



Digital Transformation

January 24, 2017

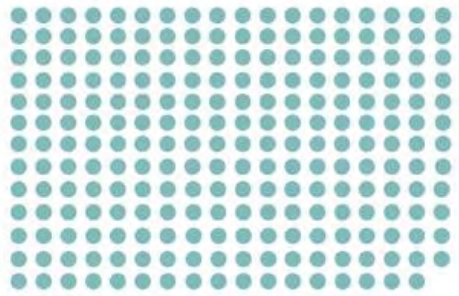


Patrick Smith

Executive Director,
Target Activation Group



Facts & Figures



250
employees



Proudly
independent



Founded
43
years ago

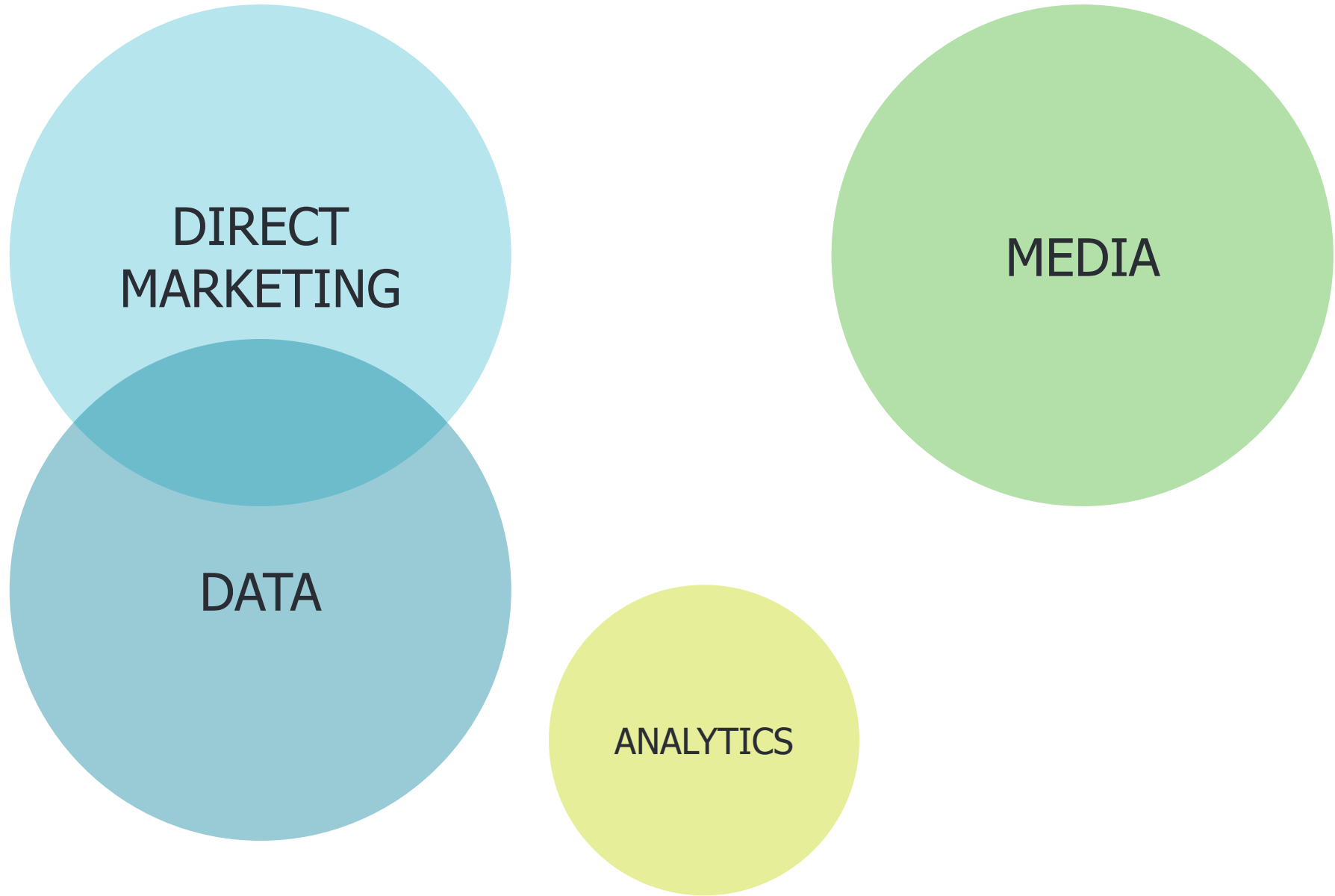


BBN: more than
29
locations globally



Client Partners





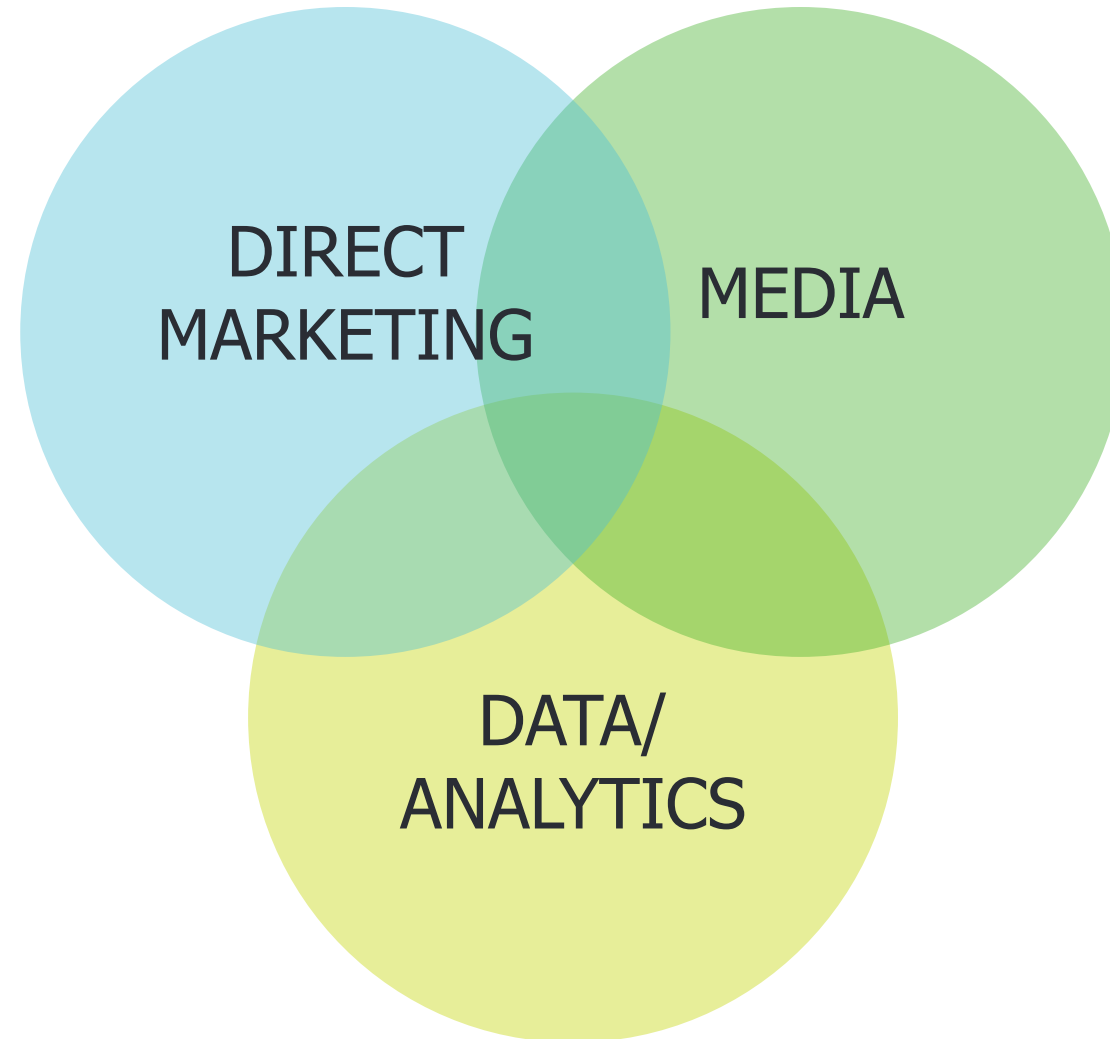
DIRECT
MARKETING


DATA

MEDIA

ANALYTICS

Target Activation Group



A man in a light-colored suit and patterned tie is pointing with a blue pen at a digital interface. The interface features various data visualizations, including a world map, a line graph with a rising trend, and several circular gauges. The background is a dark blue gradient with faint, glowing circular patterns.

**What does Digital
Transformation
mean in 2017?**

The background of the slide is a dense, overlapping pattern of various colorful speech bubbles. The colors include shades of blue, purple, green, yellow, orange, and red. The bubbles vary in size and shape, creating a vibrant and dynamic visual effect.

Customer Engagement

Sales, Service & Marketing
Communications



**Data is a
Strategic Asset**



Owner →

← Renter

Customer Knowledge

The image features a black background filled with a dense, chaotic stream of white characters, numbers, and symbols, including letters like 'A', 'B', 'C', 'D', 'E', 'F', 'G', 'H', 'I', 'J', 'K', 'L', 'M', 'N', 'O', 'P', 'Q', 'R', 'S', 'T', 'U', 'V', 'W', 'X', 'Y', 'Z', and various mathematical and technical symbols like 'π', 'σ', 'μ', 'λ', 'φ', 'ψ', 'ω', 'θ', 'δ', 'ε', 'ζ', 'η', 'ι', 'κ', 'λ', 'μ', 'ν', 'ξ', 'ο', 'π', 'ρ', 'σ', 'τ', 'υ', 'φ', 'χ', 'ψ', 'ω', 'α', 'β', 'γ', 'δ', 'ε', 'ζ', 'η', 'θ', 'ι', 'κ', 'λ', 'μ', 'ν', 'ξ', 'ο', 'π', 'ρ', 'σ', 'τ', 'υ', 'φ', 'χ', 'ψ', 'ω'. The characters appear to be falling from the top of the frame, creating a sense of motion and data flow. At the bottom of the image, a pair of hands is visible, holding the bottom edge of the frame, suggesting that the information is being presented or managed. The overall composition is dynamic and visually complex, emphasizing the volume and variety of customer knowledge.

Customer Experience



Customer Relevance



How do I get started?

Strategies for success



Don't wait to be perfect



Data will not



Technology will not



Ideas will not



**Don't embrace change and
your customers will**



Plan of Action

- ① Infrastructure
- ② Audience Understanding
- ③ Communications/Engagement



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Harness your Data



Marketing Technology

ORACLE
CRM ON DEMAND

 Microsoft Dynamics



CRM/SFA



HubSpot

 salesforce marketing cloud

 salesforce pardot

 eloqua
certified partner

 **Marketo**
CERTIFIED EXPERT

Marketing Automation



sproutsocial

 Spredfast

 **ZOHO**
Social

 **Percolate**

Social CM



SAP

IBM

GoodData

 **Dundas**

 + a b | e a u
SOFTWARE

 salesforce analytics cloud

Analytics/BI



Expertise



Plan of Action

- ① Infrastructure
- ② Audience Understanding
- ③ Communications/Engagement





Audience Insights

Profile: Customer of the Future



TOM

We're not optimizing our global network. In fact, our system is underperforming and siloed. With new strategic growth goals, our company is charging forward to implement an Apple-esque global solution that will achieve continual cost and efficiency savings. I am constantly challenged, and I will challenge my partners. Either they'll prove they fit our culture and global expectations, and can match our rapid business advancement, or we'll look elsewhere. We need a leader, like us. I need a provider that can flex and scale based on my needs. I need a partner I can trust — one that advances my cause, and delivers.

I Need:

ROI: cost savings, improved efficiency

Real-time visibility across my supply chain; solutions tailored exactly to my needs – needs I know I have today

A partner aligned with my culture

Global solution, insights, consistency

I Want:

Additional savings and efficiency. Continual evolution: What else can you do for me? How can you anticipate my next needs?

More data to be proactive, predictive, react faster, anticipate issues, and be surgical in response and planning; spontaneous exception management

Challenge: to push toward the next level

Top external talent/knowledge base; good systems/technology with above-average UX for ease

I Listen To:

- Stories from other customers
- Marketplace/industry trends
- My customers (what they are demanding)

This Gets My Attention:

- Proof of positive change (see more; numbers)
- My next challenge, answered
- ‘They get me’

Audience Profile

ATTRIBUTES

Gender	75% Male
Role	Global director
Business Type	American multi-national corporation
Spend level	100mm+
Focus	Full visibility for efficiency and transformation of network

BUYER ROLE

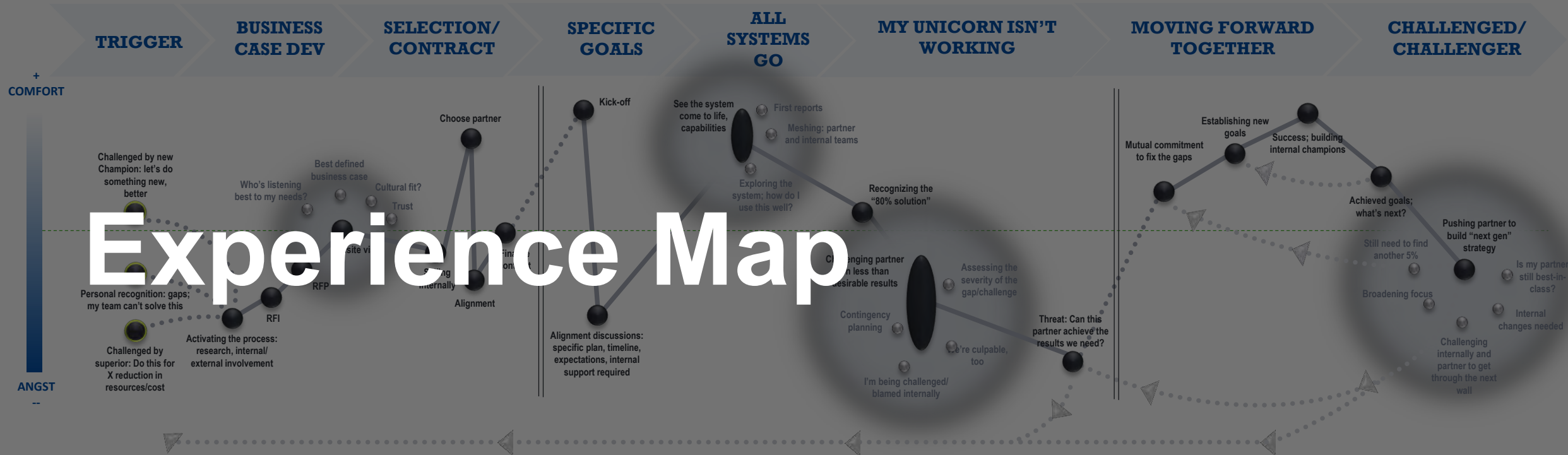
Decision-maker	Leads selection with help of influencers (Procurement, leadership of each business segment, etc.); oversees relationship
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Sources: Qualitative interviews with leaders and new/existing customers.

Customer of the Future Experience Map – OPPORTUNITIES



Following key moments in the Customer of the Future experience



Experience Map

PRIORITY #1: To achieve revenue growth, company must bring in XX new Customers of the Future, which will require delivering the desired experience to get the contract signed

- When found, deliver the story/information that matters
- Tell the right story
- Adapt internal behavior to positively address the first “hot spot”
- Improve the sales process to become more customer-centric
- Align internally to ensure continuation of a desired experience

Company likely won't lose customers here but the customer's long-term experience MC hangs in the balance. This part is where you'll gain testimonials – the proof required to secure future deals.

- Company has multiple “trust-transitions” during this part in the customer experience and needs to improve the transition process to deliver a better, more desirable experience
- Middle team has great challenge: build confidence/trust; make company real in the customer's eyes; capitalize on highs; manage change/customer expectations for the rest of the experience

This part of the experience is critical now for customer retention – to keep the revenue base stable while growing through new customer acquisition. Many Customers of the Future are here.

- Requires identifying “what's next” for the customer's strategic direction and goals first, and then aligning to business growth goals.

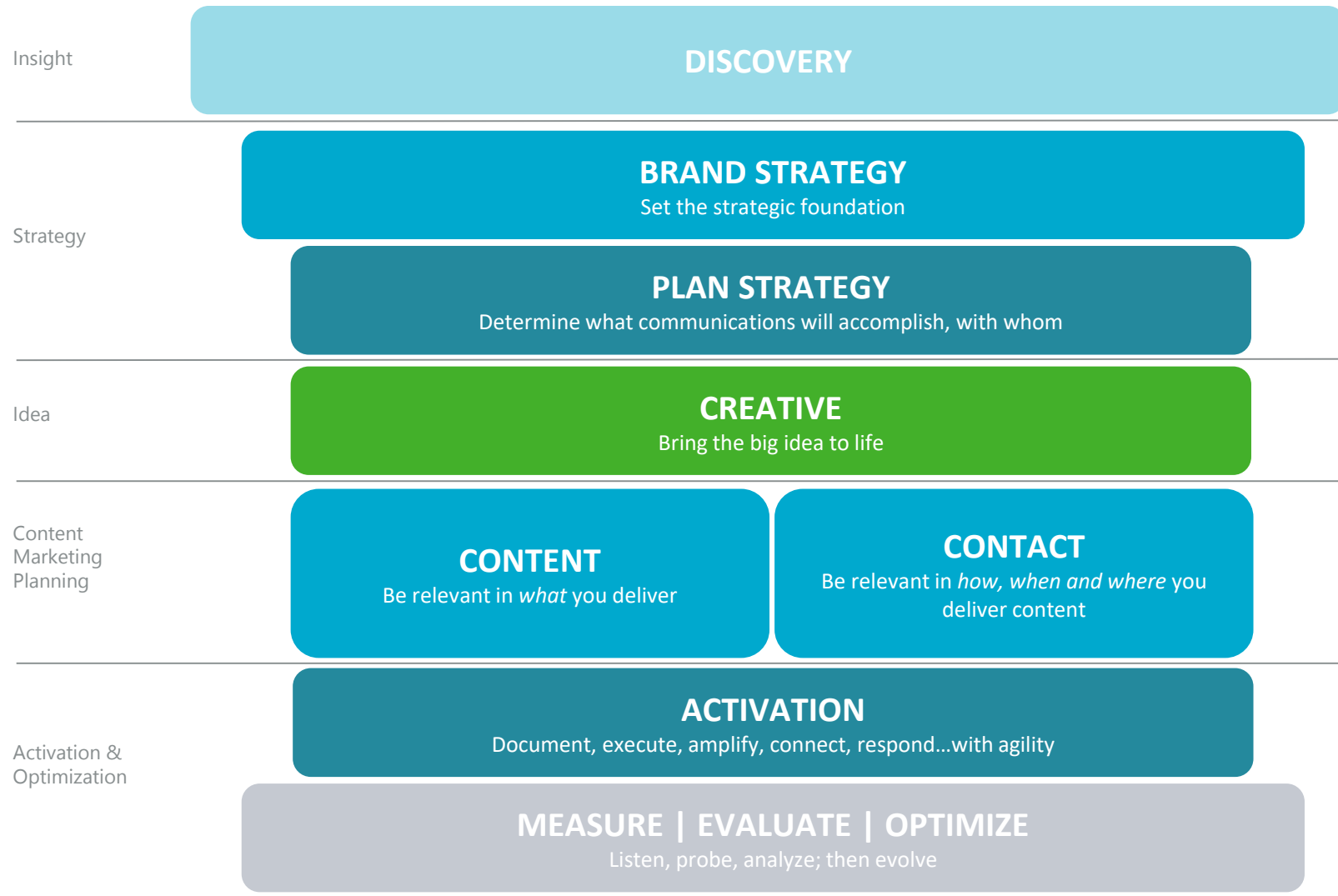
STAGE	OPPS
TRIGGER	<ul style="list-style-type: none"> Comms: Empathy for COF challenges, with answers Be found; good web experience at CTA Story to CHR with tools, training
BUSINESS CASE DEV	<ul style="list-style-type: none"> Customer-centric sales process: experience, messaging, materials All aligned on blueprint Define transition plan A holistic customer narrative is developed: storytelling, story-doing
SELECTION/CONTRACT	<ul style="list-style-type: none"> Well-trained systems talent Training, materials to communicate what customer will experience Share customer CX stories
SPECIFIC GOALS	<ul style="list-style-type: none"> 100% of team's time for transition Capture customer testimonials, stories during the high-point in CX
ALL SYSTEMS GO	<ul style="list-style-type: none"> Training and materials: account planning, customer interface skills, conflict management, change management, storytelling HR: hire qualifications, need bench strength, existing talent assessment – “live the hand”
MY UNICORN ISN'T WORKING	<ul style="list-style-type: none"> Training and materials: identifying and assessing opportunities Capture customer testimonials HR: assess talent – strong leadership of challenger client long-term
MOVING FORWARD TOGETHER	<ul style="list-style-type: none"> Establish process for stage Training/education/experience: supply chain Modeling behavior/leaders, and tools: identifying next gen answers
CHALLENGED/CHALLENGER	

Plan of Action

- ① Infrastructure
- ② Audience Understanding
- ③ Communications/Engagement



Planning Model



GOALS

Calls-to-Action





AUDIENCE

Rice Grower/ Evaluator

“Carl”

BRAND: RebelEX

Proven, dual-acting RebelEX delivers best-in-class post-emergence residual control of sprangletop, barnyardgrass and other tough grass and broadleaf weeds in rice.

BRAND: Grasp Xtra

Proven, broad-spectrum Grasp Xtra delivers best-in-class post-emergence residual control of tough broadleaf weeds, aquatics, sedges and grasses, including edstem, morningglory and barnyardgrass.

CONTENT GUIDELINES

Content should provide an immediate reason to consider a new herbicide, capitalizing on the grower/evaluator's likely year-over-year search for new and better, and their concern about heightened pressure from BYG and sprangletop. It should make data accessible when the grower/evaluator searches, and also when we ask any of their trusted partners. It should highlight singular reasons to pay attention first (to stand out from a cluttered space with high-parity products). Because there are so many product options, easy (but data-based) comparisons may prove beneficial. Highlight what's new, and what's important. Help the grower understand the value he'll get making his decision versus one he's more familiar with. To the extent possible, content should be localized to the audience's specific situation. It should not be "advertising fluff," as growers have indicated this is their turn-off. Instead, content should be data-based, factual and provide proof. Content demonstrating proof of efficacy should provide facts but also an opportunity to experience the facts. Both incentives and print ads catch their attention. Start with short, add links to find copy, and have a two-part title with the first part being the most important.

Content Strategy

DIALOGUE	TOPICS
<p>“I don't have time to do anything else. I need a product called RebelEX that's fighting against the weeds in my field. You've got something even better: better residual, and so on. I need to get it away from my field. You've waited long enough. I need a product that requires more of your time, more frequently, for application. I need a little rebellious and give this a try.”</p>	<p>3 weeks more, just for you INSERT DESCRIPTION</p> <p>Meet the Rebel INSERT DESCRIPTION</p>
<p>“I need more information. I need a decision agent as the handbook. But that doesn't always help. I need a more relevant way to evaluate your options in more detail, like a video or something.”</p>	<p>Rebel vs. That Reasons to choose Rebel EX vs. propanil products in numerous situations</p> <p>Seeing is Believing Data from extension and user test plots/trials shared in a visual, experiential way</p>
<p>“I need more information for you. I need a video that shows the features and benefits, you get us, training, and so on. I need a video that means to you in your situation.”</p>	<p>More for you INSERT DESCRIPTION BUT TRANSLATING IT INTO MEANS TO EACH GROWER. ANALYTICAL VALUE FOR THAT MATTER</p>

Channel Strategy



Customer Data

Account

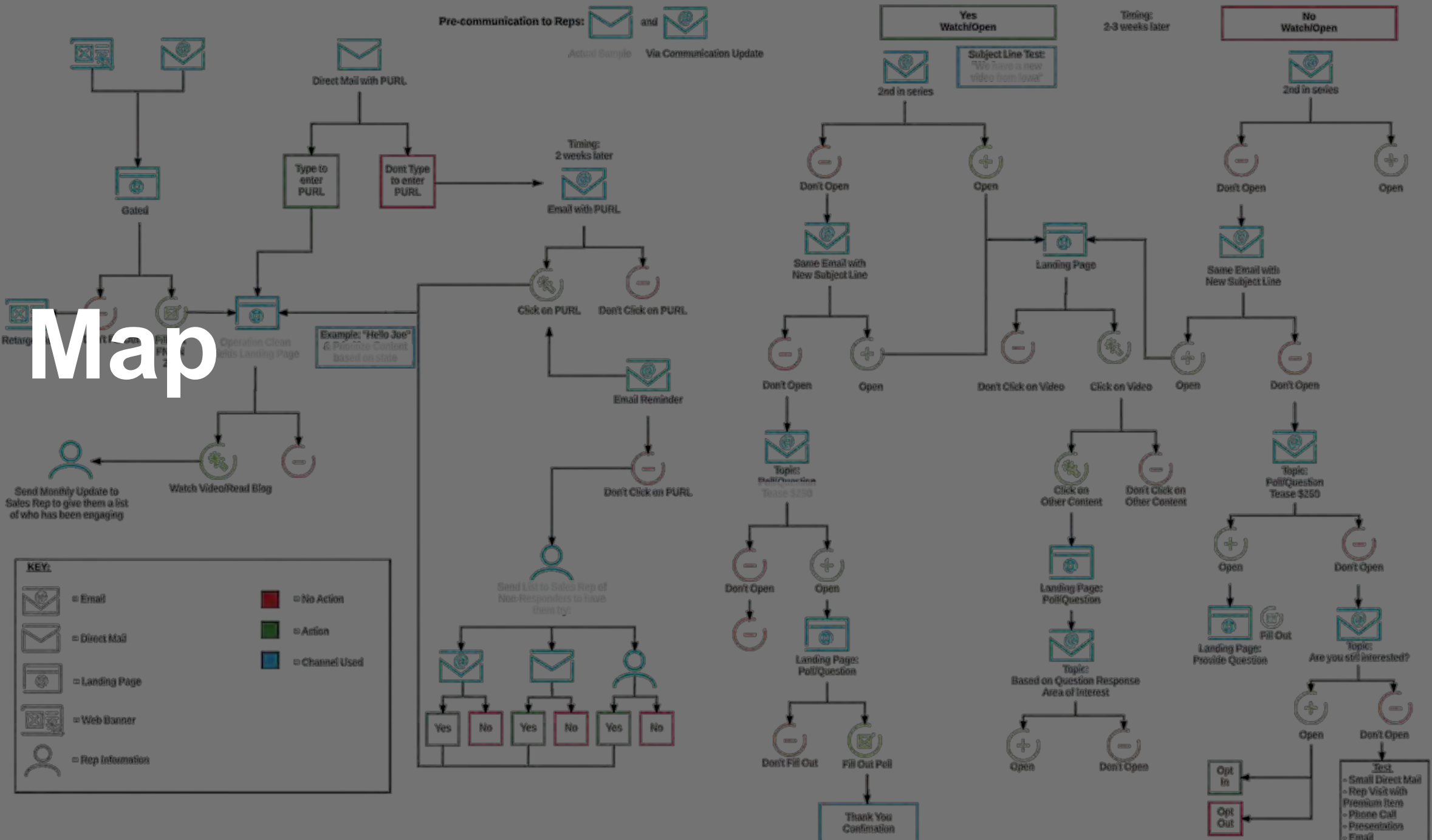
Contact

Purchase

Attitudinal

Behavioral

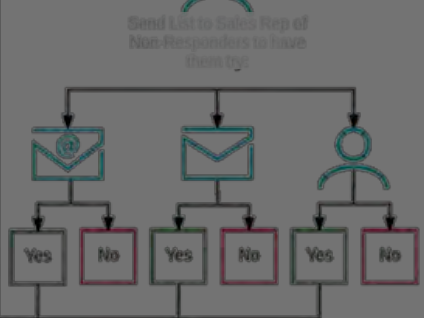
Map



Send Monthly Update to Sales Rep to give them a list of who has been engaging

Watch Video/Read Blog

Example: "Hello Joe" & Prioritize Content based on state



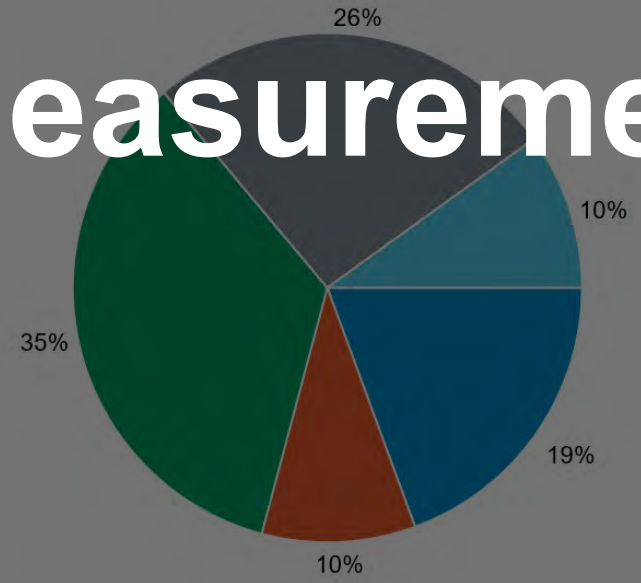
Thank You Confirmation

Test

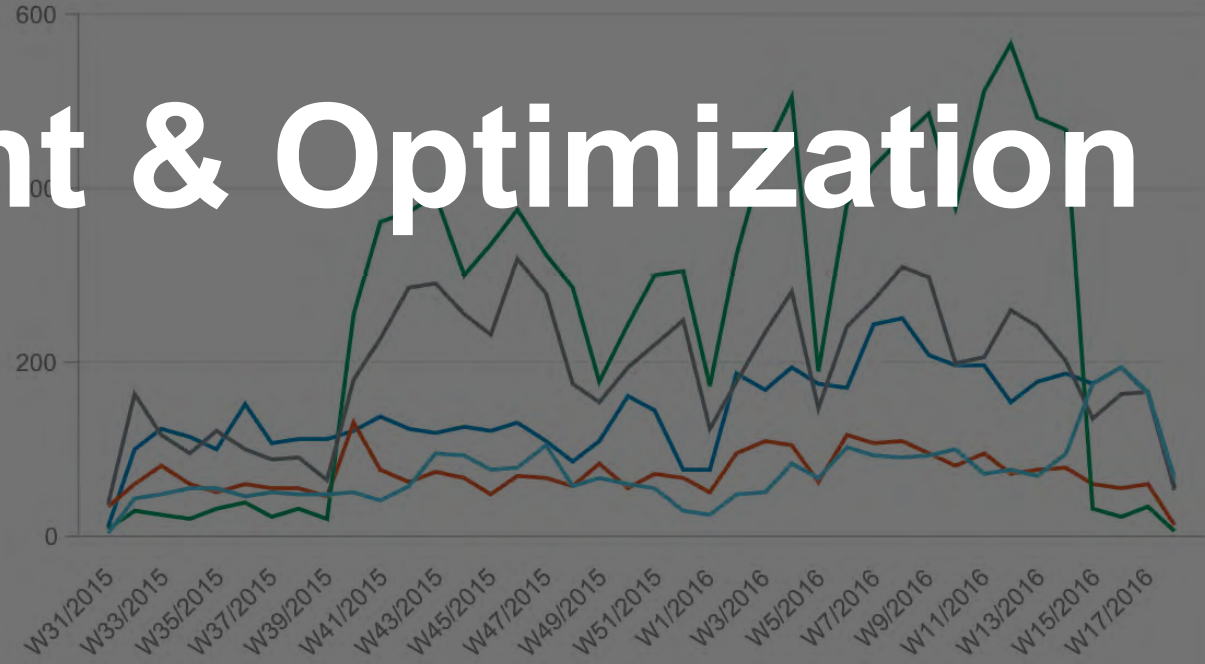
- Small Direct Mail
- Rep Visit with Premium Items
- Phone Call
- Presentation
- Email

SESSIONS

Share by Medium



Web Sessions Over Time



Measurement & Optimization

- Organic
- Direct
- Campaign
- Referral
- Paid
- Email
- Print
- Social

- Organic
- Direct
- Campaign
- Referral
- Paid
- Email
- Print
- Social

A vibrant display of fireworks exploding in the night sky. The fireworks are in various colors, including yellow, red, blue, and white. The word "Merchandise" is overlaid in white text on the left side of the image.

Merchandise

Get Started

How relevant do you want to be?



Plan of Action

- ① Infrastructure
- ② Audience Understanding
- ③ Communications/Engagement



Plan of Action

- ① Set a vision
- ② Gain organizational Commitment
- ③ ~~①~~ Infrastructure
- ④ ~~②~~ Audience Understanding
- ⑤ ~~③~~ Communications/Engagement



A person is shown from the side, sitting on a bed and using a laptop. The entire image is overlaid with a semi-transparent blue filter. The person's hands are on the laptop keyboard. The laptop screen is open and shows some content, though it is not clearly legible. The background is a blurred indoor setting.

QUESTIONS?

About BR



A photograph of two women in an office environment. The woman on the left is seated at a table, focused on a laptop. The woman on the right is seated across from her, smiling and looking towards the laptop. The scene is set in front of a large window with horizontal blinds. The entire image is overlaid with a semi-transparent blue filter. The word "TRANSFORMATIVE" is written in large, bold, white, sans-serif capital letters across the center of the image.

TRANSFORMATIVE

A panoramic view of the Milwaukee skyline, featuring the PNC Tower and the Milwaukee Art Museum. The image is overlaid with a semi-transparent yellow filter. The word "MILWAUKEE" is centered in white, bold, sans-serif font.

MILWAUKEE



CHICAGO



LINCOLN

OPEN. HONEST. THAT'S THE NEBRASKA WAY!

Pinnacle

An aerial, black and white photograph of a city, likely New York City, showing a dense urban grid, a large river (the Hudson River) on the left, and a complex highway interchange in the center. The sky is overcast with scattered clouds. The text "IT'S A BIG WORLD. MAKE IT YOURS." is overlaid in the center of the image.

IT'S A BIG WORLD. MAKE IT YOURS.

BBN Australia
BBN Belgium
BBN Brazil
BBN Canada
BBN China
BBN Czech Republic
BBN Finland
BBN France
BBN Germany
BBN Hong Kong
BBN India
BBN Netherlands
BBN Norway
BBN Poland
BBN Singapore
BBN Sweden
BBN UAE
BBN United Kingdom
BBN United States

19

COUNTRIES within
five continents

29

OFFICES across
the globe

1000+

EXPERTS in branding, strategy,
creative, communications
and activations





bader
rutter