



[-] Center of Excellence overview

for portfolio purposes only



center of excellence functions

vision

an adaptive, innovative practice that inspires radical customer centricity.

CX + Loyalty, Data +
Insight Engagements

Research, Consumer
Insight

Performance Marketing,
Commerce

Agency Priority Industry
Specialty



What we believe

A [-] is only as good as the outcomes it evokes.

Unlocking critical mindsets, motives & needs of customers is as much art as it is science. Our passionate and skillful use of analytics and research help us home in on the need states that matter most.

Divergent + Convergent methods inform our work and ensure innovative ideas are brought to life in a functional way. We're a SWAT team for problem solving, but also identify new opportunities and uncharted territory.

Integration is our bread and butter. We're practitioners who take pride in connecting subject matter experts to bring feasible, impactful solutions to life. We take that same approach with our clients as we set and negotiate goals, build consensus across groups, and inspire teams towards a shared vision.

[-] COE Objectives

1

Illuminate opportunities for client success.

Through expert knowledge of the customer, and identification of emerging trends and disruption in our clients' industries, expand the problems our clients are trying to solve for their customers.

2

Enable clients' innovation and transformation.

Expand and enhance our capabilities to design effective solutions to our client's problems, fostering a customer-first innovation mindset and build consensus across their organizations.

3

Fuel customer centricity in integrated delivery.

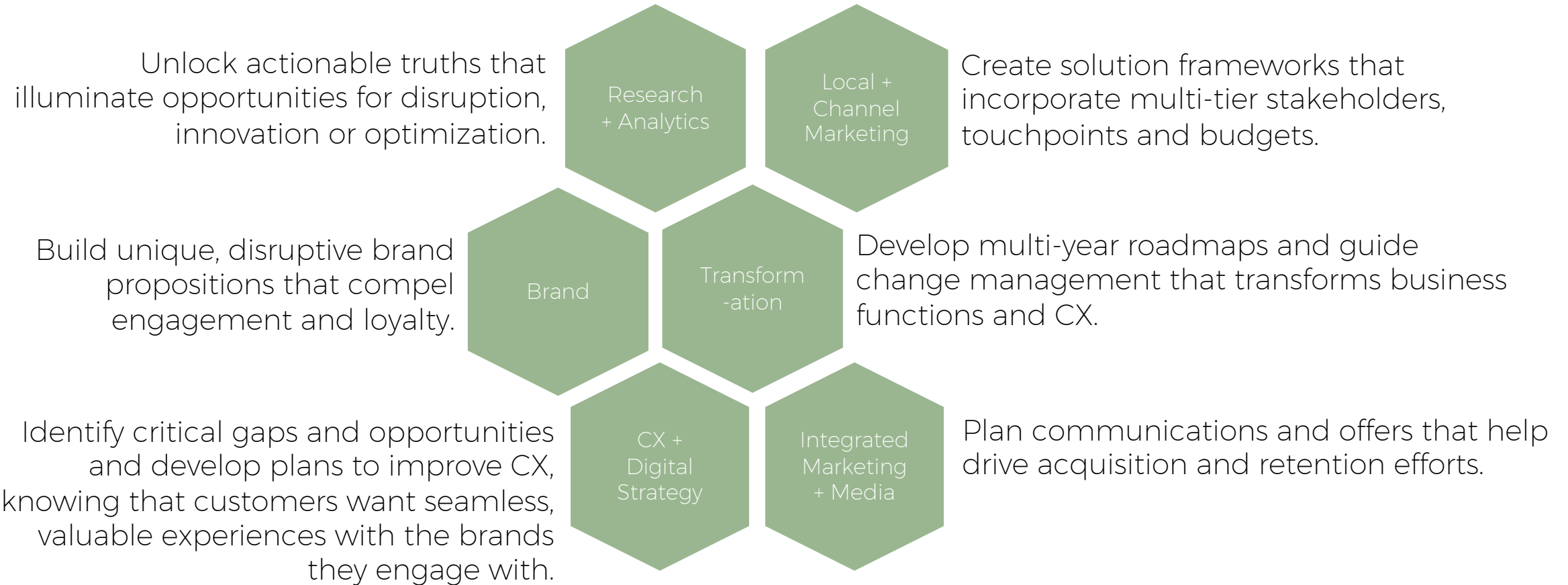
Inject and inspire customer centricity into the way we operate across delivery teams through critical deliverables and work methods.

when to call your strategist

[spoiler alert: early and often]

- You know there is a bigger problem to be solved than what the client is describing
- The client can't answer basic questions about their audience, what they care about, and how their brand is relevant
- You have no experience plans or consumer journeys for your account
- The internal team or clients are spiraling on multiple ways to tackle a problem – or see too many problems and don't know which one is most important to address
- The client can't describe their goals in measurable ways that connect to broader business challenges
- You know you need more information before you can scope a project
- The client says they need “a plan”
- We need to deliver a point of view
- It feels like we're lacking an overarching vision for where to take the client's program
- Program performance is declining, and you don't know why

capability domains



deliverables/artifacts



Stakeholder Interview Findings



Competitive Analysis SWOT



Persona Development and Audience Definition



Need State Framework

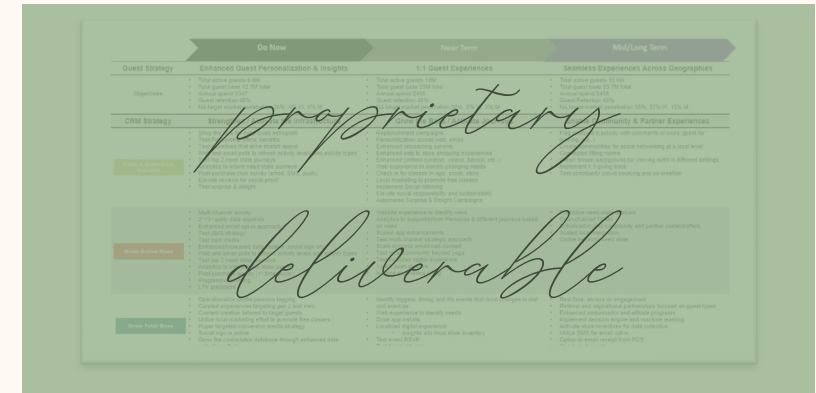


Current State Assessment

deliverables/artifacts



Content and Value Prop Recommendation



Performance Optimization Roadmap



Future State Journey Planning

[-] COE toolkit

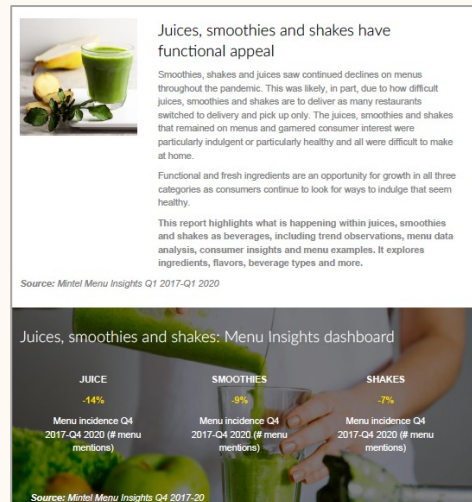
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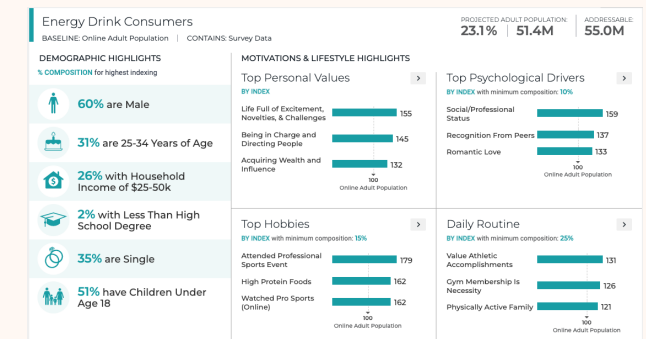
- Culture & Identity
- Lifestyle
- Drink
- Foodservice
- Finance
- eCommerce



re^osonate

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- Connect directly to your marketing ecosystem and immediately activate across programmatic, social, CTV, web personalization, email and more.
- Onboard your first-party data to enrich your understanding of your customers.



[-] COE toolkit



Use dscout to surface context-rich data that reveals your users and resonates with your stakeholders.

Capabilities:

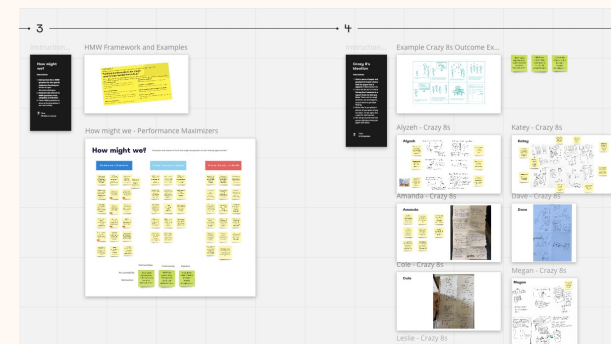
- Diary: a robust, flexible tool for unmoderated research and ethnographies
- Live: Live, remote 1:1s that allow you to see what the user is doing live on their device
- Recruit: 100,000+ participants
- Express testing: Gather in-context feedback on test-ready concepts. Gut-check a new feature idea, capture reviews of a beta release, or benchmark your solution against a competitor's.



Create a board



Virtual whiteboard and diagramming platform that helps facilitate workshops, brainstorm, future-state journey design, prioritization and road-mapping.



[-] COE toolkit

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