



Mindtree

Welcome to possible

Unified brand messaging and improved consumer engagement for a Fortune 10 CPG enterprise

To stay ahead and competitive, brands need to meet evolving consumer demands. The digital medium helps brands do just that.

It is critical for brands to remain consistent in their messaging. The challenge for Consumer Product Goods (CPG) manufacturers is to track, monitor and consolidate brand messaging across geographies.

Dealing with multiple vendors to develop, host and maintain their brand websites adds to the complexity. This leads to high cost of ownership and inconsistency in messaging.

Here's how Mindtree helped a leading Fortune 10 CPG manufacturer build a strong online presence through digital marketing solutions.

The challenge

The customer had a presence in 160 countries with 300+ well-loved brands. Their digital marketing space lacked a smart strategy to reach out to end-consumers effectively. In addition, the customer had 100+ technical agencies across diverse technology platforms, to develop and deploy 1500+ web properties.

This resulted in inconsistent brand messaging, lack of quality control, slow processes and increased cost of ownership. The customer had to keep pace with fast evolving best practices around SEO, content strategy, multiple channels, social media and mobile. Further, the gap in consumer analytics increased the end-user's frustration.

Business impact

- Consistent brand message across all channels, resulting in improved positioning
- Enhanced consumer relationships
- Operational efficiency through effective management of schedule and costs
- Delivered cost savings of 30-40% through pre-defined digital templates and components
- Increased online sales through eCommerce functionality

Our solution

Mindtree's objective was to standardize, consolidate and deliver the best-in-class digital properties across multiple delivery channels.

The engagement required managing digital production excellence in a multi-vendor and multi-site environment. We collaborated with the customer's marketing team and creative agencies, to standardize the web development and maintenance structure. Together, we developed a set of processes and tools to arrive at a meaningful technology solution.

The digital business solutions delivered by Mindtree include:

- Website design and development
- Website localization
- Website migration
- User interface design
- Content management
- Search integration
- Search engine optimization
- Personalization
- Content updates
- Social media integration
- Newsletters and contests
- Mobile site design and development
- Project management
- Test automation
- Maintenance and support
- Analytics
 - Consumer behavior
 - User segmentation
 - Perception tracking
 - Content targeting
 - Promotion analysis

About Mindtree

Mindtree: [NSE: MINDTREE] delivers digital transformation and technology services from ideation to execution, enabling Global 2000 clients to outperform the competition. "Born digital," Mindtree takes an agile, collaborative approach to creating customized solutions across the digital value chain. At the same time, our deep expertise in infrastructure and applications management helps optimize your IT into a strategic asset. Whether you need to differentiate your company, reinvent business functions or accelerate revenue growth, we can get you there. Visit www.mindtree.com to learn more.