

Case Study: Life Sciences

Improved content strategy delivers faster and innovative client experiences

Consistent messaging, speed and scalability are all critical if content is to deliver experiences that customers will love. Controlling content production costs drives better returns on those experiences.

Content production costs were steadily rising for a large pharmaceutical company using several creative agencies across Europe. Despite leveraging common tools and publishing technologies, these agencies delivered content with inconsistent branding messages across multiple channels. Processes were inefficient and productivity was low. The client turned to Cognizant to reduce content creation and production costs so it could reinvest savings in other marketing activities.

At a glance

Cognizant implemented a scalable digital content production factory to help a major pharmaceutical company get campaigns to market faster and reduce costs.

Outcomes

- 50% cost savings through faster turnaround time and production
- 30% faster time to market for websites and delivery channels
- Increased messaging consistency
- Improved productivity and quality of assets

The initial phase included the design and co-development of an operating model to create and publish content across 23 European markets. Cognizant's teams established a content factory with a rigorous onboarding program that agencies and brands could use to consume the factory services, with catalog-based pricing and clear handoffs. The solution shortened campaign time to market, improved messaging consistency and cut costs by 50%.

More control helps content make deeper impressions

Multiple agencies were developing creative campaigns with no central oversight, and the client was unhappy with the cost and impact of its European-based marketing campaigns. More than 500 assets for 34-plus brands targeted toward healthcare providers and consumers were hosted on multiple disparate platforms. Content creation, messaging and production were inconsistent, especially across important digital channels. Siloed content delivery models for different asset types led to redundant asset development, delayed in-market commitments and affected brands' budgets. The client wanted to reduce the number of agencies developing digital assets, including static, web and e-learning content, and also required consistent messaging and increased compliance with local market regulations.

After reviewing 27 creative agencies, Cognizant was selected for its campaign turnaround speed, production quality and value. We also presented a long-term strategy that illustrated how additional innovation would lead to more content reuse and greater savings.

Adopting a digital content factory model

To accomplish the client's goals, Cognizant designed and deployed a digital content factory model for creating and producing regional content with centralized control. The program improved quality by establishing a digital playbook of guidelines and checklists that standardized brand assets and unified the way creative, development and testing teams consumed the assets. The playbook detailed strict onboarding processes for agencies that originated content and creative, including ideation, strategy, storyboarding and creative design.

Cognizant decoupled creative activities from production, using creative artifacts and approved templates to produce finished assets. The platform-based factory model increased productivity and shortened time to market with reusable assets and templates. Today, the model easily scales for global brand and marketing campaigns, in addition to allowing agencies to add localized interactive detailing. Clear, catalog-based pricing helps make costs transparent for the client.

Cognizant also migrated all websites to Adobe Experience Manager (AEM) to reduce hosting costs and create greater stability for the client's digital strategy. The team redesigned standalone desktop and mobile sites as responsive websites (RWD) for better multichannel user experiences and to save on brand development and maintenance costs.

The ongoing five-year engagement delivers efficiencies in development and deployment of cross-channel digital content. The client has greater control and can track asset performance across campaigns. Websites and delivery channels get to market 30% faster with higher quality on-message assets and a 50% cost savings in digital marketing campaigns due to increased productivity, first-time-right content and reusable assets.

About Cognizant's Marketing Operations Practice

Cognizant's Marketing Operations Practice has the expertise and industrialized intimacy to partner with marketing organizations to drive down cost, improve agility, automate repeatable functions and deliver more with less. We create meaningful experiences by blending audiences, content (including creation, production and management), channels/campaigns, performance/data and technology. Our offerings help business and technical marketing executives with their Marketing Operating Model, MarTech Value Realization, Marketing Organization Partnerships, Marketing Campaign Services and Personalization Strategy. For more information, please visit www.cognizant.com/digital-marketing-operations.

About Cognizant

Cognizant (Nasdaq-100: CTSI) is one of the world's leading professional services companies, transforming clients' business, operating and technology models for the digital era. Our unique industry-based, consultative approach helps clients envision, build and run more innovative and efficient businesses. Headquartered in the U.S., Cognizant is ranked 194 on the Fortune 500 and is consistently listed among the most admired companies in the world. Learn how Cognizant helps clients lead with digital at www.cognizant.com or follow us [@Cognizant](https://twitter.com/Cognizant).



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