



CASE STUDY

CONSUMER PACKAGED GOODS

# CO-CREATION HELPS IN **OPTIMIZING** **MARKETING SPEND**

THIS IS OUR STORY OF CO-CREATING A SOLUTION WITH  
A LEADING CONSUMER PACKAGED GOODS (CPG) COMPANY

# CO-CREATION HELPS IN OPTIMIZING MARKETING SPEND

## As we know...

In the CPG industry, customers have a wide variety of choices. Hence, companies design an array of campaigns to promote their brand and products targeting different sets of customers in varied markets. It's crucial for companies to get the right insights on the effectiveness of these campaigns and ensure that the millions of dollars spent on such campaigns is optimized.

## The challenge for the CPG company was...

Its global campaigns were spread across 200 markets with multiple sources of data. The company struggled to track and measure the effectiveness of these campaigns, and harness the insights from these data sources effectively. This resulted in

ambiguous and suboptimal decision-making in marketing.

## Here's what we co-created as a solution...

WNS leveraged its analytics and CPG expertise to first aggregate the varied sources of data from global campaigns, channels and segments, and ensure that the right data was assimilated into the client's existing campaign measurement platform. This included fragmented data from traditional and digital media channels, consumer surveys, attitudinal studies and sales.

The data was then standardized and harmonized across channels and markets to offer a consolidated view of all campaigns. The client's existing campaign measurement protocols across geographies were also analyzed.

WNS then created a comprehensive omni-channel digital playbook that could help glean insights into consumers' response to campaigns in an easily consumable format. The client was able to leverage its platform efficiently to track and measure the performance of its key global campaigns.

## The outcomes from the process of co-creation are...

The CPG company was able to get real-time insights to dynamically alter its campaigns. The campaign measurement platform now offers a unified view of all campaigns across markets. As a result, the client is able to effectively track and measure the impact of specific campaigns, and optimize the marketing spend.

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