



Mars transforms brand promotion with new digital platform

MARS

Mars wanted to scale its consumer packaged A new 'experiences' platform allows Mars to deploy websites for new and existing brands in two to three weeks, which reduces TCO and increases customer reach.

The challenge

Creating a new website solution for promoting its brands within the Mars current technology landscape would be challenging. Mars required a smart, innovative execution that would ensure scalability and speed, with attention to compliance and accessibility from the ground up. Cognizant was engaged to solve the challenge.

The digital transformation was laser-focused on solving three major problems: intertwining Mars digital and content ecosystems; enforcing data security, compliance and regulation standards; and ensuring that none of Mars' world-class brands would remain underutilized.

At a glance

Industry
Consumer Goods

Location
North America

Challenge
Mars engaged Cognizant to solve three major problems across the company's digital properties in brand and promotions for its Mars Snacking, Mars Food and Nutrition and Mars Petcare segments.

Success Highlights

The Mars Experiences Platform enables the company to:

- Launch full-fledged brand sites with key, integrated capabilities within 2 to 3 weeks.
- Reduce TCO by 40% (per site, per year, when compared to 2020)
- Reach 300% more consumers year over year
- Enable global operations in 50+ countries

The approach

Cognizant began by deploying a next-generation modular web platform to simplify the building, deployment and maintenance of Mars Brands' digital properties at scale. We developed over 60 new capabilities to help ensure brand sites could launch on schedule and meet the rigorous Mars standard.

To solve the three major problems and to build a flexible, scalable platform, Cognizant helped create the Mars Experiences Platform to deliver best-in-class experiences globally with centralized capabilities that could evolve over time and provide security for the brand.

In collaboration with Mars stakeholders, Cognizant utilized an agile development methodology to develop and maintain the Mars Experiences Platform. The platform consists of an interconnected toolkit of components, a wide spectrum of templates, third-party integrations and a robust back-end system deployed in the Cloud Native Acquia Cloud Site Factory—all purpose-built to fast-track the deployment of Mars brand websites.

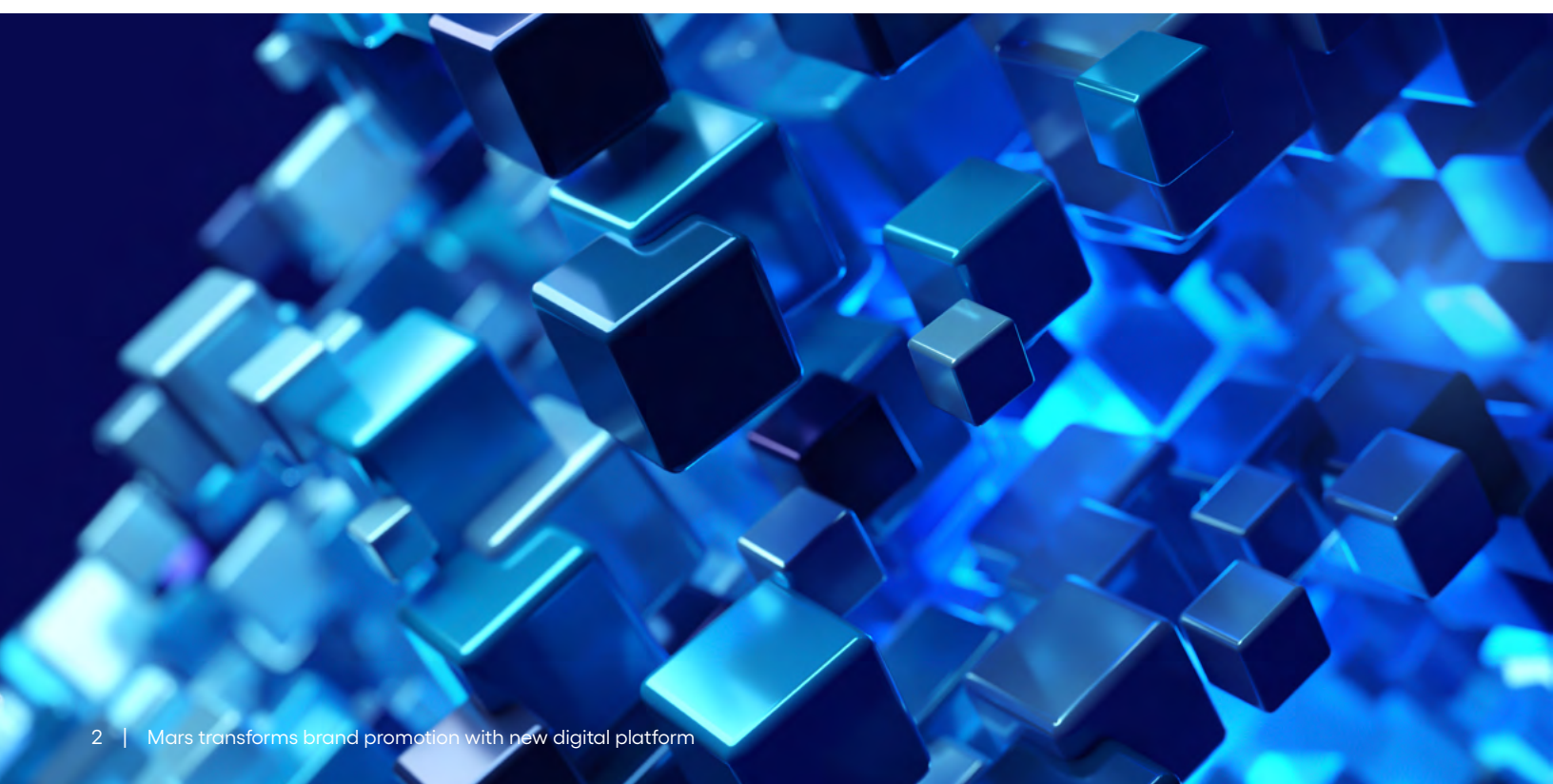
New 'experiences' platform offers powerful visual design

Cognizant designed the platform using a modular structure to allow Mars Brands to craft custom pages and micro-experiences using easily interchangeable templates, components and modules. The Theme Configurator lets users effortlessly transition brand guidelines into a powerful visual design system.

The new platform enables Mars Brand agencies to leverage diverse templates to craft captivating stories, persuasive narratives and unique product offerings and campaigns that truly embody the Mars brand.

To maintain momentum, once the lead brand site was in place within the Mars Experiences Platform, Cognizant cloned it, translated content, refined product offerings and quickly rolled out regional sites with minimal effort. This streamlined approach not only significantly cut costs but accelerated the launch of numerous websites, with many Mars brands already reaping the benefits of the Mars Experiences Platform.

Mars and Cognizant won the Acquia Engage award as industry recognition of the achievements of the Mars Experiences Platform in standardization, simplification, intelligent and innovative engineering, scalability and speed.



Business outcomes

Cognizant enabled more than 65 Mars brands to fully leverage the Mars Experiences Platform, launching more than 200+ brand sites within 18 months at an average speed of one site every two to three weeks.

The new platform and brand sites helped reduce the overall TCO by 40% for Mars (per site, per year, when compared to 2020) and increased customer reach by 300%, year over year.

Cognizant also set up a robust operating model to globally operate the platform and brand sites in 50+ countries across its many languages. More than 60 new capabilities on the CPG platform now ensure that all brand sites are launched on time while meeting security and accessibility compliance standards.



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World Headquarters

300 Frank W. Burr Blvd.
Suite 36, 6th Floor
Teaneck, NJ 07666 USA
Phone: +1 201 801 0233
Toll Free: +1 888 937 3277

European Headquarters

280 Bishopsgate
London
EC2M 4RB
Phone: +44 207 297 7600

India Operations Headquarters

5/535, Okkiam Thorajpakkam,
Old Mahabalipuram Road,
Chennai 600 096
Tel: 1-800-208-6999
Fax: +91 (01) 44 4209 6060

APAC Headquarters

1 Fusionopolis Link, Level 5
NEXUS@One-North, North Tower
Singapore 138542
Phone: +65 6812 4000

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