

PRODUCTS CONSUMED FREQUENTLY AND REPLACED REGULARLY

Apply modern content approaches to the business of consumer packaged goods.

SOLUTION OVERVIEW

Let's innovate by taking the best content practices, insights, and innovations from other verticals and applying them to CPG.

BENEFITS



More engagement + loyalty



Faster digital transformation



More consistent marketing

SAMPLE PROJECTS + NEEDS

From deepening loyalty with customers to positioning private labels to empowering retailers to merchandise effectively, content is crucial.

- ▶ Define a vision for content experience or operations
- ▶ Create engaging content experiences for product brands
- ▶ Set + implement content standards for marketing + merchandising
- ▶ Test messaging with specific customer segments
- ▶ Develop useful partner portals for retailers + sales enablement
- ▶ Create compelling product content for digital + packaging
- ▶ Conduct competitive content analysis
- ▶ Improve content consistency for each product across channels
- ▶ Implement AI + modern tech for your content operations
- ▶ Reduce risk of FTC fines or legal issues
- ▶ Translate content or optimize translation for global markets
- ▶ Establish intelligence + reporting about content impact

SAMPLE CLIENTS



CONTENT WRX

Our unique system evaluates and scores your content's effectiveness while collecting invaluable first party data. Make better content decisions with better data.

"CONTENT IS CRITICAL TO AN IMPACTFUL EXPERIENCE, SO A SIMPLE CONTENT VISION CAN HELP ALL THE TEAMS INVOLVED IN CREATING, DELIVERING, PROMOTING + OPTIMIZING CONTENT STAY ALIGNED DURING THE COMPLEXITY OF EXECUTION."

Ben Quigley, The Home Depot



CONTENT SCIENCE
Insight • Idea • Implementation • Impact