Contentful for CPG

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Introduction from Contentful

The consumer packaged goods (CPG) industry is characterized by rapid change and fierce competition. Companies in this sector must continuously innovate and adapt to maintain their relevance and drive growth. The rise of digital technologies and changing consumer preferences have particularly reshaped how brands interact with their customers. To thrive in this environment, CPG companies need to embrace these changes, leveraging modern, best of breed, digital strategies to create dynamic and personalized experiences that meet consumer expectations.

Digital transformation in the CPG industry is not just about adopting new technologies – it's about transforming business processes and models to better align with the digital age. This includes integrating advanced analytics, embracing ecommerce platforms, and developing omnichannel strategies that provide seamless consumer experiences across all touchpoints. The goal is to build a digital ecosystem that supports sustained engagement and drives consumer loyalty.

One of the significant challenges many CPG companies face today is managing the vast array of products and brands in their portfolios across diverse markets. Each product requires tailored marketing strategies that resonate with specific consumer segments while maintaining a consistent brand voice across all channels. The complexity of this task has grown with the expansion of digital channels, requiring CPG companies to deliver content that is not only consistent and on-brand but also relevant, personalized, and engaging.

To address these challenges, CPG companies are increasingly turning to composable content platforms. These platforms allow brands to create, manage, and optimize content in a flexible, agile manner. By decoupling content from its traditional rigid structures, companies gain the ability to react quickly to consumer feedback and deploy targeted campaigns or updates across global markets at unprecedented speed.

As we move forward into the next phase of digital maturity and growth, the ability for CPG companies to integrate digital strategies into their core business operations will be crucial in determining their success. The use of data-driven insights to guide decision-making, the ability to quickly adapt to consumer needs with agile content deployment, and the creation of compelling, personalized consumer experiences are key factors that will define the future leaders of the CPG industry. Along with our partner, VML and its Global CPG Industry Leader, Yann Gautier, we present this ebook that explores these themes, providing CPG professionals with the knowledge and tools they need to navigate this rapidly evolving landscape effectively.

– Contentful

Introduction from WPP agency, VML

The consumer landscape is evolving at an unprecedented pace, driven by technological advancements and shifting consumer expectations. For CPG companies, this presents both a challenge and an opportunity. The challenge lies in adapting to this dynamic environment, transforming traditional business models, and engaging consumers in meaningful ways across a multitude of touchpoints. The opportunity, however, is immense. By embracing digital transformation and leveraging the power of data, personalization, and agile content delivery, CPG brands can unlock unprecedented growth and build lasting customer relationships.

At VML, we are deeply passionate about partnering with CPG companies to navigate this exciting new frontier. We understand the unique pressures you face, from managing complex product portfolios, to delivering consistent digital experiences across diverse markets and channels, and empowering CPG brands to thrive in the digital age.

A unique value proposition in the CPG industry

VML stands out in the crowded CPG marketing landscape by seamlessly integrating creative storytelling with cutting-edge technology. Understanding that today's consumers demand engaging and personalized experiences, we empower CPG brands to connect strategically and practically. Our offerings, services, and capabilities are specifically tailored to the unique challenges of the CPG sector. By leveraging data-driven insights and innovative digital tools, we help brands foster stronger loyalty, boost consumer engagement, and ultimately drive tangible growth.

VML and Contentful – where CPG marketing expertise and composable content meet

VML's strategic partnership with Contentful equips CPG companies with the agility and scalability needed for successful digital transformation. By utilizing headless CMS architecture, we deliver responsive digital experiences that resonate with today's fast-evolving CPG consumers' needs. Combined with VML's expertise in strategy, creativity, and commerce, we empower brands to swiftly adapt to market shifts, streamline content operations, and elevate the customer journey.

At VML, we help CPG companies leverage the power of composable content to bring unparalleled agility to their marketing efforts. This modular approach to content creation and management allows marketing, IT, and business stakeholders to easily assemble and reassemble digital experiences without extensive coding. Our goal is to enable CPG companies to personalize marketing campaigns, optimize content for various channels, and maintain consistent messaging across all touchpoints.

Navigating the future of CPG

VML recognizes the transformative trends shaping the CPG industry, such as the rise of Direct to consumer (DTC) models, the demand for personalized experiences, and the growing importance of sustainability. To address these trends, we are heavily investing in advanced analytics and AI technologies, unlocking deeper consumer insights and enabling hyper-personalized marketing strategies. We are also enhancing our commerce and digital supply chain management capabilities to support the shift towards DTC channels. Additionally, we champion sustainable marketing practices and help CPG brands effectively communicate their sustainability efforts.

– VML

Building market-leading digital experiences

Navigating the digital frontier

In the evolving digital landscape, CPG companies face the challenge of engaging with consumers across multiple touchpoints effectively.

Six trends impacting the CPG customer journey:

1 **Direct to consumer:** Increasing online shopping demands user-friendly interfaces and seamless integration across platforms.

2 **Personalization:** Leveraging consumer data to tailor experiences and drive engagement through personalized content.

3 **Omnichannel engagement:** Ensuring consistent consumer experiences across digital platforms and physical retail.

4 **Social media integration:** Utilizing platforms like Instagram for brand promotion and direct consumer interaction in conjunction with retail promotions.

5 **Innovative product presentation:** Using digital technologies to enhance product visibility and appeal.

6 **Data-driven insights:** Employing analytics to refine marketing strategies and product offerings.

What world-class composable content looks like

To deliver on customers' rising expectations, CPG brands need a solution built for their unique needs. A composable content platform should:

Solve for increasingly complex content needs.

Manage large-scale operations.

Drive efficiency globally.

Enable omnichannel personalization.

Building world-class CPG experiences

Complex content needs

CHALLENGE

Managing the high volume and variety of content across multiple brands and platforms.

SOLUTION

Implementing Contentful as a composable content platform as one system of reference that allows for modular and scalable content creation and distribution.

VALUE

Enhanced ability to update and personalize content rapidly across markets, increasing relevance and consumer engagement.

Large-scale operations

CHALLENGE

Coordinating marketing efforts and product management across thousands of products and multiple countries.

SOLUTION

Contentful enables utilizing enterprise-grade technology that supports large-scale operations and integrates in-depth consumer segment research.

VALUE

Operational efficiencies improve, reducing costs and time spent on content management while maintaining consistent brand messaging globally.

Brand differentiation

CHALLENGE

Establishing a distinctive brand identity in a crowded market where many products seem similar.

SOLUTION

Using Contentful globally for backend management keeps critical content locked down while giving local teams frontend flexibility to create brand-driven content.

VALUE

Increased brand loyalty and recognition, helping to differentiate the brand from competitors and driving long-term consumer relationships.

Omnichannel strategy

CHALLENGE

CPG companies must engage consistently with consumers across diverse digital and physical touchpoints.

SOLUTION

Implement an integrated omnichannel strategy with Contentful using technology that unifies content delivery and consumer interactions.

VALUE

Achieving a seamless consumer experience boosts engagement and sales across all channels.

⧆ VML

"I believe that by embracing innovation, collaboration, and a customer-centric approach, CPG brands can unlock unprecedented growth and create a future where they are not just keeping pace with change, but leading the way."

Yann Gautier
Global CPG Industry Lead at VML

How Danone sparks positive consumer experiences by incorporating customization

For multi-brand food and beverage company Danone, health is more than a priority, it's pretty much their entire mission: to bring health through food to as many people as possible.

In keeping with broader CPG marketing trends, Danone made a shift to a digital-centric marketing approach across the organization which required tools and processes to power fast campaign creation and launches. In this case, fast meant adopting a solution that offered content creators autonomy in publishing – no development support necessary.

With a clear vision for how to stay relevant, productive, and support both scaling and globalization, Danone needed to create a plan of attack. It looked to AKQA, an innovation agency (and a WPP company, along with VML), and Contentful solution partner, for expert advice to maximize content-driven experiences.

Danone was already using Contentful as its content platform and Adobe Experience Manager as the digital asset management system for its dairy brands. The teams were happy with these tools and didn't want to move away from them. Rather, Danone decided to explore how to extend them to unify its brands and give teams from different brands easy access to universal assets. AKQA was ready to help, entrusted with designing an intuitive user experience for content creators.
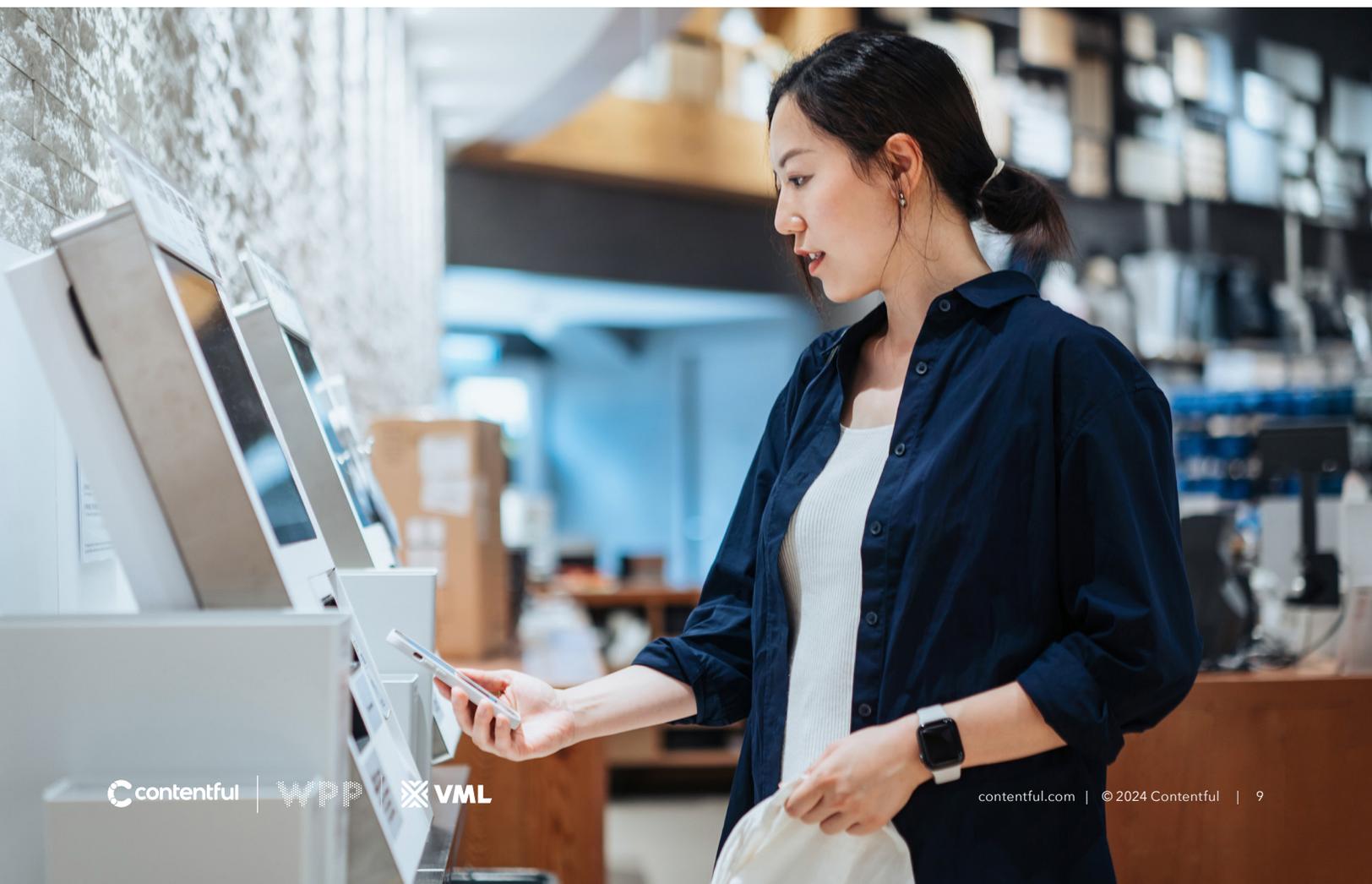
AKQA created a library of content types, content models, and a central design system that anyone on Danone's brand teams could use to quickly build and adjust new sites. These pre-made models would give teams within each Danone brand flexibility with content creation and styling. This framework eliminates the need to design entirely new portals for each brand, saving resources and time.

Danone's content creators now enjoy the freedom and flexibility to work with a range of pre-built templates or build new pages that draw from Contentful modules. Team members from different brands can customize fonts, color palettes, and more. When these elements are updated, they populate across every module within that brand, promoting consistency that provides clarity to internal team members and consumers alike. "Contentful offers flexibility while still keeping things aligned within individual brands," said Marcos Mellado, Tech Lead at AKQA.

Contentful 's many globalization features support brands catering to or moving into new markets, while locale configuration allows Danone teams to create brand sites in multiple languages, using the same content models available across all the company's brands.

DANONE

"Contentful has been a game-changer for how we build our website as a global team. Compared to other CMSes we've used, adoption of Contentful by local teams is really good. Even people who aren't as digitally attuned can use Contentful with full autonomy."

Delphine Desfeux
Digital and Media Manager at Danone

Conclusion and takeaways

The CPG industry stands at a critical juncture where digital innovation can significantly influence consumer relations and market success. Companies that adopt a flexible, data-driven approach to content management are better positioned to meet evolving consumer demands and achieve sustained growth.

As the CPG landscape continues to evolve, it is imperative for companies to not only embrace new technologies but also foster a culture of innovation and agility within their organizations. Success in this dynamic sector requires more than just implementing tools; it demands a strategic overhaul that places consumer insights and digital flexibility at the heart of business operations. Companies must be proactive, not reactive, using digital innovations to anticipate consumer needs and crafting experiences that not only meet but exceed expectations. The future of CPG will be defined by those who can effectively harness the power of digital transformation to deliver value and relevance at every consumer touchpoint.

Three key takeaways:

1 Integration of sophisticated digital tools and methodologies enables CPG companies to stay ahead of market trends and consumer expectations.

2 Personalized, dynamic content drives consumer engagement and brand loyalty by delivering targeted experiences that resonate on a personal level with consumers, enhancing their connection with the brand.

3 Composable content platforms offer the scalability and flexibility necessary for modern CPG companies to succeed, enabling them to quickly adapt to market changes and consumer feedback with effective and efficient content deployment strategies.

Ready to kick off your journey with composable content?

Drop us a line