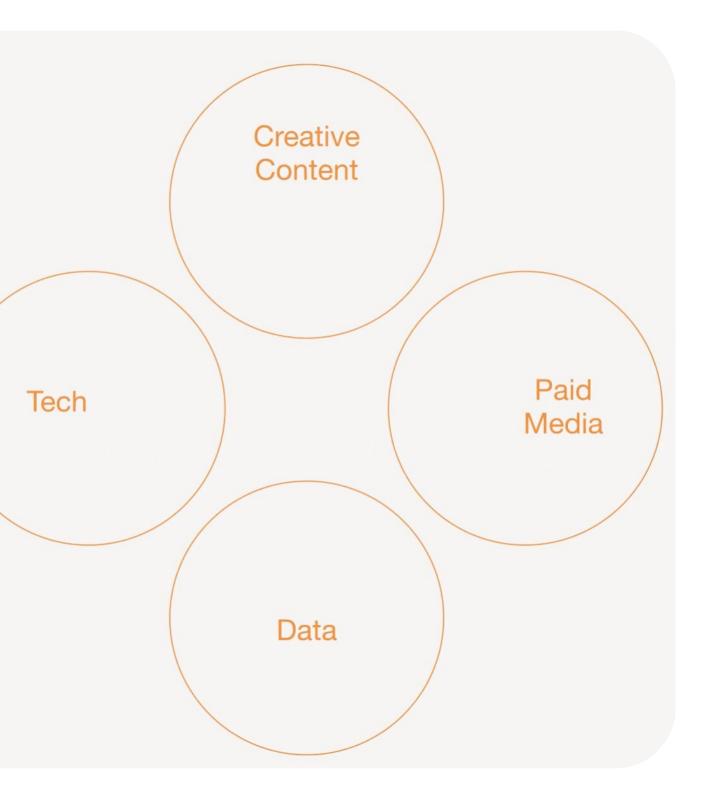
- 17 markets
- Different demographics
- Different restaurants
- Different familiarity levels

Challenges;

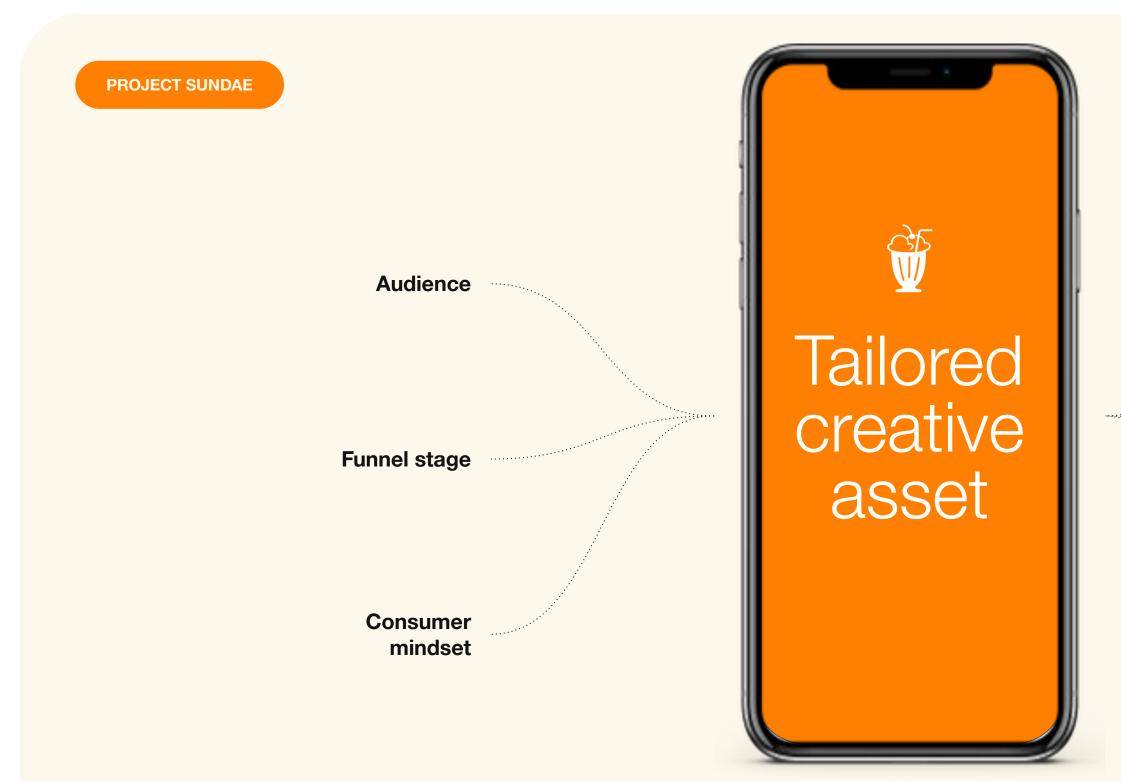
- Repetition
- Lack of customisation
- Being stuck in manual
- Not testing enough





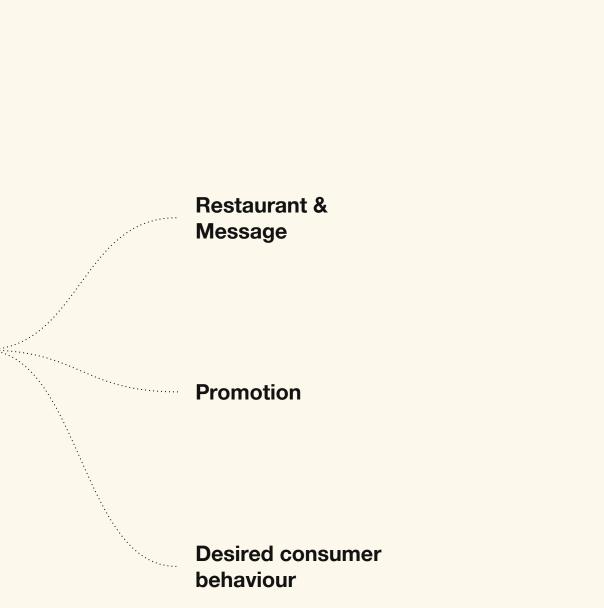


This is **how it works**







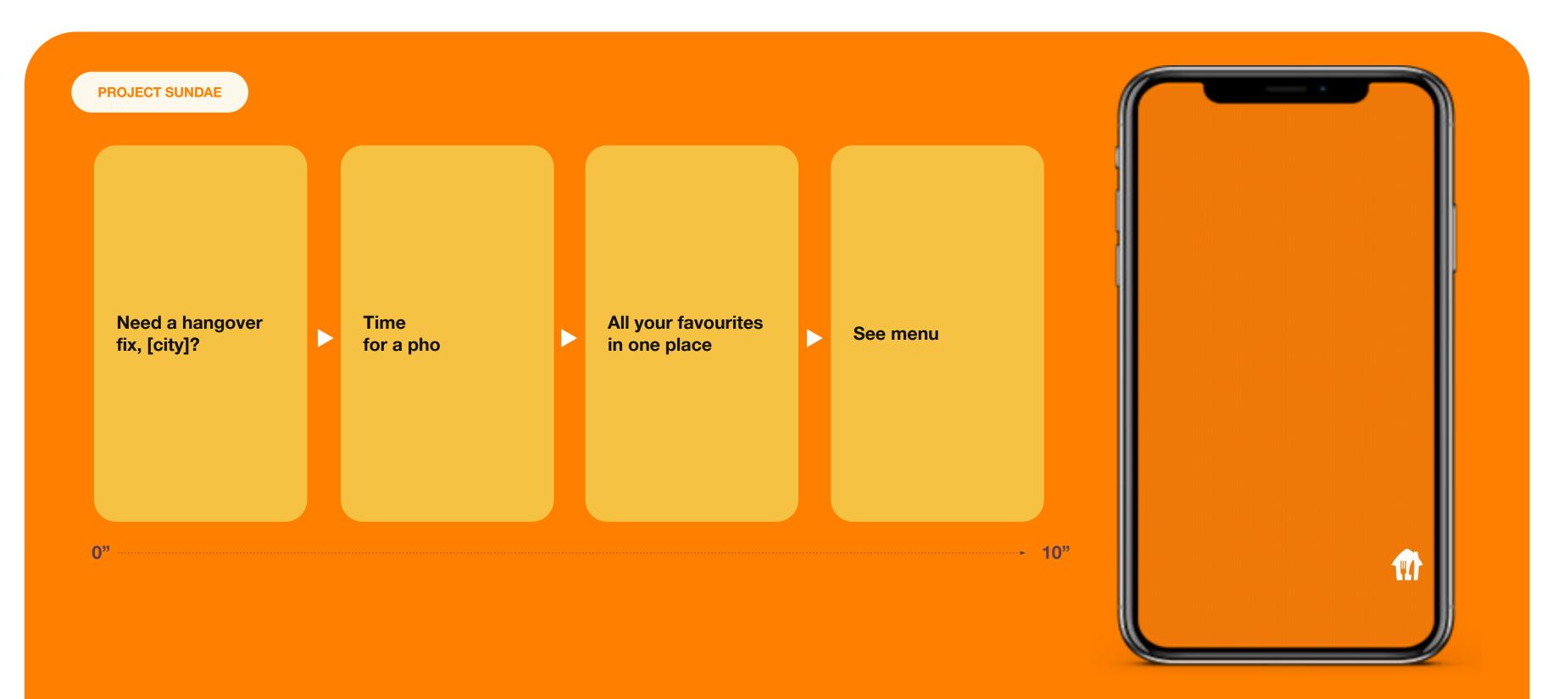


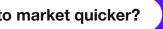
A city-based campaign example utilizing data points to heighten relevance





How the component parts fit together for creative executions that resonate



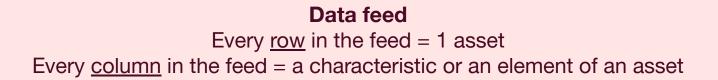




Quick intro to Lightspeed (part of ADA)

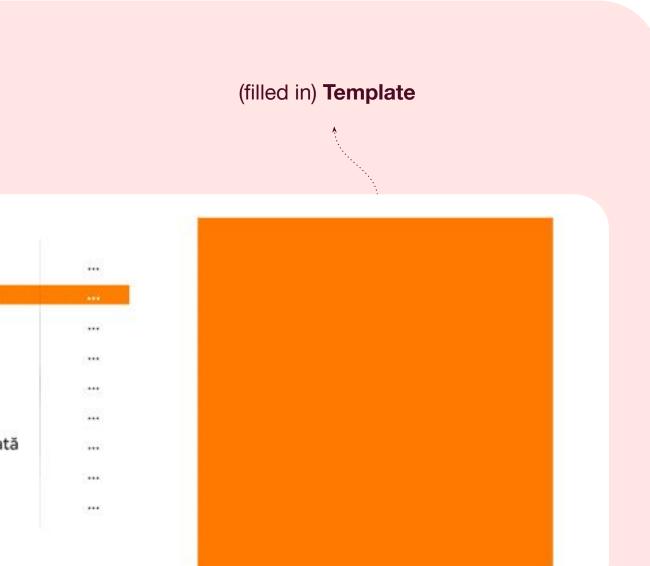
PROJECT SUNDAE

Language	Food	Copy 1	Copy 2
IE-en	Acai Bowl	The easy way to go vegan	Pick your Vegan favourites
NL-nl	Acai Bowl	Vegan eten? Makkie	Ontdek je nieuwe plantaardige favoriet
AT-de	Chinese Noodles	Veganuary leicht gemacht	Verlieb dich in ein Veggie-Gericht von
PL-pl	Chinese Noodles	Veganuary - to proste	Znajdź swojego wegańskiego faworyta
IT-it	Falafel Burger	Un mese da vegano. Facile, no?	Scopri il tuo piatto vegano preferito
RO-ro	Falafel Burger	Vegan pentru o lună. Ușor, nu?	Alege-ți noua mâncare vegetariană preferată
DK-dk	Tofu Poke Bowl	Mindre kød? Intet problem	Udforsk nye, kødfrie livretter
IE-en	Tofu Poke Bowl	The easy way to go vegan	Pick your Vegan favourites









DEPT®

We can make a lot of these assets. In minutes, not days.

PROJECT SUNDAE





The results speak for themselves

It's a quarter of the cost

Compared to manual asset production

Minutes over months

Execute

Allowing us to move quickly and automate production at scale

It's driving orders

Project Sundae is consistently a best performer against benchmarks and other live campaigns





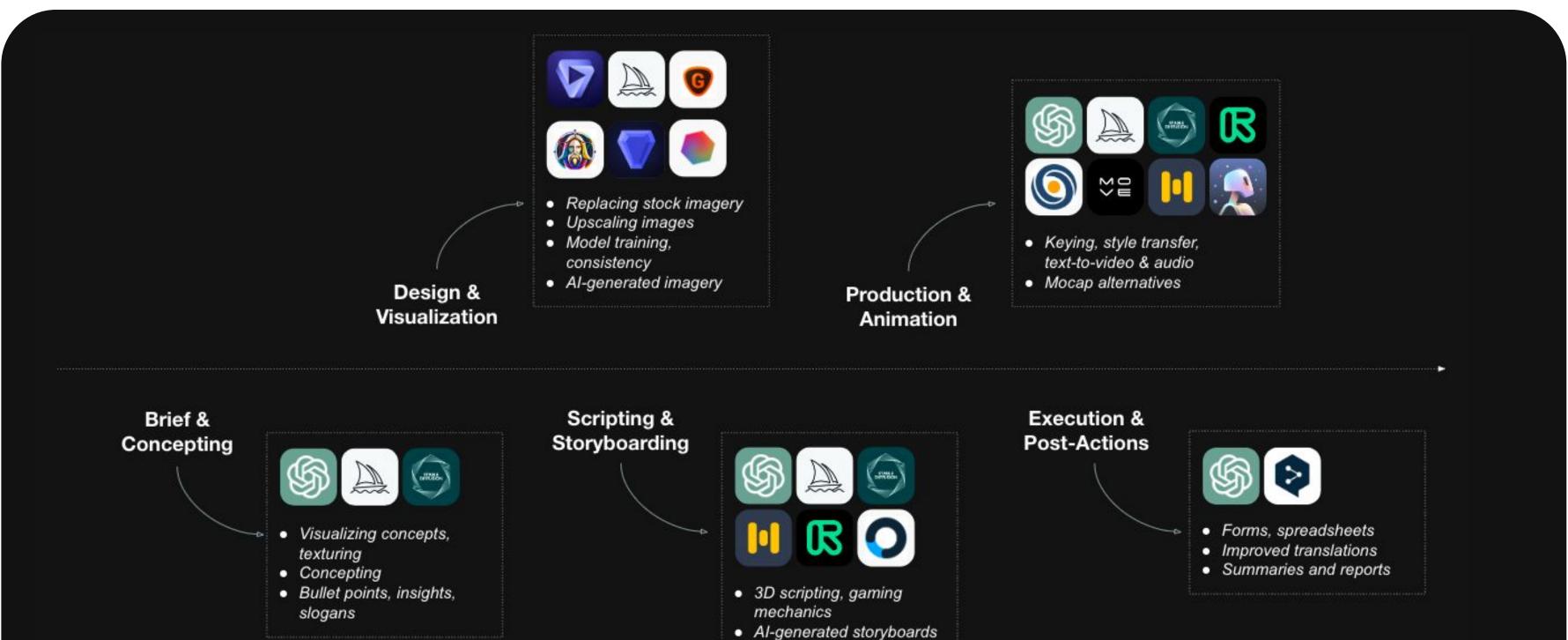
Unparalleled scale

Tens of thousands of assets, 34 cities, 19 markets



We're using AI tools to disrupt the creative process

Execute



Text-to-audio flexibility

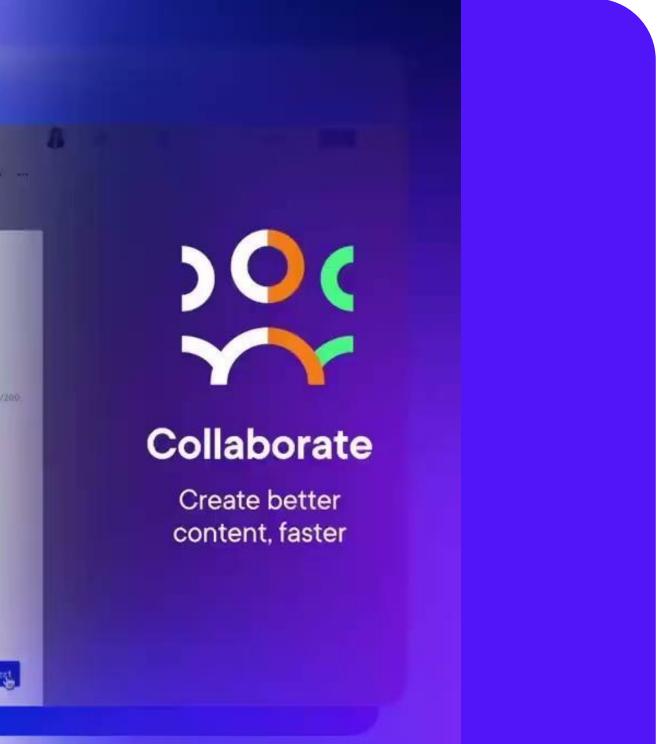




Generative AI to produce and optimize content

Why Every Marketer Needs a CMP	
	Add your article content twine
	Generate Text
	Tell us what you are writing about
	Blog Post O Title O Outline
	About *
	Explain why every marketing team needs a content marketing platform
	Sentiment O Neutral O Positive O Negative
	Tone
	O Formal Informal
	Word Limit * ①
	250





Al driving **QA efficiency**







