Divide and Conquer: Decoupling is Digital Marketing’s New Best Practice

Digital marketing is approaching a watershed moment, with CMOs expected to start outspending CIOs on technology by 2017. With this significant change in technology spend happening alongside a global migration of consumers from traditional to digital media, the game of tomorrow is going to be very different, and the stakes will be higher.

There is one game-changing step that CPG companies can take to adapt their business model for success in this future environment: decoupling creative and production work in digital marketing. At Mindtree, we have partnered with global CPG clients to enable this transformation, and the results have been remarkable, leading to increased engagement with significantly lower costs and faster time to market.
A Decoupling Case Study

As a case study, consider the massive consumer engagement footprint of one of the world’s biggest consumer goods companies: about 300 unique brands and hundreds more brand extensions across 182 countries, more than 1,600 digital properties, and a digital marketing budget in the 10-figure range.

Obviously this CPG had money to spend on cutting edge digital marketing work, but a look behind the scenes revealed mountains of waste.

Many of these brands and regions had unique agencies providing not just the creative work for digital marketing initiatives, but also the production work. Partnering with multiple agencies was not problematic on the creative side, but on the production side each agency had its own set of digital assets and technology tools. That was fine for the days of banner ads, basic HTML, and email blasts, but as technology advanced and became more complex, a massive inefficiency was exposed. To employ hundreds of agencies, each learning new technologies, each developing their own assets and writing their own playbook for implementing marketing tactics, all with zero opportunity to collaborate, was duplication of work on an immense scale. And it was very costly.

This global CPG selected Mindtree as their production partner in a decoupled digital marketing model. We created for them a unified digital marketing platform that enables the creative agencies to do what they are best at (creative work!), while Mindtree serves as the lead technical agency that applies their work across digital channels using our rich digital marketing toolset and best practice processes that are fast, agile and proven.

With one company providing all of their technical / production work, this CPG experienced higher levels of reusability, standardization and collaboration, and less redundancy and inconsistency. The results are substantial: a cost savings of 40% in digital marketing spend and a 50% decrease in time to market. If it can be done for them, it can be done for you.

Mindtree – The Perfect Collaborative Partner

At Mindtree, we have partnered with Fortune 1000 CPG enterprises to integrate their digital marketing production workflow for deeper engagement, reduced cost, faster time to market, increased security, and greater flexibility to exploit technological changes. One of the fastest growing technology consulting firms worldwide, we specialize in e-commerce, mobility, digital transformation, business intelligence, data analytics, testing, infrastructure, EAI and ERP solutions.

Tying it all together – our “secret sauce” – is our famously collaborative culture. This is an essential ingredient to thrive in the fast paced, partner-centric digital marketing ecosystem. The attention to creating a positive, collaborative environment with clients and partners is hard-wired deeply in our DNA. This value system, combined with our digital expertise, has earned us preferred-provider status with some of the premier global CPG enterprises. For Mindtree, “Welcome to possible” is more than a slogan—it reflects our approach to every engagement.

Why Decouple? Let Us Count the Reasons

Although many see decreased cost as the primary reason for decoupling, the benefits extend far beyond just its impact on budgets. Our experience has shown that decoupling can significantly improve the following areas:

- **Time-to-market:** In digital marketing, the speed with which brands respond to new trends or competitors’ strategies and tactics is crucial. At Mindtree, we understand the unique rhythm of digital marketing and have consistently shown the ability to bring new digital assets to market in half the time it takes traditional agencies.

- **Security:** As CPG companies ask customers to share more and more personal information, they are also under an increasing amount of pressure to keep that information secure. As a digital company born in the information age, Mindtree is at the forefront of security and privacy matters. With our proven processes and best practices in this area, we reduce CPG companies’ exposure to risk and protect their brand equity and reputation.

- **Reusability:** Companies using multiple agencies to service multiple brands will often see successful new tactics contained only in silos. The innovative new approach that Agency A applies to Brand X cannot be applied to the products of Brand Y, because they are serviced by Agency B, which has its own processes and tactics. With a unified digital marketing platform that services all brands and products across a CPG enterprise, digital properties can be templitized. This way, even the smallest brands with the lowest digital marketing budgets can take advantage of the newest innovations and approaches.

- **Managing innovation:** As technology allows for new possibilities, the need to innovate (or respond to others’ innovations) comes fast. With digital production decoupled from creative work and unified under one roof, CPG enterprises will no longer pay for multiple agencies / teams to work on the same innovations. In fact, with a single partner managing all production work, elimination of duplicate work creates breathing room to work on multiple innovations together, at lower cost.
Adaptability to change: These days, changes to the standards of digital infrastructure (internet protocol, browser functionality, mobile standards, etc.) come quickly and can cause friction with digital marketing initiatives. For instance, when Mozilla announced that they would stop support for third-party cookies, it had big implications for digital marketing. Under a decoupled model, you will only need one partner to worry about the implications of those changes and what tools will work around the problems they create. And with Mindtree, you will know that you are in good hands.

Total Cost of Ownership: Last but not least, by bringing production work across all brands under one roof, our CPG partners see an immediate savings of almost 30%, which jumps to up to 50% after just one year.

With so many benefits, why haven’t the majority of CPG enterprises decoupled their digital marketing work by now? One major reason is the inertia that commonly results when a company is faced with changes that will disrupt long-standing practices and relationships, even when they are suboptimal. Mindtree has experience and expertise in the change management necessary to decouple production from creative work in digital marketing, and to inspire better collaboration and innovation between the CMO and CIO organization.

Otherwise, there is a perception that with decoupling comes a loss of creative freedom. But this is a myth. For one, decoupling simply removes the responsibility for technical execution from creative agencies while letting them focus on what they do best: developing creative campaigns and ideas that resonate with consumers and define brands. Second, decoupling creative and production work does not amount to building a wall between the two. Quite the contrary. At Mindtree we pride ourselves on how well we work in a multi-vendor environment, and we have a proven track record of working with creative agencies to ensure that their vision is executed properly.

Think Big, Start Small, Move Fast

Since we know that change management when decoupling production and creative work can be challenging, we crafted a special motto to define our approach to the process: “think big, start small, move fast.”

Think big means we approach the project with an outside-the-box mindset. Our goal is to help you achieve the best results that make the biggest impact on your digital footprint to grow and prosper. As our CPG clients take the first step, we often invite them into the Digital Pumpkin, a collaborative digital innovation laboratory at Mindtree that is designed to facilitate the kind of brainstorming, introspection and discussion that unlocks the ideas that can be turned into powerful new digital solutions. In fact we don’t just begin there – we also invite you back on a regular basis to make sure goals are being met, and to redefine goals.

Start small means we work at a pace that is comfortable to you. Mindtree will define a roadmap that unfolds in stages, transitioning assets and building the digital infrastructure necessary to make you successful and to make the transition as seamless as possible.

Move fast means we deploy Mindtree’s arsenal of digital marketing tools and best practices at a pace that can only be achieved by a company that has “been there, done that.” As the provider running the largest outsourced digital marketing operation for a global CPG enterprise, decoupling is a deep core competence of ours. With proven methods and processes of integrating a cross-brand digital marketing portfolio, and with an understanding of the customer and consumer value chain across different markets, we can step in and establish the quickest path to success no matter where you are in the process. Our high degree of maturity in this area will ensure that you will go to market with confidence, and with no unknown costs.

Write to us at cpg@mindtree.com to start the discussion about your digital marketing journey.
partnered with global CPG clients to enable this transformation, and the results have been remarkable, leading to a future environment: decoupling creative and production work in digital marketing. At Mindtree, we have technology by 2017. With this significant change in technology spend happening alongside a global migration of enterprises to integrate their digital marketing production and creative work, Digital marketing is approaching a watershed moment, with CMOs expected to start outspending CIOs on ERP solutions.

With one company providing all of their technical / digital marketing toolset and best practice processes that apply their work across digital channels using our rich ecosystem. The attention to creating a positive, customer and consumer value chain across different marketing portfolio, and with an understanding of the best results that make the biggest impact on your marketing operation for a global CPG enterprise, Tying it all together – our “secret sauce” – is our famously hard-wired deeply in our DNA. This value system, Managing innovation: As technology allows for new strategies and tactics is crucial. At Mindtree, we have consistently shown the ability to bring new digital assets to market in half the time it takes other companies to market. Time-to-market: In digital marketing, the speed with which brands respond to new trends or competitors’ moves can mean the difference between success and failure. With a decoupled approach that Agency A applies to Brand X cannot be serviced by Agency B, which has its own processes and long-standing practices and relationships, even when they are suboptimal. Mindtree has experience and expertise in the best practices in this area, we reduce CPG companies’ cost savings of 40% in digital marketing spend and a 50% reusability, standardization and collaboration, and less duplication of work on an immense scale. And it was very costly.

Many of these brands and regions had unique agencies that provided not just the creative work for digital marketing but a look behind the scenes at how they operated. With multiple agencies working on creative, there was duplication of work on an immense scale. And it was very costly. As a case study, consider the massive consumer goods company that partnered with Mindtree. This company has more than 1,600 digital properties, and a digital marketing engagement footprint of one of the world’s biggest consumer goods companies: about 300 unique brands and hundreds more brand extensions across 182 countries, with our track record of working with creative agencies to ensure that ideas that resonate with consumers and define brands. As a partner, you will know that you are in good hands. Elimination of duplicate work creates breathing room to work on multiple innovations together, giving CPG enterprises room to work on multiple innovations together, giving CPG enterprises. For Mindtree, “Welcome to possible” was duplication of work.

Decoupling can significantly improve the following areas:

- Total Cost of Ownership: Last but not least, by bringing together creative and production work, decoupling simply removes the responsibility for technical infrastructure, EAI and privacy matters. With our proven processes and information secure. As a digital company born in the information age, Mindtree is at the forefront of security and privacy matters.
- Security: As CPG companies ask customers to share more and more personal data, they need to ensure that the systems and processes in place are secure and compliant. Mindtree has experience and expertise in the best practices in this area.
- Time-to-market: In digital marketing, the speed with which brands respond to new trends or competitors’ moves can mean the difference between success and failure. With a decoupled approach that Agency A applies to Brand X cannot be serviced by Agency B, which has its own processes and long-standing practices and relationships, even when they are suboptimal. Mindtree has experience and expertise in the best practices in this area, we reduce CPG companies’ cost savings of 40% in digital marketing spend and a 50% reusability, standardization and collaboration, and less duplication of work on an immense scale. And it was very costly.
- Adaptable to change: As the provider running the largest outsourced digital marketing operation in the world, Mindtree is well positioned to help CPG companies adapt to change. We have consistently shown the ability to bring new digital assets to market in half the time it takes other companies to market.
- Managing innovation: As technology allows for new strategies and tactics is crucial. At Mindtree, we have consistently shown the ability to bring new digital assets to market in half the time it takes other companies to market.

About Mindtree
Mindtree [NSE: MINDTREE] delivers technology services and accelerates growth for Global 1000 companies by solving complex business challenges with breakthrough technical innovations. Mindtree specializes in e-commerce, mobility, cloud enablement, digital transformation, business intelligence, data analytics, testing, infrastructure, EAI and ERP solutions. We are among the fastest growing technology firms globally with more than 200 clients and offices in 14 countries.