



Mindtree

Welcome to possible

SUCCESS STORY

Soothing a Consumer Health Giant's Digital Growing Pains



The common cold, a stifling flu, nagging heartburn, stinging migraines. All around the world, millions of people are hampered by health issues that may not require a doctor, but certainly need soothing. For relief, they turn to products manufactured by global consumer goods companies, which compete fiercely for mindshare and loyalty in helping people live healthy lives.

One of these companies, a top-five pharma corporation is partnering with Mindtree to address a concern that was on the verge of becoming a major problem. With the number of people using the Internet to research health issues growing year after year, digital outreach is now an increasingly vital part of their consumer engagement strategy. Yet their over-the-counter (OTC) division had no streamlined digital strategy, and their digital marketing work was fragmented.

Digital production of their marketing initiatives was de-centralized. Different local agencies supplied strategy, produced content and distributed assets that suited local markets. This traditional model worked well enough early on, but over time its shortcomings were exposed:

- The absence of a streamlined, organization-wide digital strategy meant the company was failing to measure and utilize the role of digital in the consumer world.
- The conflict between a global vs. local approach meant that consumer engagement was inconsistent online, where “local” can in fact mean very little.
- As technology became more complex, the large number of different creative agencies (also acting as technical agencies) handling these projects were slowed down by their lack of state-of-the-art web technology know-how. Their inferior capacity to build, support and maintain innovative and secure solutions was a liability.

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- Having multiple agencies doing much of the same technical development and production work in independent silos all around the world was duplication of work on a massive scale, and very costly.

This company engaged Mindtree to cut back on the cost of production work while also building deeper consumer engagement through a seamless, personalized digital experience across all channels. They were attracted by strong digital marketing expertise and extensive experience in the required technologies. And they were impressed by the deep understanding of the consumer goods industry Mindtree possesses and a track record of implementing change management to drive CIO/CMO collaboration.

Decoupling: Just What the Doctor Ordered

To kick off the initiative, Mindtree invited key stakeholders from their digital marketing, IT and business development departments into the Digital Pumpkin, Mindtree’s collaborative digital innovation laboratory. The Digital Pumpkin is designed to facilitate the kind of brainstorming, introspection and discussion that unlocks ideas that can be turned into powerful new solutions. Both parties agreed that the goals could be achieved by implementing a digital decoupling model. In this model the hundreds of creative agencies employed by the company’s various brands would continue to do what they do best – the creative work associated with digital marketing initiatives – while Mindtree would serve as the sole technical lead to build and launch these initiatives.

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The ongoing plan is to build a scalable digital production Center of Excellence (CoE) to streamline, simplify and standardize their digital marketing operations. This features bringing Mindtree's digital marketing production expertise to bear on all of their brands and products in a quick, agile way, while maintaining a high degree of collaboration with the various creative agencies to achieve the best for each asset.

The CoE will enable fast, consistent creation of key processes essential to digital campaigns, from email to Web design to maintenance of lean backend marketing operations. It also will unleash efficiencies through high reusability of best-in-class campaigns from one brand to another. Meanwhile, this efficiency will create breathing room for innovation, and provide flexibility in technology choices to bridge the gap between global and local needs.

Prognosis: A Bright Future

In the end result, the consumer experience will be significantly enhanced while internal operations will be optimized. Target savings are 30% in execution costs, and a decrease in time to market of 30%. These targets are modest and reasonable based on similar partnerships with other CPG clients. The savings will allow this company to reach more markets and customer segments than before, faster and more precisely.

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Overall, the project will support significant brand growth and digital marketing innovation, spanning 15 global brands across 50 countries, for 200 brand and campaign websites.

¹ NBC NEWS.com - June 2013: More people search for health online

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.