



At the Heart of Great Advertising is Great Technology

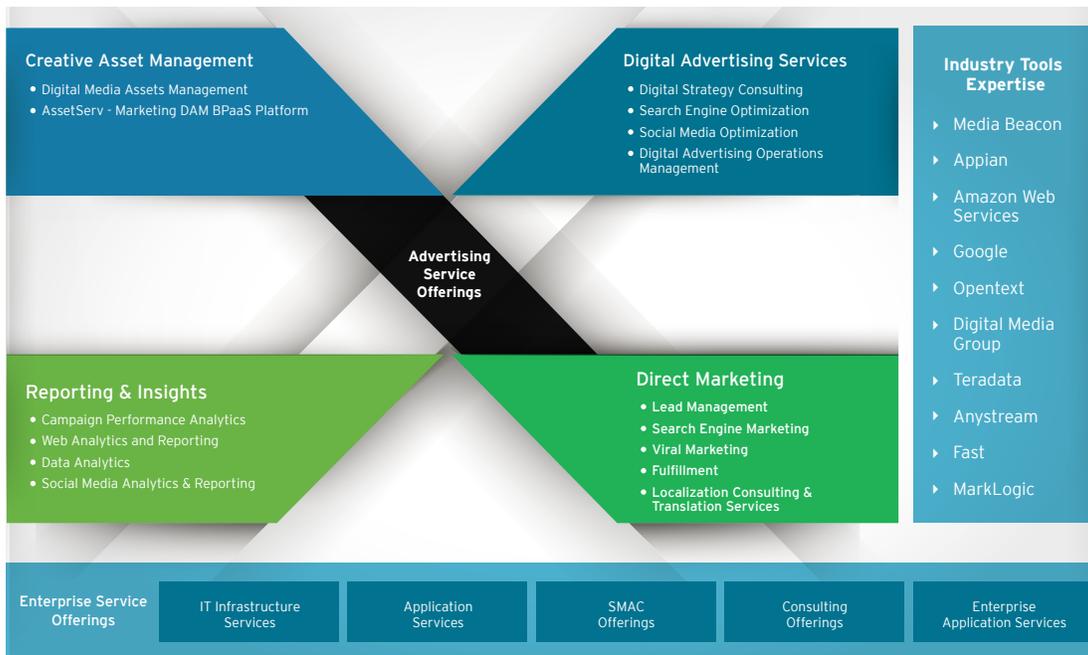
Cognizant solutions help advertising agencies stay ahead of change - and generate better results for clients.

You already know all about your advertising agency's need for streamlined operations and business processes. How online, mobile and social media channels have become industry mainstays. How Big Data has agencies combining research and analytics to meet client demands for more insight. And how managing brand consistency across a blizzard of digital assets has grown complex.

Our job is to provide solutions for those challenges. Cognizant's portfolio of advertising solutions makes us a full-service provider, ready to partner with agencies on their unique creative and business needs. Here are some of our offerings:

- Creative asset management.** Storing and managing digital assets has become a key function, especially for global brands. Our team works with your digital asset management system to help you streamline workflows, reuse components, and run cost-effective campaigns. In addition, our cloud-based DAM system, Cognizant assetSERV, offers even greater flexibility, managing huge libraries of digital assets and automating the underlying business processes. Discover more at www.assetSERV.com.
- Digital advertising services.** When it comes to campaigns, we provide the technology knowhow so your agency is free to create compelling copy and visuals. Our team provides strategic consulting on the up-to-the-minute trends like native advertising that are reshaping the advertising landscape. We also develop SEO to help drive branded searches and lead-driven social media campaigns to build brand recognition.
- Direct marketing.** The web has upended traditional direct marketing activities. Our team helps your agency differentiate its efforts with strategies that make the most of lead management, search engine marketing, and viral marketing. We also offer fulfillment, localization consulting and translation services.
- Reporting and insights.** What media mix will meet your client's campaign objectives? How can you track the performance of promotions over time? Our advertising team can help your agency generate the analytics and reporting you need to deliver detailed reports on campaign performances, web activities, and social media.

Advertising Service Offerings



Put the SMAC Approach to Work for Your Agency

Advertisers want the right messages delivered to the right consumers at the right moment. More demand for direct correlation between dollar spend and sales.

The SMAC Stack provides that laser focus and accountability. It's the powerful combination of social, mobile, analytics and cloud technologies

that become transformational when put to use as a fully integrated architecture, or "stack." Work is connected, collaborative and real-time. Agencies run better and faster. Equally important, they are ready to shift to new business models. Learn more about SMAC: The New Enterprise IT Model at <http://www.cognizant.com/smac>.

Cognizant SMAC visioning sessions help agencies rethink their businesses and put the SMAC Stack to work in the following areas:

Cognizant's SMAC capabilities



Our Clients' Success Stories

The real test of any partnership is the business value it delivers. Here are a few examples of the business benefits Cognizant's team delivers for our advertising clients.

- When a global ad agency found its client communication efforts hampered by an outdated process that relied on emailing PDF charts, we created a far more flexible solution using XML technology. The **newly streamlined workflow** has reduced agency and client efforts by more than 20% and improved collaboration.
- In need of a replacement for its hosted **digital asset management** system, one of the advertising world's most storied agencies chose Cognizant assetSERV. The agency's 12,000-strong users are now migrating to assetSERV. With the cloud-based DAM system, the agency's offices around the world can tailor client materials to meet regional needs. Through assetSERV, the agency now has access to sophisticated Web analytics and reporting capabilities.
- By migrating its legacy software and hardware, a global advertising agency gained a **more stable, reliable production system** and improved its system speed and performance. The agency selected Cognizant to migrate its databases, front-end technology, and hosting servers.

Why Cognizant?

Our Advertising practice is a leader in providing business transformation services. We understand the challenges in this dynamically changing environment. Here's what separates us from the pack:

Unique collaborative approach. We combine technical and analytical expertise while using a flexible business model focused on your priorities. Our client engagement model combines a client partner, who works onsite, with a global delivery manager and a Cognizant Business Consulting specialist to ensure your success.

Industry leadership. Driven by the continuous innovation of our Centers of Excellence (CoEs), we provide leading solutions to guide agencies through the digital transformation era. We

are focused on helping our clients unlock new opportunities. Our people bring innovative thinking and a broad understanding of business and IT transformation issues.

End-to-end solutions. Our services range from business and technology strategy and operations to enterprise application services to data warehousing and business intelligence to testing, ERP, social CRM and emerging platform solutions. We work in partnership with our clients to deliver real results.

Consistent global delivery and execution. We provide cost-effective resources that cover the full spectrum of agency consulting, implementation and support.

Powerful partnerships. Our services are built on thriving alliances with major software providers to deliver innovative solutions to our clients.

Commitment to your success. Our "client-first" culture results in more than 90% of annual revenue derived from our existing client base.

Let's Talk

Contact us today to stay ahead of change - and generate better results for your clients.

Cognizant's Advertising Practice is part of the Information, Media and Entertainment (IME) vertical of Cognizant. We have a strong core group of industry-focused SMEs and technologists who deliver high-quality service and thought leadership for each of our industry-leading clients. Our solid IT and business experience in the advertising industry enables our practice to provide a highly seasoned mix of business and technical prowess to our collaborative team approach.

Let us put our business and technology expertise to work for your agency. Explore our white paper on [Revitalizing Marketing's Digital Content Chain](#).

For more information go to: <http://www.cognizant.com/information-media-entertainment> or contact us at IMEinquiry@cognizant.com



About Cognizant

Cognizant (NASDAQ: CTSH) is a leading provider of information technology, consulting, and business process outsourcing services, dedicated to helping the world's leading companies build stronger businesses. Headquartered in Teaneck, New Jersey (U.S.), Cognizant combines a passion for client satisfaction, technology innovation, deep industry and business process expertise, and a global, collaborative workforce that embodies the future of work. With over 50 delivery centers worldwide and approximately 164,300 employees as of June 30, 2013, Cognizant is a member of the NASDAQ-100, the S&P 500, the Forbes Global 2000, and the Fortune 500 and is ranked among the top performing and fastest growing companies in the world. Visit us online at www.cognizant.com or follow us on Twitter: Cognizant.



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