Music plays

CHILI publish

Welcome
Bienvenu

Kevin Goeminne
CEO - CHILI publish

SPICY
talks US

Q2 – 2023

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State of
the Market &
Creative Tech

kadanza* RELATIAL_ 4ALLPORTAL KAN | DESIGN & BRAND MANAGEMENT POSITIVE THINKING COMPANY Digital Herd ACHERON

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SPICY
talks
'22

All-out
PHYGITAL

The community gathering for
Creative Tech professionals

22-23 NOV
Brussels

kadanza* RELATIAL_ 4ALLPORTAL KAN | DESIGN & BRAND MANAGEMENT POSITIVE THINKING COMPANY Digital Herd ACHERON

Coronacoaster

Meeting or surpassing customer's expectations in terms of *practicality & emotion*

45%

would switch brand!
= phygital

ICE

INSTANT

CONNECTED

ENGAGED

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1 Online channels

2 Brick-and-mortar stores
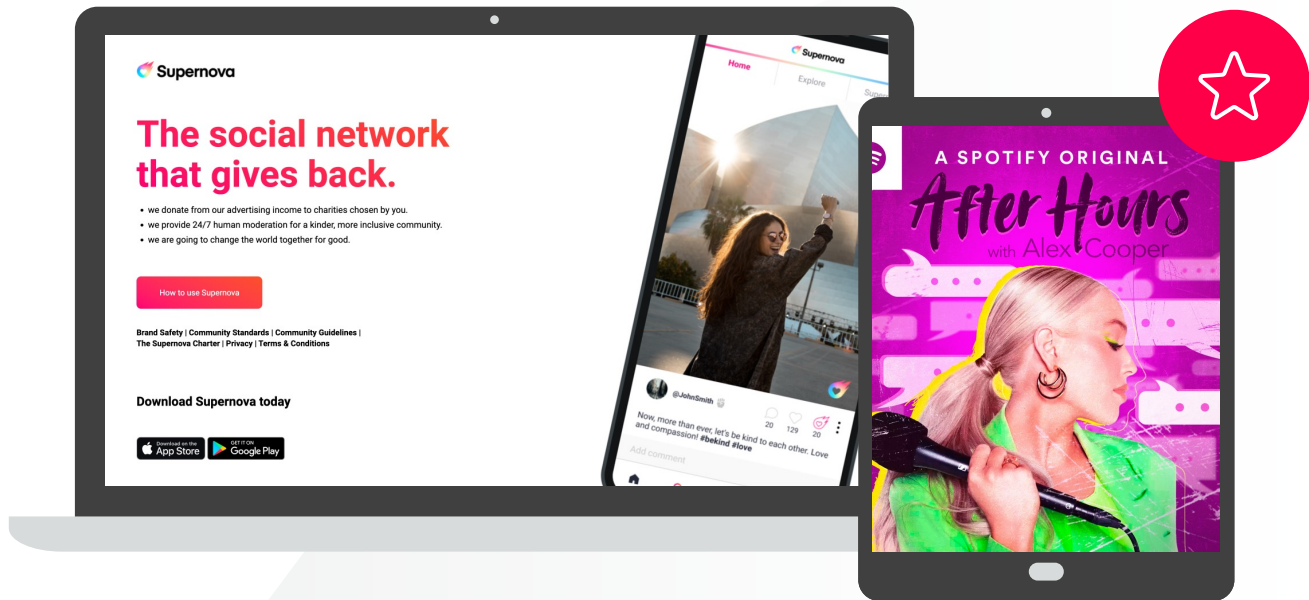
3 Ad retail platforms

4 Personalization and market segmentation
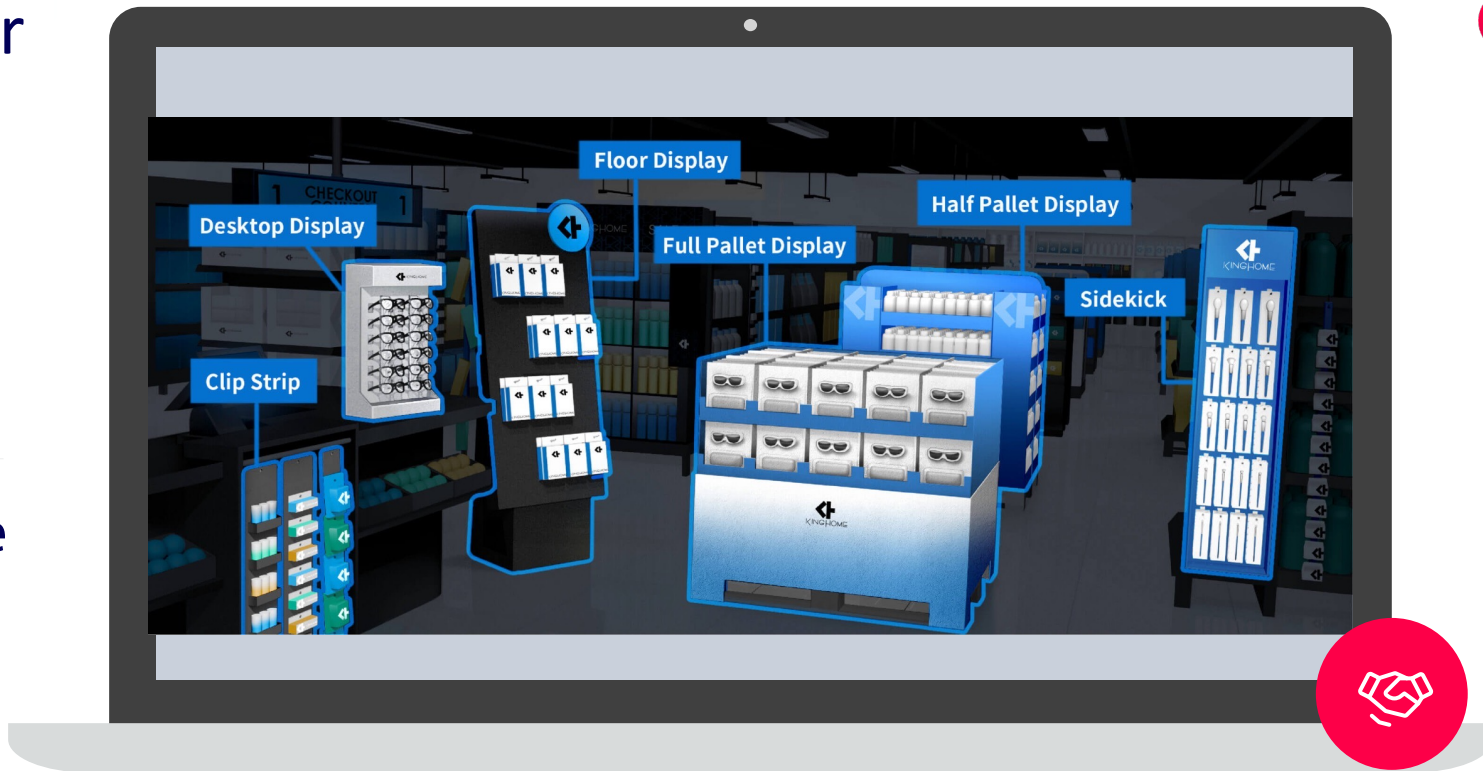
5 User generated content

Online channels

33%

of the digital spend
– Hootsuite

Brick-and-mortar

56%

shop online & offline
– McKinsey

Ad retail platforms

ZERO-PARTY

Consumer
intentionally provides

Self-reported

FIRST-PARTY

Business collects via
consumer's interaction with its
properties

SECOND-PARTY

Another business's first-party
data
you use with formal permission

THIRD-PARTY

Aggregated info strung
together
from public and non-public
sources

Direct relationship, not shared

Indirect, shared

Individual data, consented, low volume, high accuracy

**Aggregated, consent varies,
high volume, low accuracy**

Product preferences

Purchase history

Fashion brand purchase data
sold to a CC company

Purchases from sites across the
web

macy's

macy's

VISA

facebook

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Personalization and market segmentation

77%

choose brands that personalize and segment
– Forrester

User-
generated
content

1 Online channels

2 Brick-and-mortar stores

3 Ad retail platforms

4 Personalization and market segmentation

5 User generated content

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Finding the right superstars to meet today's needs
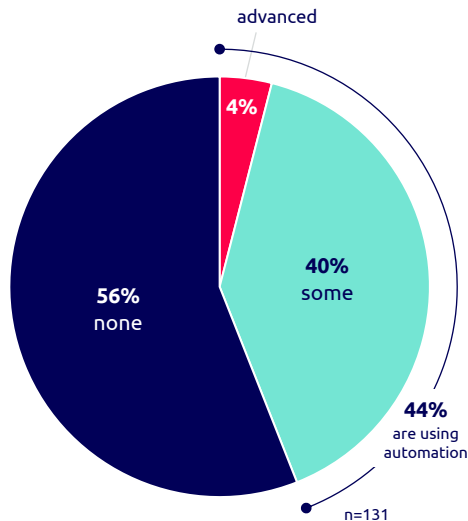
81%
plan to hire in 2022

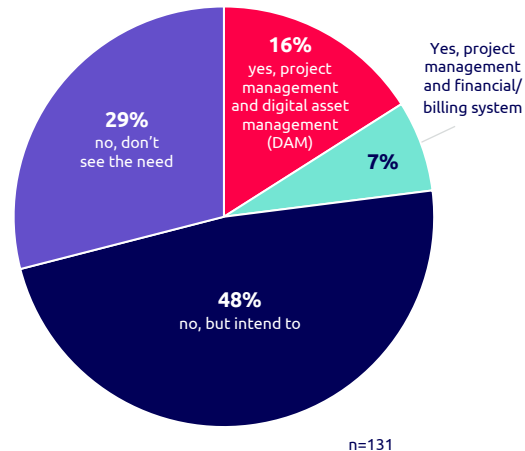IHAs see a **noticeable decrease in available talent** since last year

Especially for these critical positions:
Account Managers
Content Strategists
Digital Designers
Graphic Designers
Motion Designers
UX Designers

Q: What level of automation do you employ for creative work?

advanced
4%
56%
none
40%
some
44%
are using automation
n=131

Q: Have you integrated any of your marketing and creative anchor technology platforms?

29%
no, don't see the need
16%
yes, project management and digital asset management (DAM)
Yes, project management and financial/ billing system
7%
48%
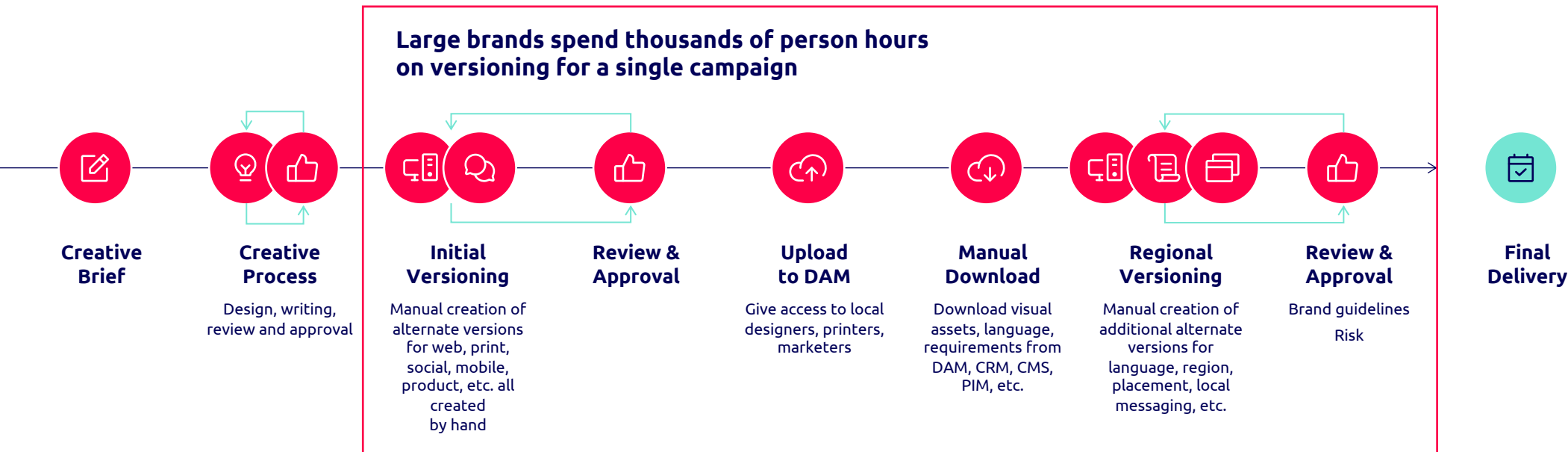no, but intend to
n=131

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"

Creativity itself is not broken or irrelevant. But the creative process has not kept pace. Companies should *modernize* the process surrounding *creativity.*

Jay Pattisall – Forrester

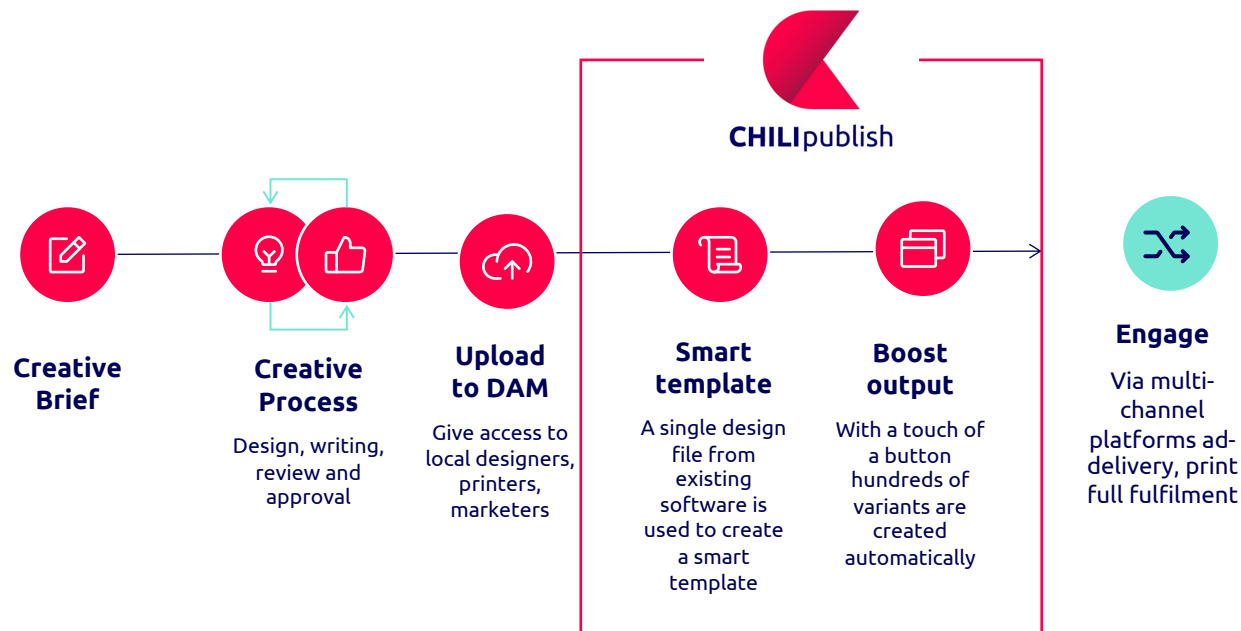# Today, multiple iterations bottleneck the creative process

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Large brands spend thousands of person hours on versioning for a single campaign

Creative Brief

Creative Process
Design, writing, review and approval

Initial Versioning
Manual creation of alternate versions for web, print, social, mobile, product, etc. all created by hand

Review & Approval

Upload to DAM
Give access to local designers, printers, marketers

Manual Download
Download visual assets, language, requirements from DAM, CRM, CMS, PIM, etc.

Regional Versioning
Manual creation of additional alternate versions for language, region, placement, local messaging, etc.

Review & Approval
Brand guidelines

Risk

Final Delivery

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Tech + talent is the only way to *scale your output*

60 – 100$ per hour

"

Creative automation is the use of technology to *boost* creativity, production, and output in graphical processes while keeping excellence center stage.

Break the creative silo to improve outcome & output

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Creative Brief

Creative Process

Design, writing, review and approval

Upload to DAM

Give access to local designers, printers, marketers

Smart template

A single design file from existing software is used to create a smart template

Boost output

With a touch of a button hundreds of variants are created automatically

Engage

Via multi-channel platforms ad-delivery, print full fulfilment

Creatives can generate enough output to deliver the phygital experience leading brands needs

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Create *at* scale

Create

Create
at scale
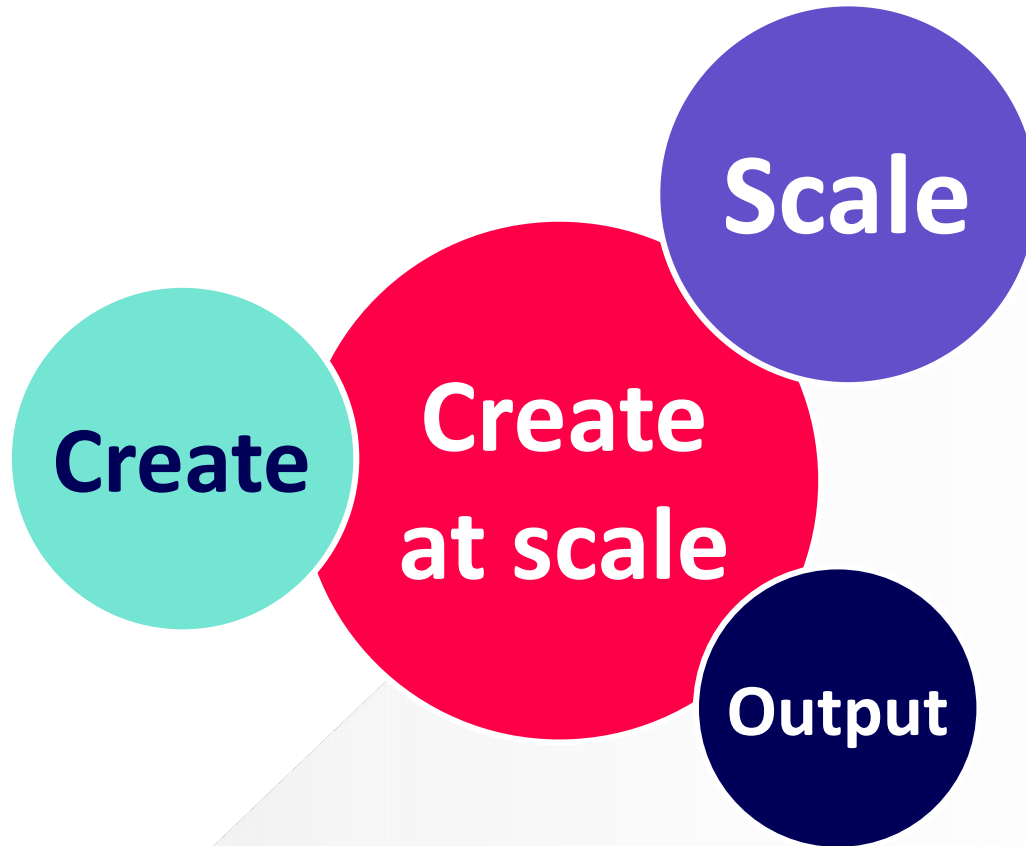
Scale

Output

1 Create

Create and boost

Unlimited use-cases

Creative automation experts

Design ROI

Creative freedom

Collaboration
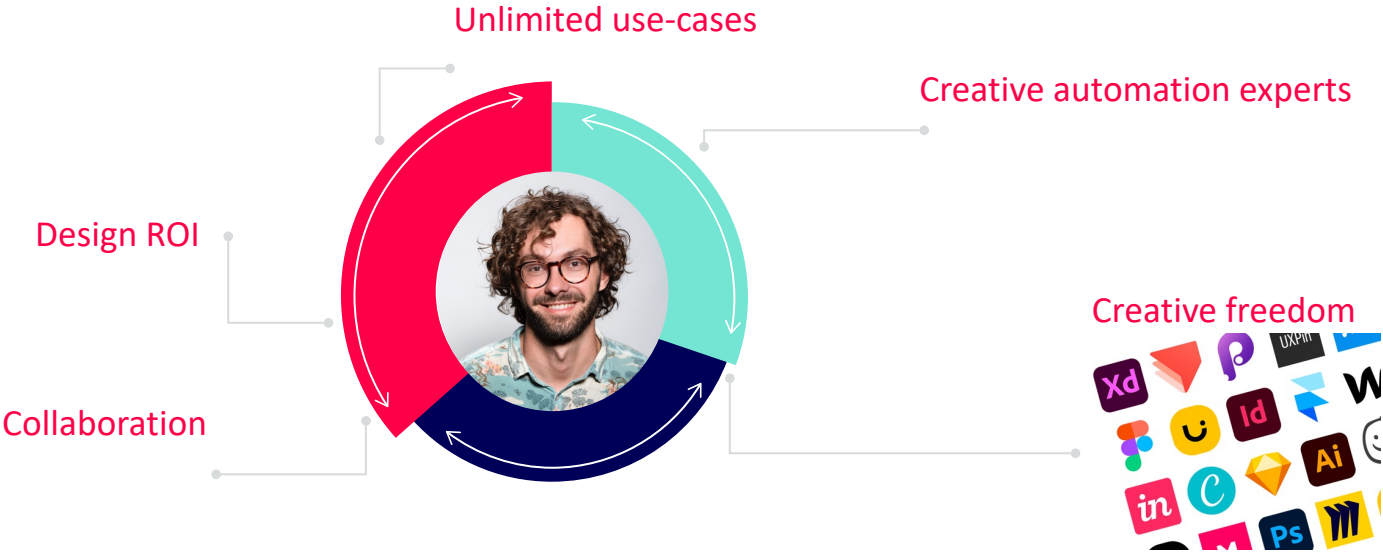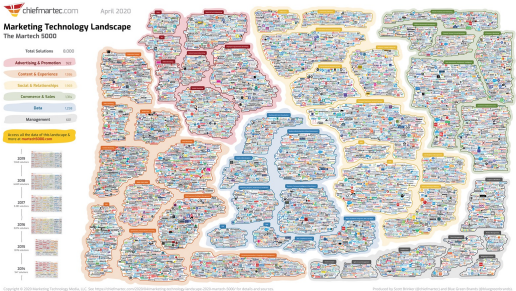
2 Scale

Scale and boost

Resources management

Brand management

Via self-service

Martech applications

Developer community
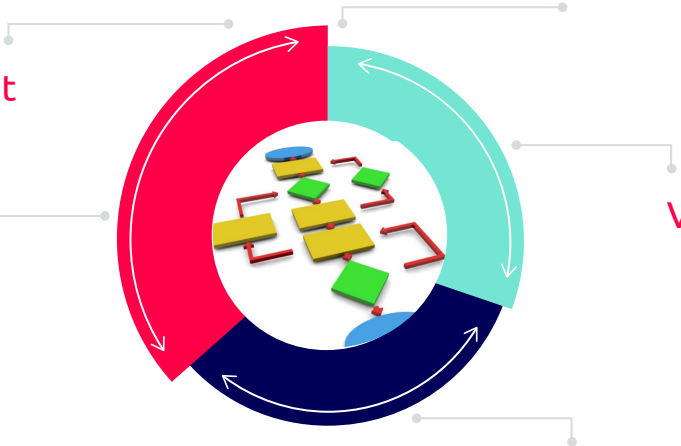
3 Output

Output and boost

Outcome

Multi-channel

Personalization

Engagement

Unlimited output
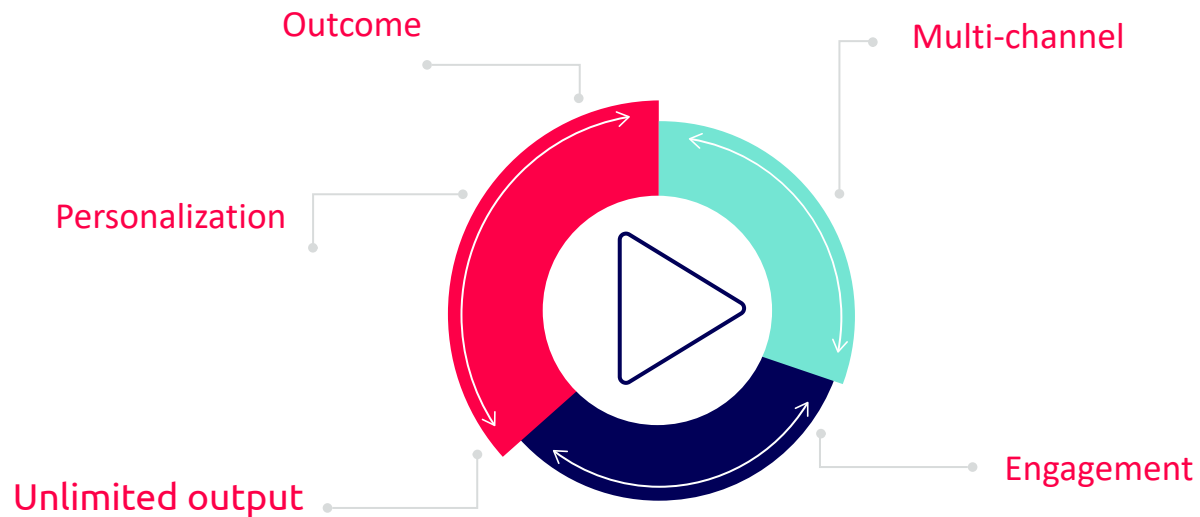
Create at scale boosts

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Create
1. Design ROI
2. Unlimited use cases
3. Creative automation experts
4. Creative freedom
5. Collaboration

Scale
1. Brand management
2. Resource management
3. Developer community
4. Martech applications
5. Via self-service

Output
1. Multi-channel
2. Personalization
3. Engagement
4. Outcome
5. Unlimited output

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Make
more sense.

Create
your impact.

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Get to
the *point.*

Create *at* scale