



Scaling Creative:

5 Revenue-Boosting Marketing Opportunities
Brands Can Capture With Creative Automation



MARKETING DIVE

Custom content for Celtra
by **Marketing Dive's Brand Studio**



A 1990s advertising executive would not recognize the marketing landscape of the 21st century. While brands still budget billions for traditional channels, such as TV, radio and print, 2019 marked a turning point as digital channels eclipsed traditional ones.¹ Meaning, marketers officially spend more on digital channels, such as social media, paid search and mobile, than on traditional media.

Digital channels can exponentially increase a brand's opportunity to engage with customers, as 81% of the U.S. population goes online daily.² But with more channels and reach comes increased pressure on a brand to create, approve and roll out more creatives, all on the same timeline and budget.

"The process of developing innovative, inspiring creative has not changed, and consumers have higher expectations for the quality of that creative than ever before," said Eli Chapman, senior vice president, brand strategy and sales, at Celtra. "But the way we bring that creative to consumers has changed completely, requiring advertisers to have more content on more screens and more channels. In order to capture the incredible opportunity marketers have to reach consumers directly and with specific offerings, they must update their production process to be agile, responsive and free from layers of red tape."



As opportunities to engage with consumers proliferate, it has become obvious to many brands that the traditional and mostly manual creative process is not suited for achieving volume. It leaves a wide content gap of opportunities that brands could act on but aren't able to because of limited time, resources and budgets. That's where creative automation steps in to take bold, impactful ideas and scale them across every touchpoint – in a way that doesn't require spending more on production, expanding the creative team or lowering the quality of the output.

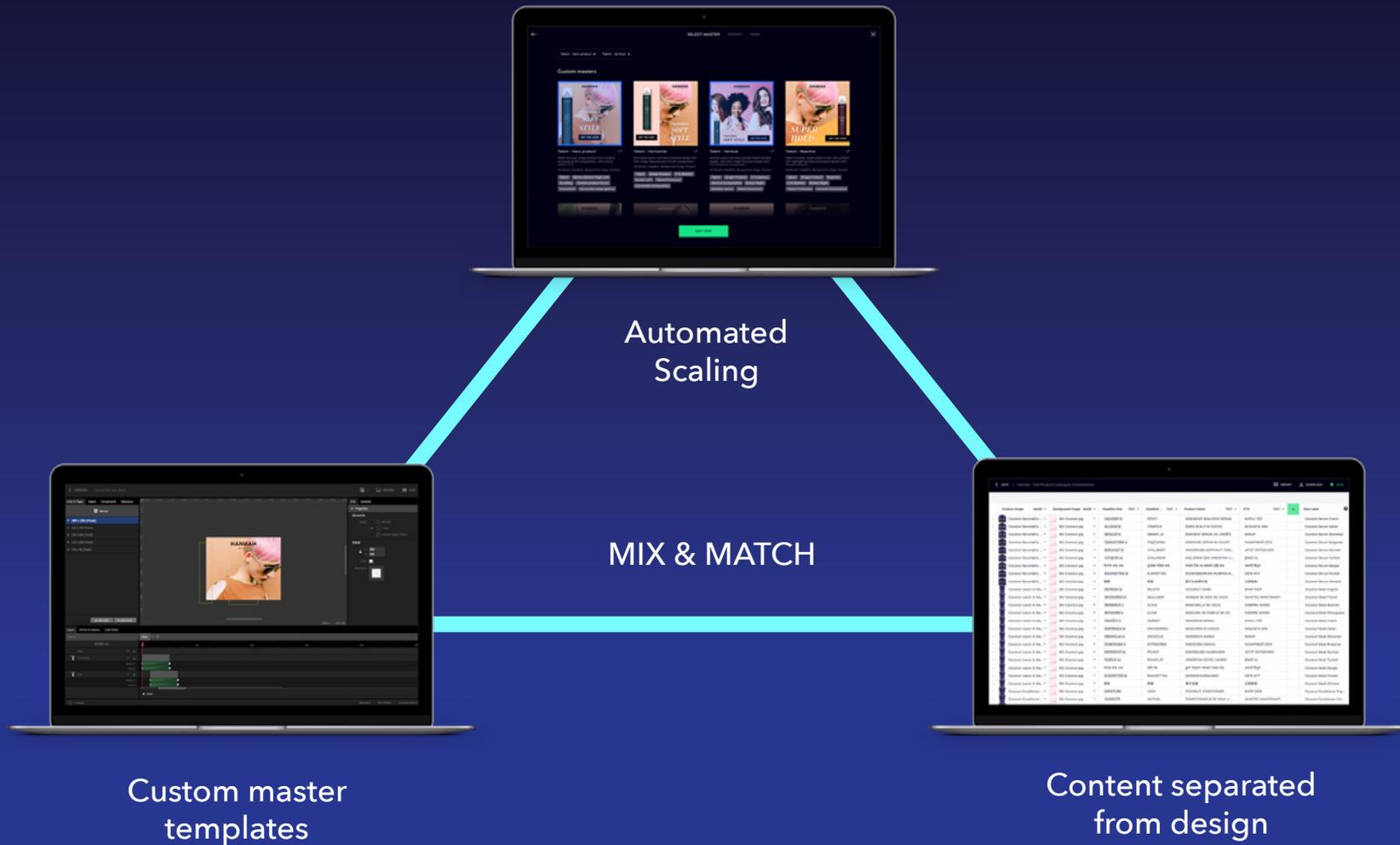
Here's how creative automation allows brands to capitalize on the five most promising opportunities presented by digital marketing today.



Brands need more creative content than ever to reach and convert consumers.

HOW CREATIVE AUTOMATION WORKS

source: Celtra





A large, global apparel brand expanded its campaign from eight static display sizes to 168 creatives while saving over \$70,000 on their content production.

Revenue-Boosting Opportunity #1: Scaling Volume

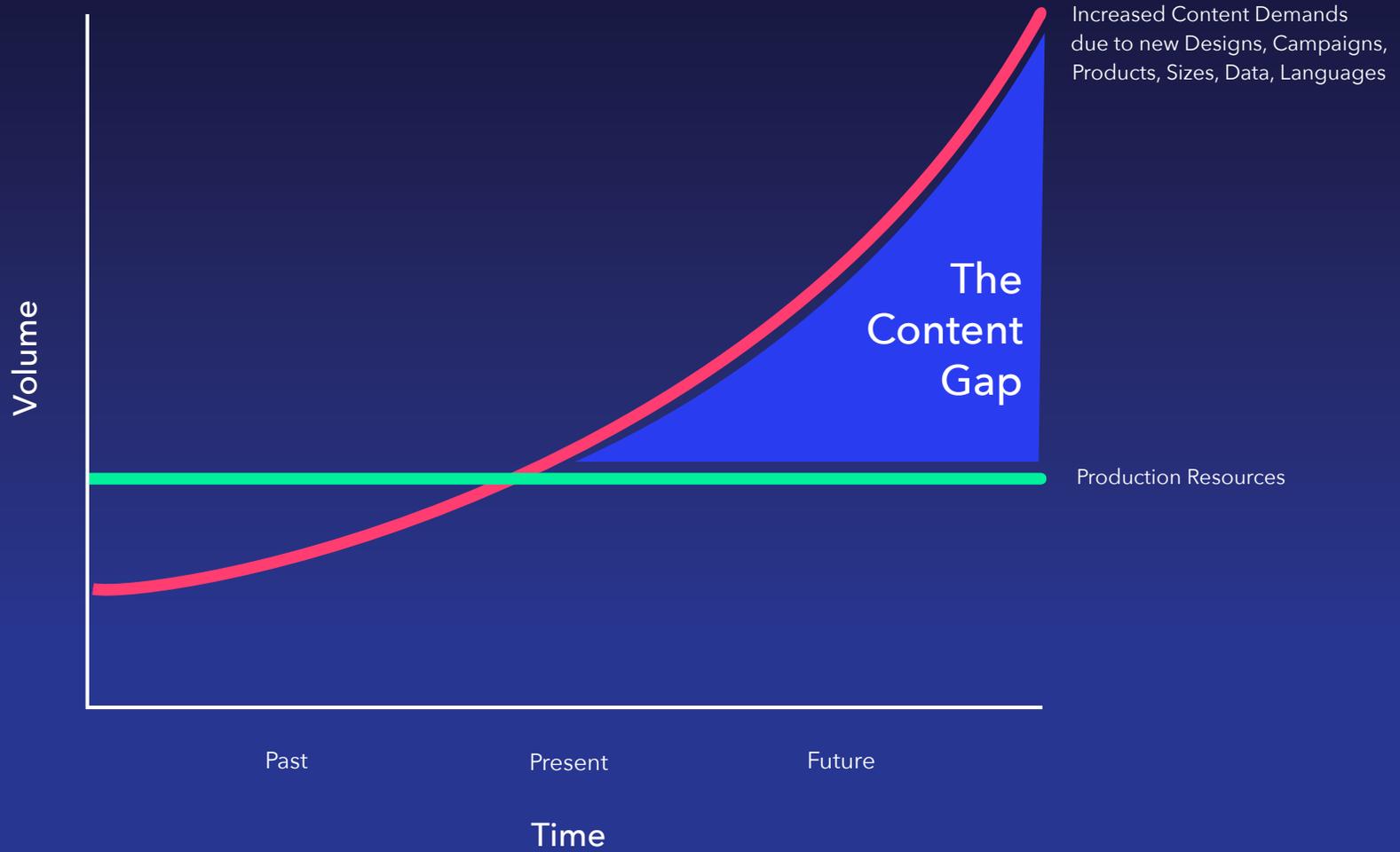
Brands are deeply invested in reaching customers wherever they spend time online.³ But getting face time with customers at scale requires creating more versions of the same creative across different formats. Not to mention, creating new versions of that creative to combat advertising fatigue and decline in creative performance over time. The cost in time, resources and budget climbs and climbs, leaving marketers to choose between raising their budget or risk being out-marketed.

“It should be exciting when a brand identifies a new platform where they could potentially reach a receptive audience,” said Nick Fitzsimmons, senior director, sales solutions at Celtra. “But often it just highlights the delta between your growing need for content and the resources you have to produce it. Creative automation lets marketers efficiently scale high-quality creatives across channels, sizes, and variations.”

In one example, a large, global apparel brand expanded its holiday campaign from eight static display creatives to 168 assets with numerous combinations of different hero images, tag lines, layout designs, and CTAs. This was a tremendous increase in creative output that enabled greater personalization in messaging, driving 40% more attributed revenue than their traditional campaigns. In addition, automation saved over \$70,000 compared to manual production.

THE CONTENT GAP

source: Celtra's "Creative Production Content Guide"



The COVID-19 pandemic required a lot of brands to pivot their messaging. Creative automation allowed some brands to be sensitive to the times and true to their brand at once, building goodwill and camaraderie with customers in a challenging time.⁶

Revenue-Boosting Opportunity #2: **Responding to Cultural and Current Events**

In previous decades, the traditional production cycle for print, radio and television advertising limited adaptation to cultural and current events to live TV shows and broadcasts. Today, digital production cycles fit the same pattern, with weeks and months passing between the original big idea and the final creative distribution.

Creative automation cuts this production cycle down to a fraction of the time so that brands can be more responsive to cultural and current events, quickly changing creative without starting from scratch.

“We call this making creatives at the speed of culture,” Fitzsimmons said. “Whether it be for speed or brand safety, producing ads more efficiently enables brands to stay relevant in today’s ever changing climate.”

The benefits of updating creative in real time quickly become obvious in an example like COVID-19’s impact on the availability of paper supplies such as toilet paper and paper towels. Brands including Charmin, Angel Soft and Cottonelle had campaigns running with the intent to build mind – and market share – but customers were increasingly frustrated to find empty shelves when they went to make a purchase. These brands quickly pivoted to roll out new creative that spoke to how they were handling the crisis and what they were doing to get product to customers, including a social campaign that encourages customers not to hoard toilet paper called #SharetheSquare.⁷

Revenue-Boosting Opportunity #3: Real-Time Content Collaboration and Distribution

Collaboration can be a big roadblock for optimal content development. Internally, bringing together individuals from creative teams producing the assets, marketing leaders reviewing them and media teams or agencies making the media plans, can create a lot of friction because these stakeholders often have their own processes and priorities for the results of a creative campaign. Externally, global marketing teams and local media teams may have a hard time getting on the same page about how they're approaching a given campaign.

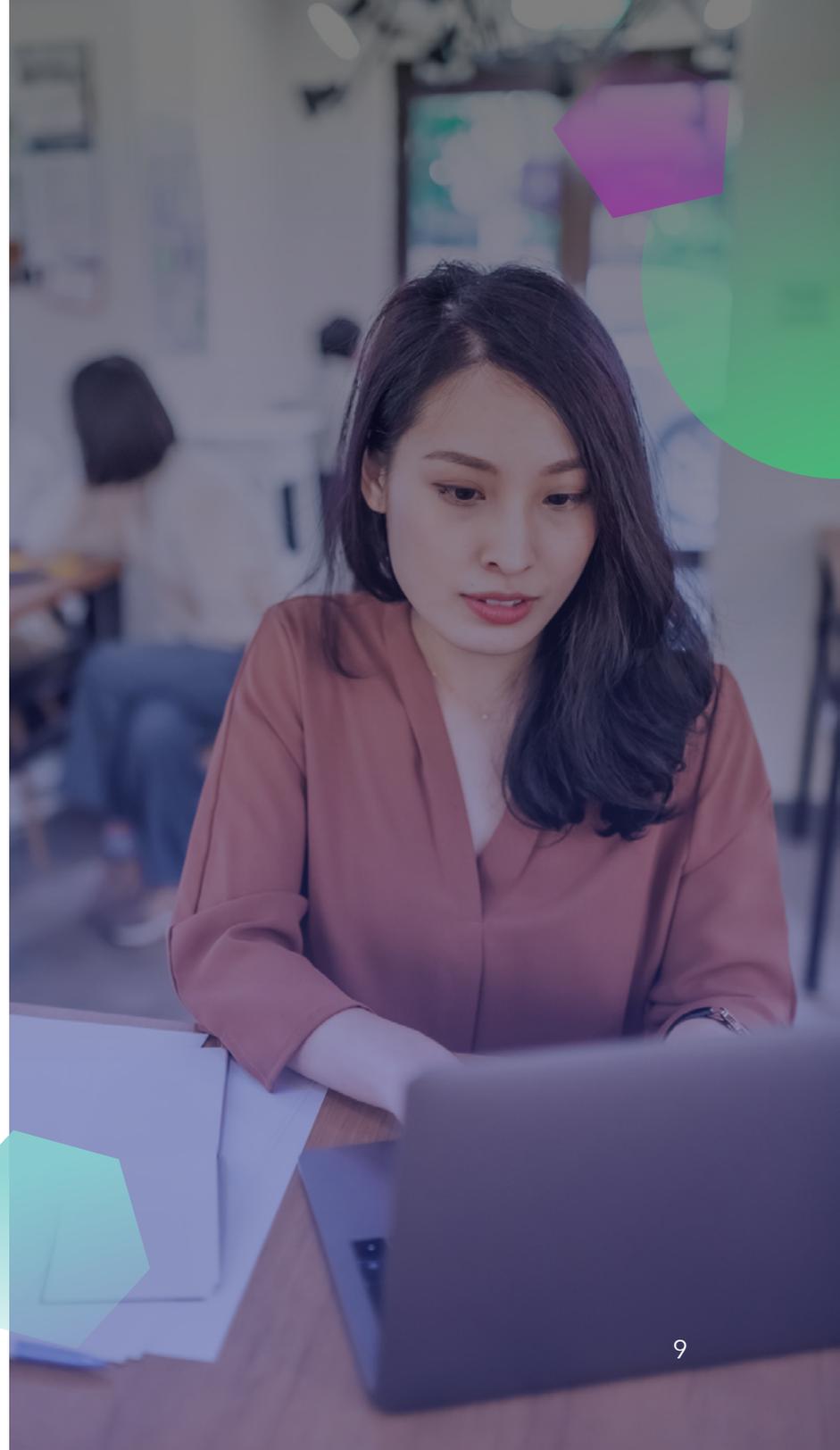
Using one platform to achieve creative automation brings all these teams together to collaborate more efficiently. For instance, users can be granted different levels of permissions based on their roles. Marketers and media agencies can provide feedback without risking alterations to the creative. Or, creative leads have insight into which elements of the creative have a positive impact on performance and may adjust all the creatives to benefit from that.

"When all of these stakeholders are working in the same platform, insights bubble up and the overall quality of the work improves," Chapman said. "We see these teams getting more involved in each other's work to quickly identify what's effective and adapt, and we see more insightful and effective campaigns coming out as a result."

Revenue-Boosting Opportunity #4: **Localization**

Localization gives brands the opportunity to customize creatives for different physical locations by updating the message to match local offers and different languages or adapting the whole creative to account for local cultural nuances. Tackling these changes for different markets with a traditional production process can lead to duplicate work and inconsistent branding. Local creative teams might create the same assets from scratch or order them from a local agency partner. This can result in campaigns that aren't aligned with the global brand look-feel. Because creative automation works by separating the copy and images from the creative template, brands can quickly update copy for local versions, then seamlessly push those updates out onto the local markets, where they're as culturally relevant as possible. Considering 75% of consumers surveyed prefer to buy products in their native language, this also means the creative will be more effective.⁸

"Creative automation lets you change not just the headline text from English to Spanish, but any element of the ad, like the image of the product or talent," Fitzsimmons said. "One streaming platform used this process to adapt one creative for over 75 different markets, creating thousands of different variations from a template within a couple of weeks. That's a process that would have taken months to do manually to deliver a fraction of that scale."





Revenue-Boosting Opportunity #5: Maximize Campaign Toolkits with Creative Automation

A campaign toolkit refers to packaging content and assets in a way that local teams can activate and launch campaigns in their market. It is a key element to running large global campaigns and a major investment for marketing organizations. Central brand teams are usually tasked with delivering these campaign toolkits to local markets to ensure brand consistency and usage of creative content across regions.

Without creative automation, the process of delivering and activating toolkits is time-consuming and cumbersome. Central production teams need to prepare various layouts with separate files (PSD, AE, HTML) that come with extensive usage notes and guidelines. After the global team has shared the files with markets, the local teams have their work cut out. They need to read through toolkit instructions, study dimensions, find and open the right files, and

manually localize the content (translations, market-specific imagery), and then render the assets for distribution.

Creative automation reinvents the process of creating and activating campaign toolkits. All design rules, such as line height, fonts, cropping settings, and text treatment rules are already built in the master creative templates. These templates live in the cloud and can be accessed anywhere. The benefits of building toolkits with creative automation software are numerous. Local teams no longer need technical knowledge to activate assets, there's no more studying and referencing design guidelines, and they can quickly localize the assets by connecting the templates to content feeds that automatically populate the masters with e.g. translations or the correct product images.

“Creative automation is a game-changer for global toolkit production work. It helps global marketing teams move much faster while reducing human error and inefficiencies. Brands that have adopted this process are running higher-quality creative across the globe.”
Vanja B. Brzin, VP Product Marketing, Celtra.



Embrace Automation to Outmarket the Competition

Updating the creative process to respond to changes in consumer expectations is nothing new – pivoting to satisfy consumer needs has always been the job of marketers and advertisers. But marketers today are faced with unprecedented demands for creative content that they simply can't meet alone. Creative automation steps in to fill that gap, allowing brands to scale their creative through cost-efficient, easy and efficient creative production that supports campaigns their customers want.

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When it comes to marketing, your content demands keep growing while budgets and resources fail to keep up. Don't let your brand fall in the content gap, there's a different way to produce creative. Celtra is a self-service creative automation software for scaling marketing and content production. Celtra enables creative and marketing teams to design, approve, and deliver marketing content across the ever growing number of channels, formats, variations, and markets. Celtra is headquartered in Boston (MA), with offices in New York City, San Francisco, London (UK), Singapore, and Ljubljana (SI). For more information, visit Celtra at www.celtra.com or @CeltraMobile on Twitter.

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