



Karen Boswell
Chief Experience Officer
VMLY&R



Designing for the pace of life

Karen Boswell. CXO EMEA, VMLY&R

LIFE IN THE DIGITAL FAST LANE

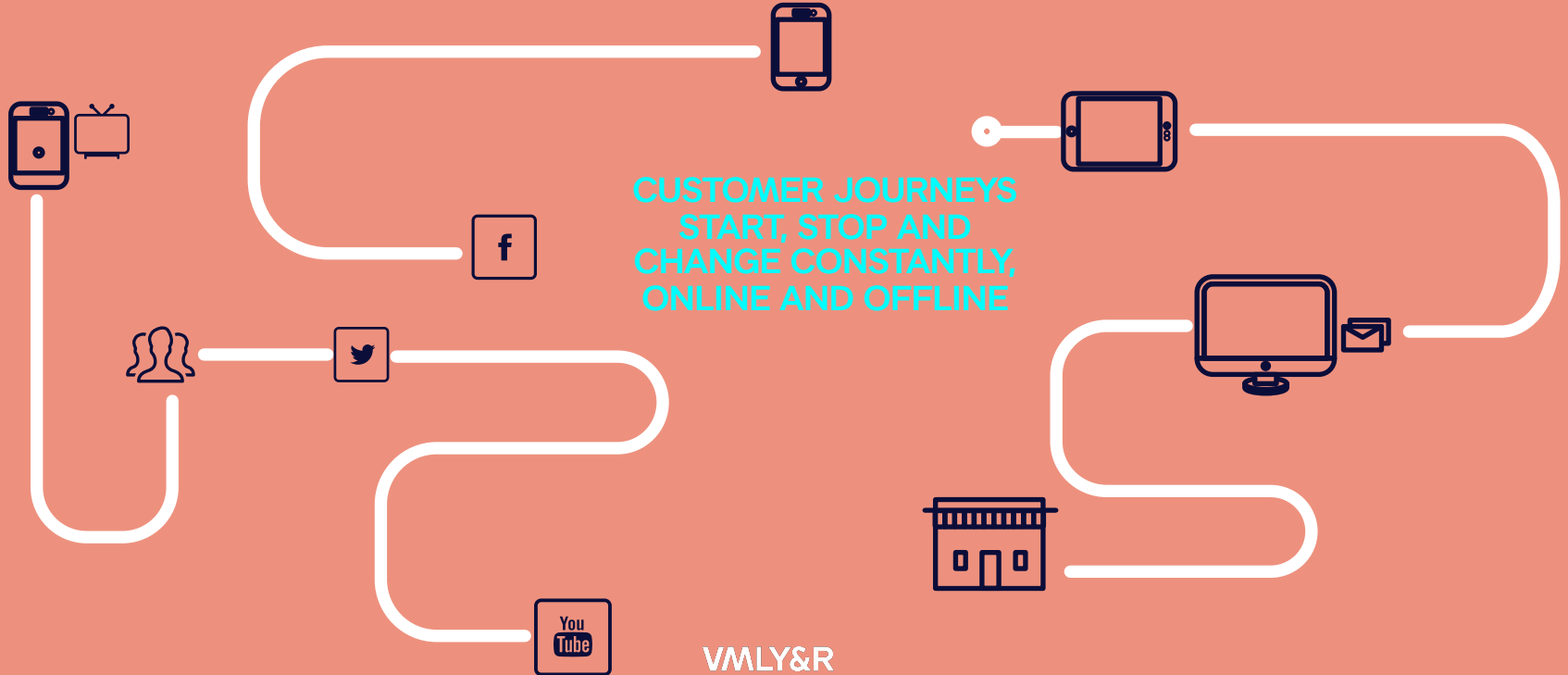
MAY 2022

VMLY&R

**CHANGE IS
INEVITABLE.
GROWTH IS
OPTIONAL.**

We are connected. all. the. damn. time.

LIFE IN THE DIGITAL FAST LANE



Which means...

V M L Y & R

BRANDS MUST BE CONNECTED

BX

**CONNECTED
BRAND
COMMS**

+

CX

**CONNECTED
CUSTOMER
EXPERIENCE**

WHEREVER. WHENEVER.

VMLY&R

And yet...

V M L Y & R

BRAND EXPERIENCE
More than 80% of marketing budget spent

87%
companies believe they are providing great CX

3%
CX laggards growth

CUSTOMER EXPERIENCE
Less than 20% of marketing budget spent

8%
Customers feel that they receive a great experience

17%
CX leaders growth



LIFE IN THE DIGITAL FAST LANE

Q1 2022

VMLY&R

● Size of marketing investment
— Customer time spent
Source of Insight; Forrester



**Without insight you
have no truth,
without truth you
have no trust.**

TRUST WILL MOVE YOUR BRAND FORWARD

FROM

A finite game of sales

Stakeholder as the primary beneficiary

Compensation model

Objectives driven



TO

An infinite game of service

Customer as the primary beneficiary

Feeling part of something bigger

A noble purpose

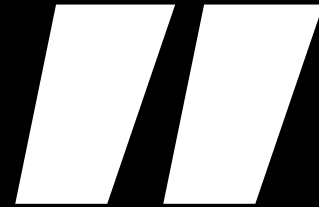
Adapted from: Simon Sinek's Just Cause





Simon Sinek

People don't buy
what you do they
buy why you do it



VALUE HUMAN VALUE



“

I've learnt that people will forget what you said, people will forget what you did, but people will never forget how you made them feel.

”

MAYA ANGELOU

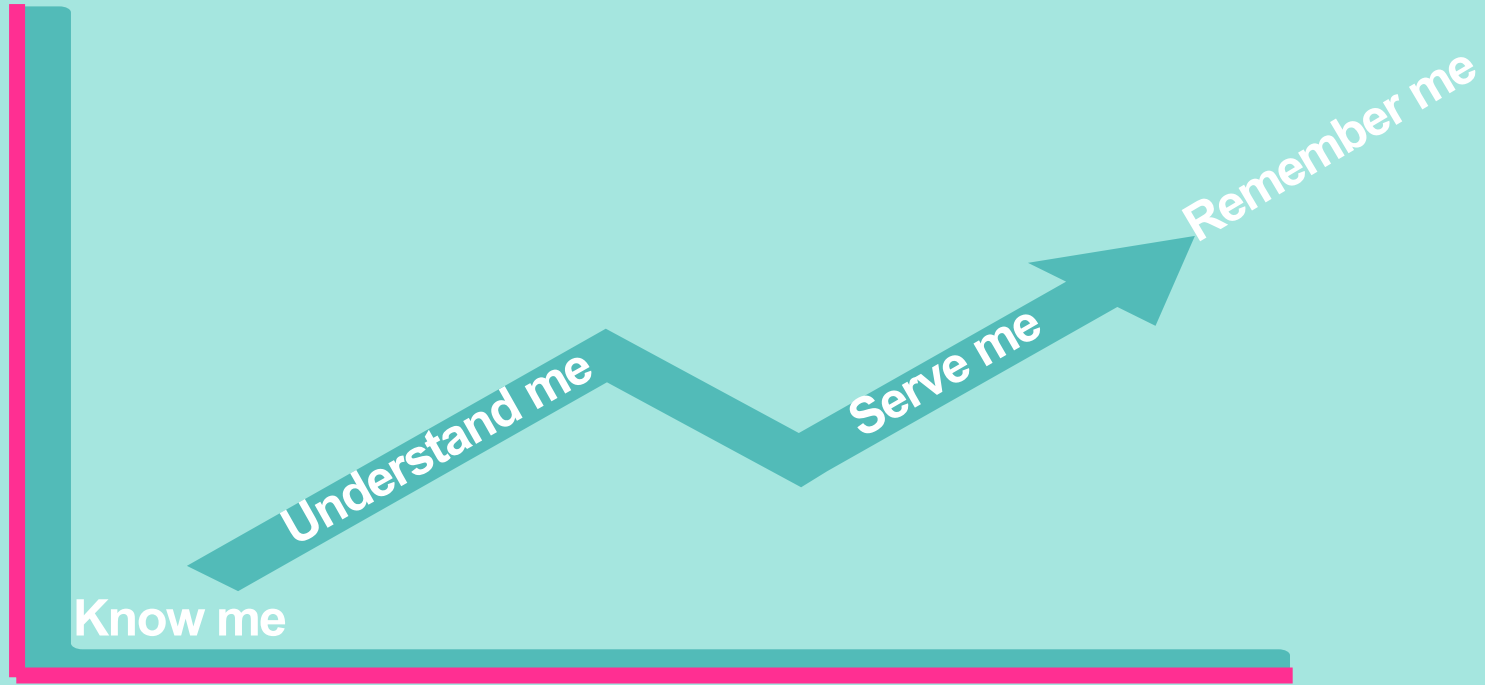




VALUE BUSINESS VALUE

The economics of emotion

LIFE IN THE DIGITAL FAST LANE



MAY 2022





71%

PEOPLE SAY
A BRAND PERCEIVED
TO PUT PROFIT OVER
PEOPLE, WILL LOSE THEIR
TRUST FOREVER



Be honestly critical

LIFE IN THE DIGITAL FAST LANE

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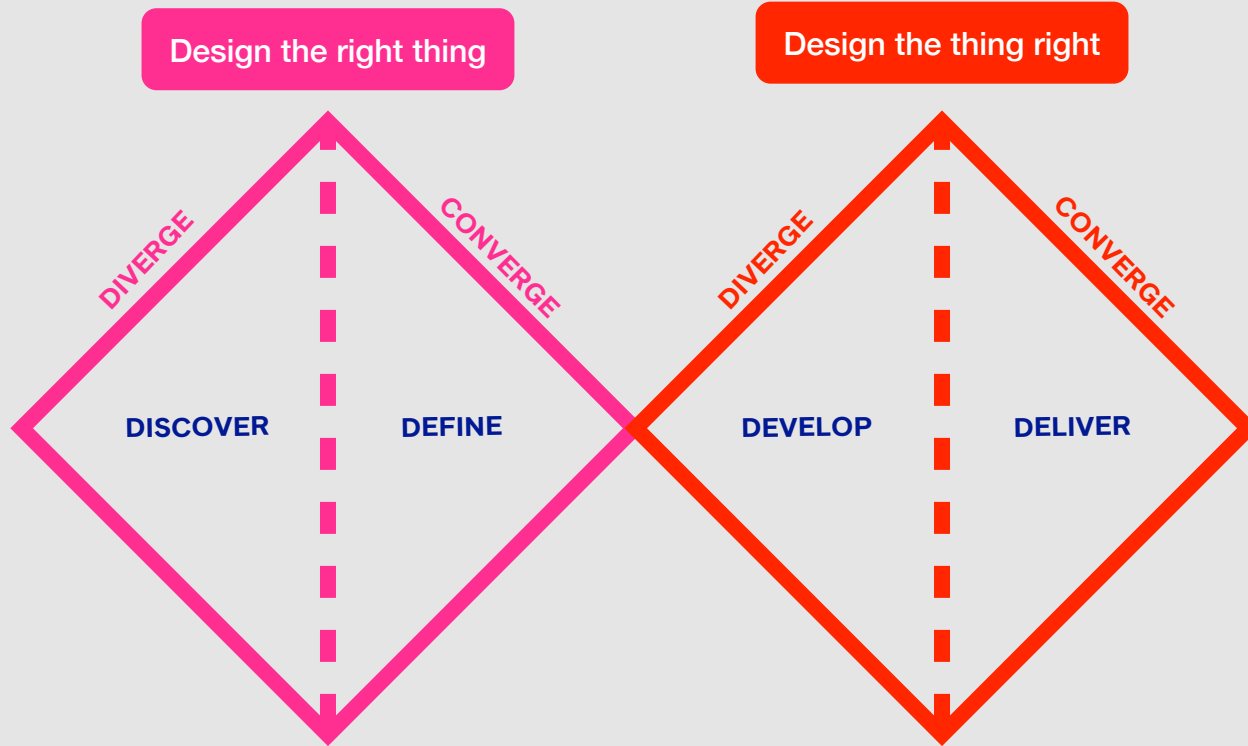
VMLY&R



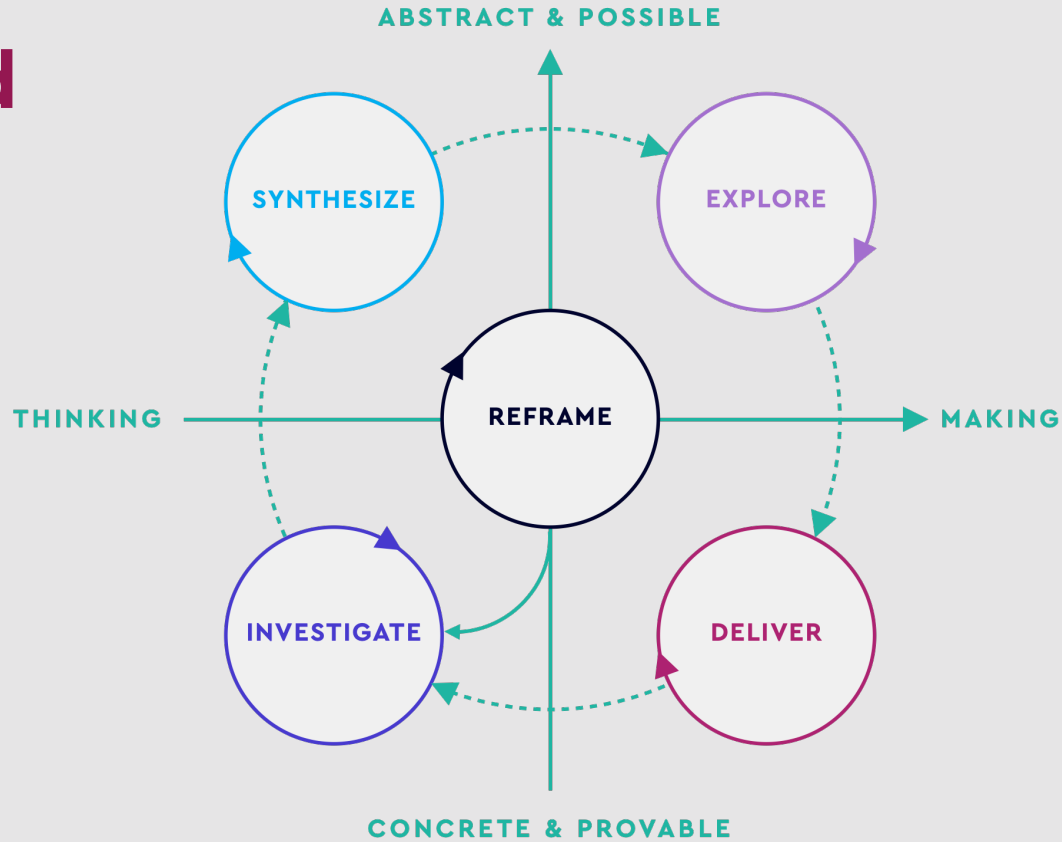
When you change the way you look at things...

The things you
look at change

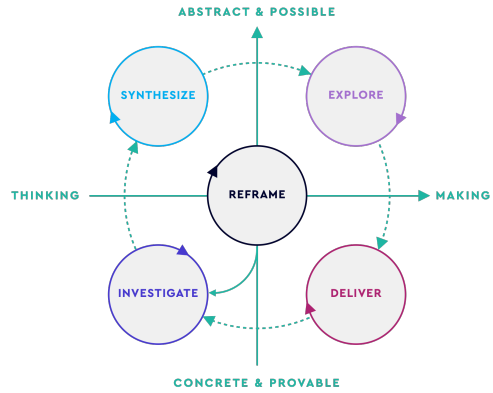
Design thinking



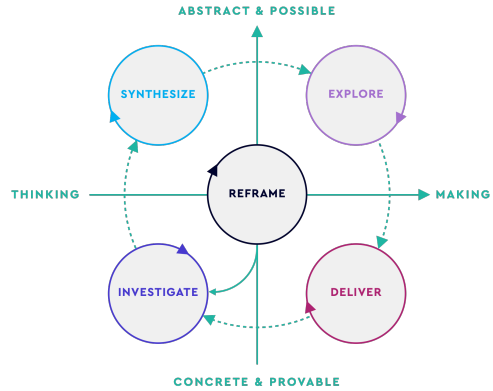
Human Centred Design



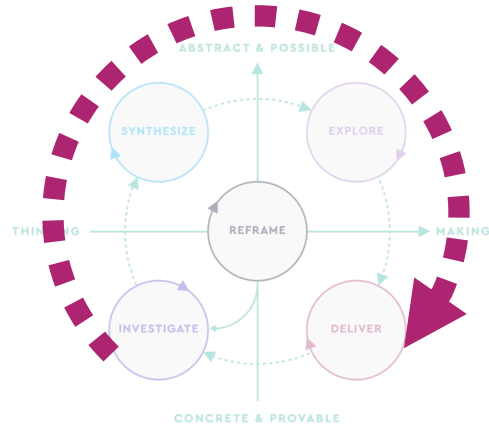
A DISCIPLINED PROCESS



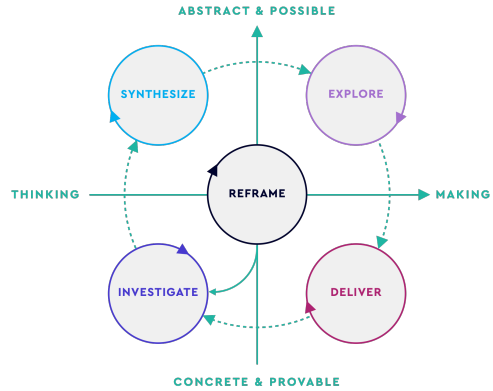
A DISCIPLINED PROCESS



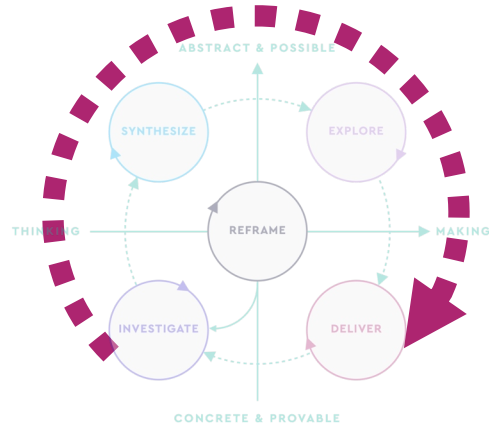
LOOKS LIKE



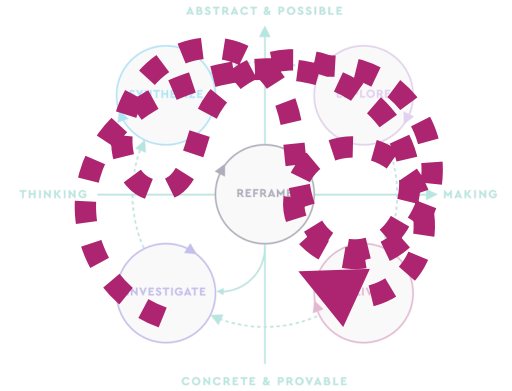
A DISCIPLINED PROCESS



LOOKS LIKE

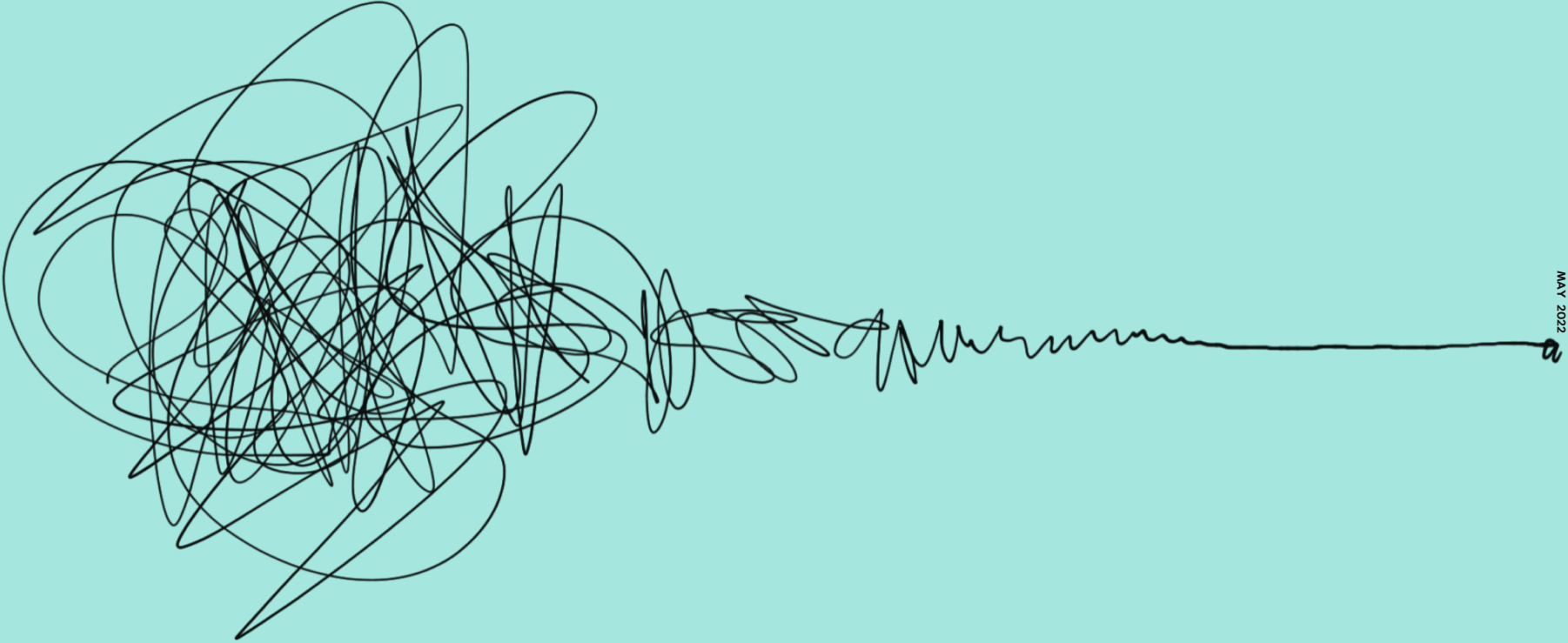


WORKS LIKE



Feels like ...

LIFE IN THE DIGITAL FAST LANE



MAY 2022



**THE IMPACT OF HUMAN CENTRED
DESIGN**



If you can define the problem differently than everybody else in the industry, you can generate alternatives that others aren't thinking about.



ROGER MARTIN



A Simple Equation Drives Change

HUMAN NEED
+
TECHNOLOGY
+
BUSINESS

So ask yourselves...

**WHAT ARE YOU
EMPOWERING
YOUR PEOPLE TO
DO THAT THEY
COULDN'T DO
BEFORE?**

164



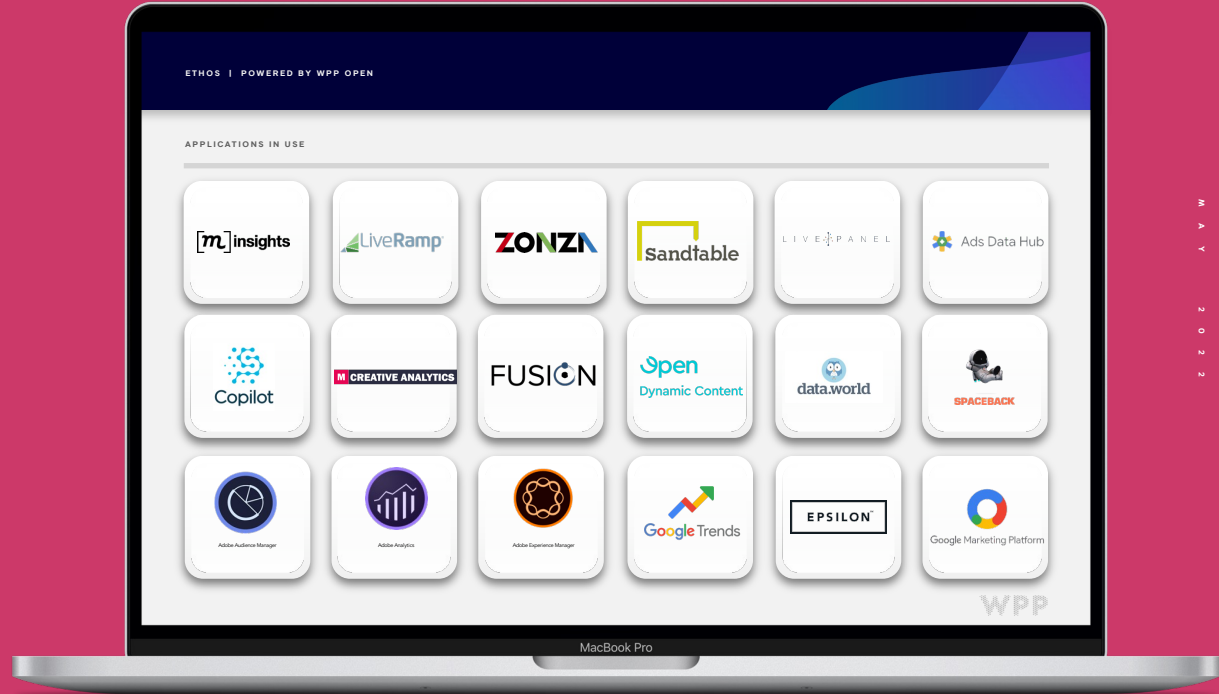


If you can't measure it, you can't change it

Peter Drucker

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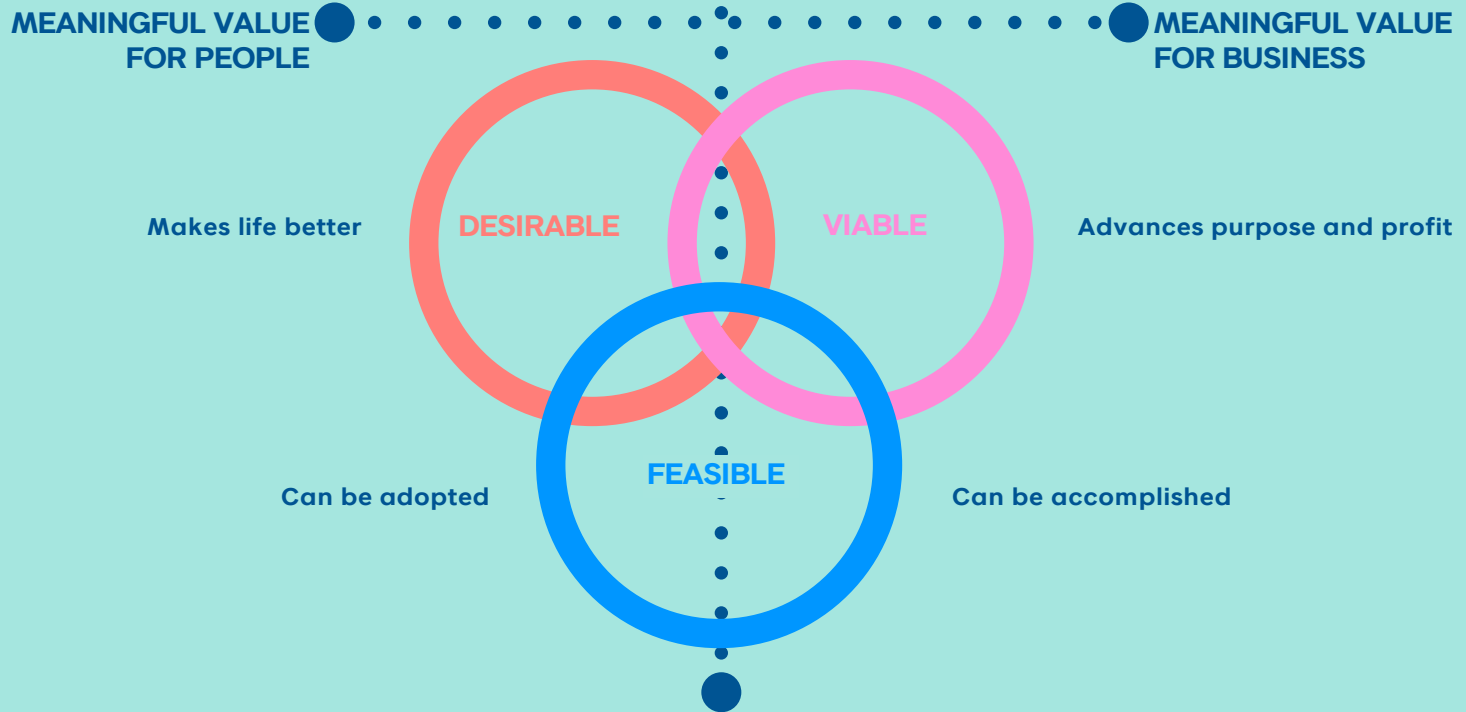
Start with
what you
don't know



**You're always one
insight away from
a totally different
path**

Seek shared value

V M L Y & R



Uncover deep rooted truths

**Strategy &
Intelligence**

**Advisory
Services**

**Brand
Analytics**

**Brand
Planning**

**Consumer
Research**

**Channel
Insights**

**Data &
Analytics**

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Spotlight human stories

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**Content &
Campaigns**

**Integrated
Campaigns**

**Public
Relations**

**Media
Services**

**Social
Strategy**

**Digital
Marketing**

**Commerce
& CRM**



Shape fluid environments

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**Platforms &
Experiences**

Lead
Generation

Content
Platforms

Technology
Development

Experience
Strategy

Mobility

Product
Development



Earn permission to be wherever, whenever.

UNCOVERING
DEEP-ROOTED TRUTHS

Strategy & Intelligence

Advisory
Services

Brand
Analytics

Brand
Planning

Consumer
Research

Channel
Insights

Data &
Analytics

SPOTLIGHTING
HUMAN STORIES

Content & Campaigns

Integrated
Campaigns

Public
Relations

Media
Services

Social
Strategy

Digital
Marketing

Commerce
& CRM

SHAPING FLUID
ENVIRONMENTS

Platforms & Experiences

Lead
Generation

Content
Platforms

Technology
Development

Experience
Strategy

Mobility

Product
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Placing your customers firmly at your centre

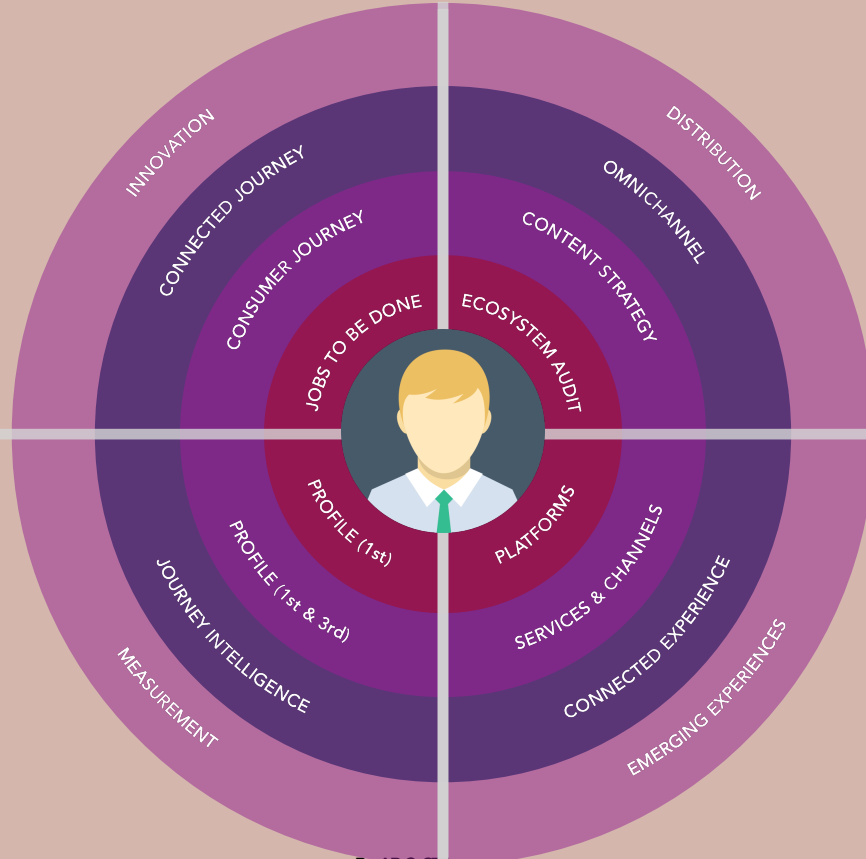
LIFE IN THE DIGITAL FAST LANE

DESIGN

Enable design thinking to enhance and extend your connected digital ecosystem

INSIGHTS & DATA

Enable holistic understanding of through data-driven customer initiatives



CONTENT

Enable connective brand storytelling throughout journeys using personalisation at scale

TECHNOLOGY

Extend and enhance applications services and infrastructure that will power the ecosystem

MAY 2022





“WTF! Where did this shit come from?”

Dan Weiden on what defines a Titanium Lion

VMLY&R

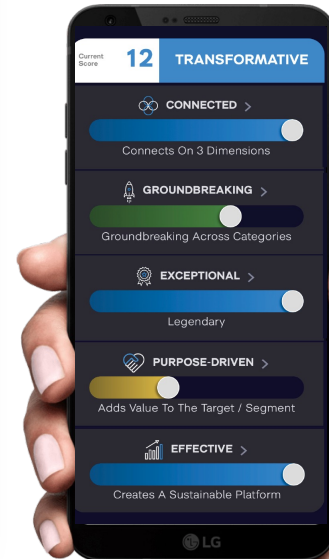
Measure your creativity and connectedness

MEASURING OUR CREATIVITY

	 CONNECTED	 GROUND BREAKING	 EXCEPTIONAL	 PURPOSE-DRIVEN	 EFFECTIVE
0	Does not Connect	Nothing New	Cliche/ Poorly Crafted	Adds No Value	Does Not Achieve Objectives
1	Connects On 1 Dimension <small>(Emotional, Experiential, or Cultural)</small>	Groundbreaking In The Category	Fresh Idea	Adds Value To The Target/Segment	Meets Objectives
2	Connects On 2 Dimensions <small>(Emotional, Experiential, or Cultural)</small>	Groundbreaking Across Categories	Fresh Idea Beautifully Crafted	Adds Value To A Broader Community	Exceeds Objectives
3	Connects On 3 Dimensions <small>(Emotional, Experiential, & Cultural)</small>	Groundbreaking In Culture	Legendary	Creates Higher Order Social Good	Creates A Sustainable Platform

0 - 2 **DESTRUCTIVE**
 3 - 5 **PASSIVE**
 6 - 9 **PRODUCTIVE**
 10 - 15 **TRANSFORMATIVE**

Access the digital scorecard tool at strive.vmlr.com



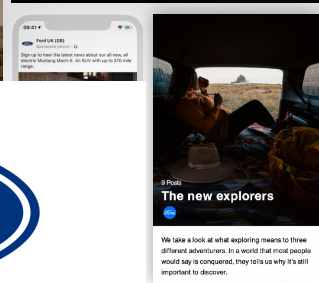
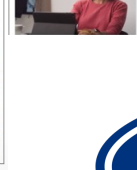
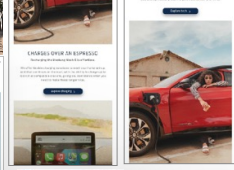
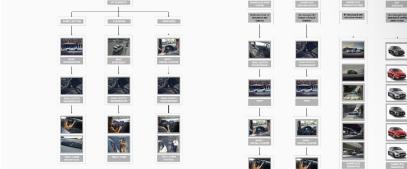
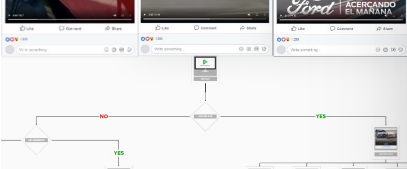
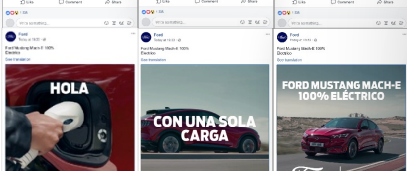
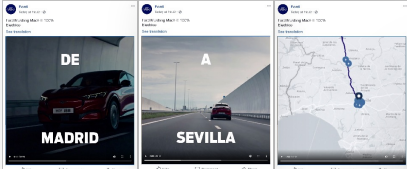
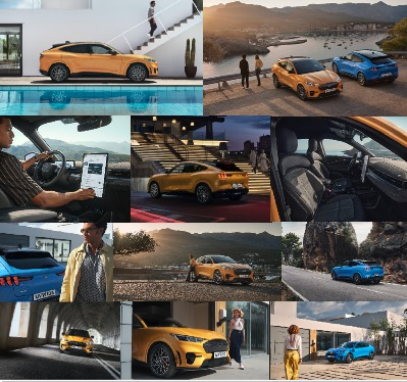
J L E B E - I N - T H E - F A S T

M O N O - L Y M

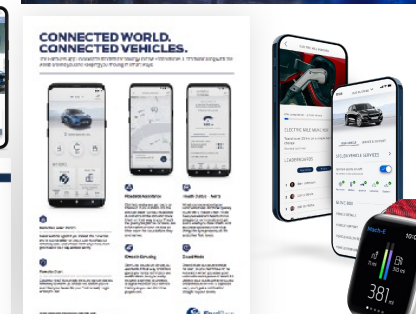
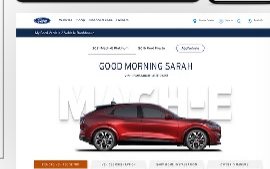
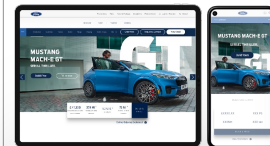
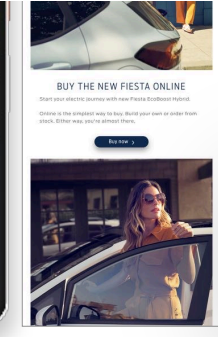
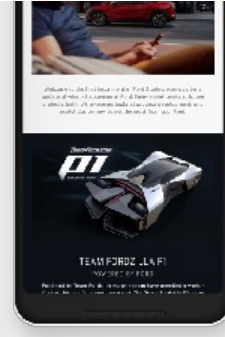
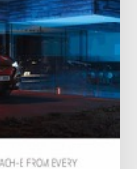


Spotlight on Ford

VMLY&R



Transforming a car company into a mobility provider



“For me, the **connected car, software, charging infrastructure, onboard technology** — all of that is going to result in a **very different business** and a **very different customer experience.**”

JIM FARLEY

Global CEO, Ford Motor Company



Ford

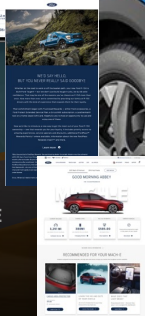
FORDPASS



CX

OWNER

ECOMMERCE



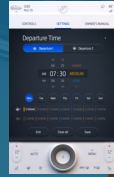
EDISON



FORDPASS
REWARDS



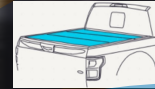
PRODUCT
DEVELOPMENT



GDI&A



RETAIL



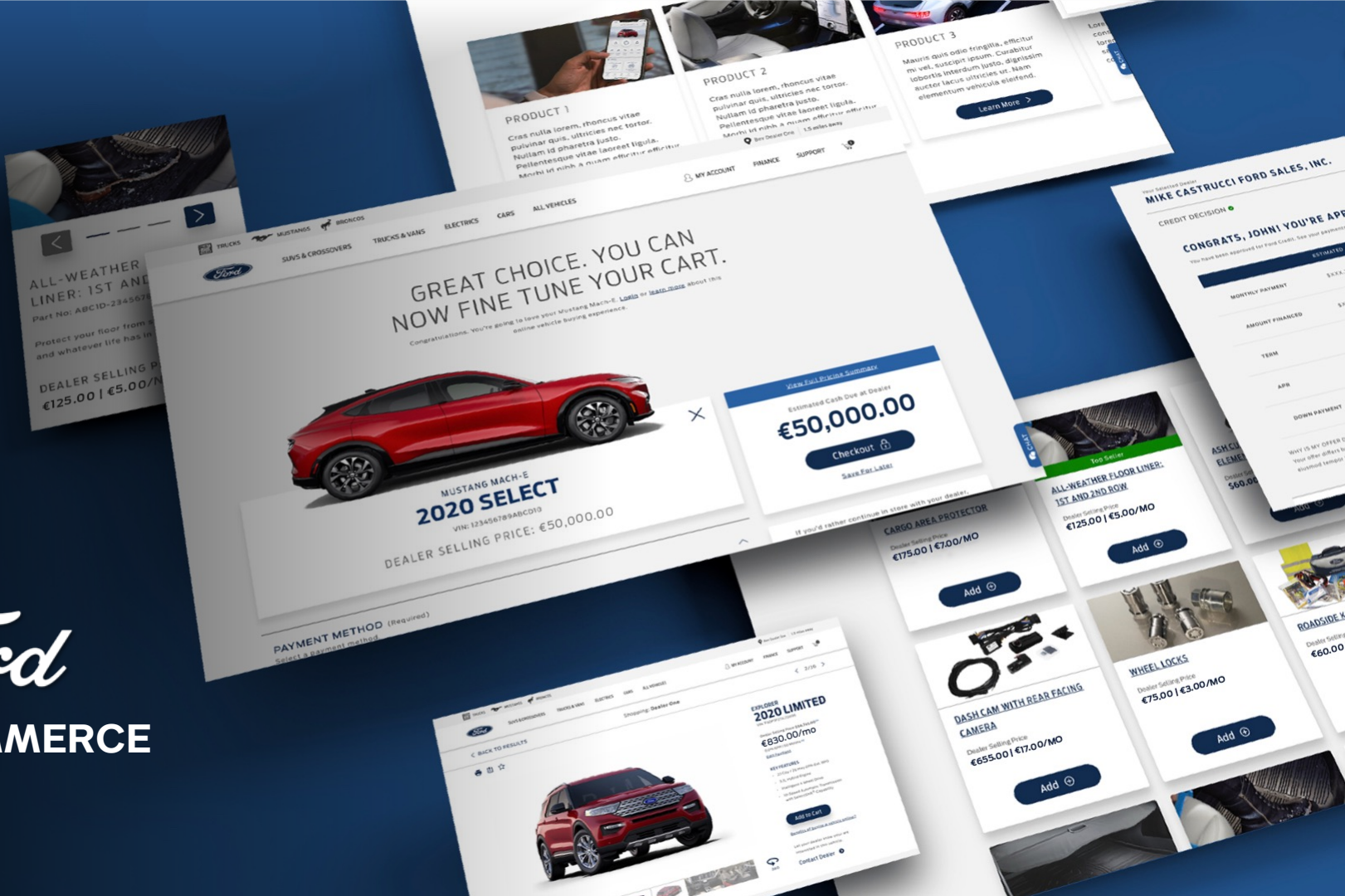
ACCESSORIES

FCSD

GOTD



Ford
/ COMMERCE





ELECTRIC. AND UNTAMED.
ALL-ELECTRIC MUSTANG MACH-E

BUILT *Ford* PROUD

RESERVE NOW!





Try the Tech



Effortless Maintenance

Painless Purchase

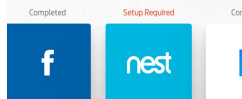


VEHICLE SETUP



CX727 TITANIUM X

To need for a manual setup, let us help you setup our vehicle. Connect to your favorite platforms and we'll transfer your preferences.



NEXT STEP >

Rocket Setup



Spotlight on Wendy's

VMLY&R



THE SITUATION
@JP_FRESHH
@Wendys gotta release a mixtape 🙄🔥



Wendy's
@Wendys
It's go time! You want the roast? Then let's go! #NationalRoastDay

End-to-end Impact Inspiration:
Socially Led Brand Building



Carter Wilkerson @carterjwm · 1m
Yo @Wendys how many retweets for a year of free chicken nuggets?
1
@Wendys
Replying to @carterjwm
18 Million
4/5/17, 7:32 PM

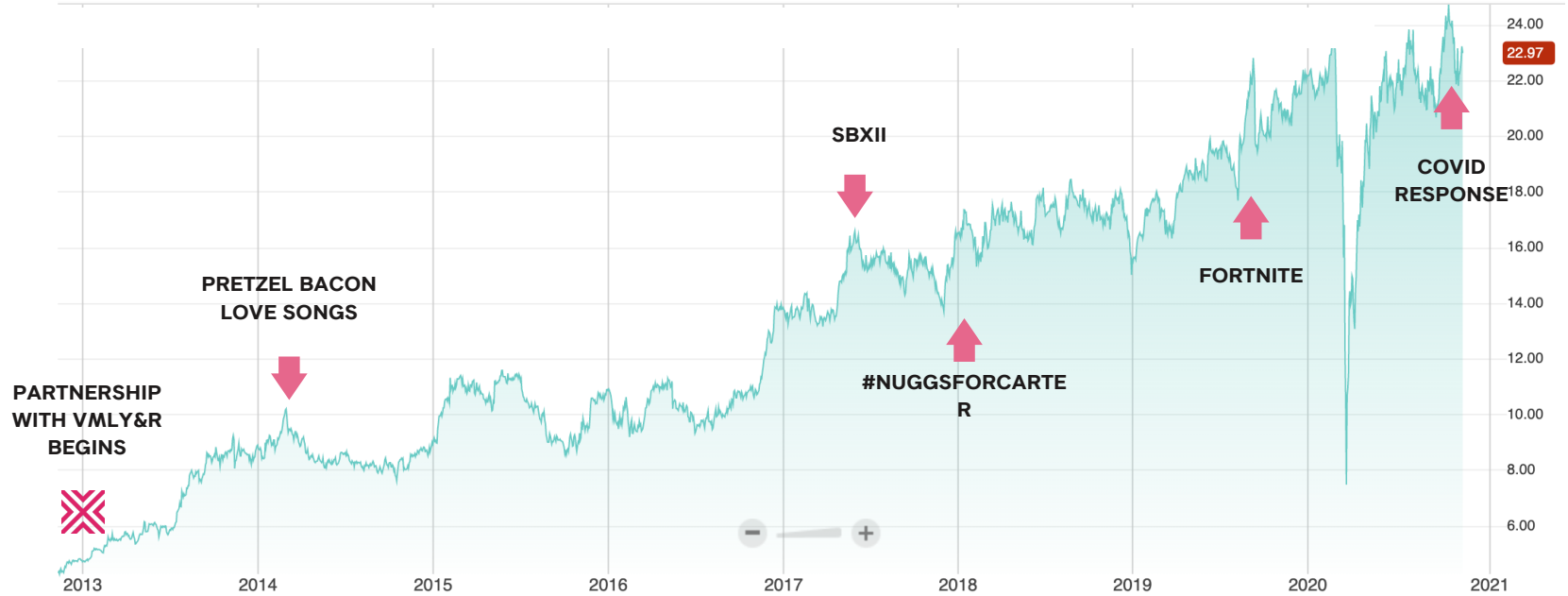




We **GOT YOU**



A CLEAR IMPACT ON SHARE VALUE



L I F E I N T H E A N I M A T I O N I N D U S T R Y

U N I T E D S T A T E S O F A M E R I C A



**THANK
YOU!**

2022

VMLY&R