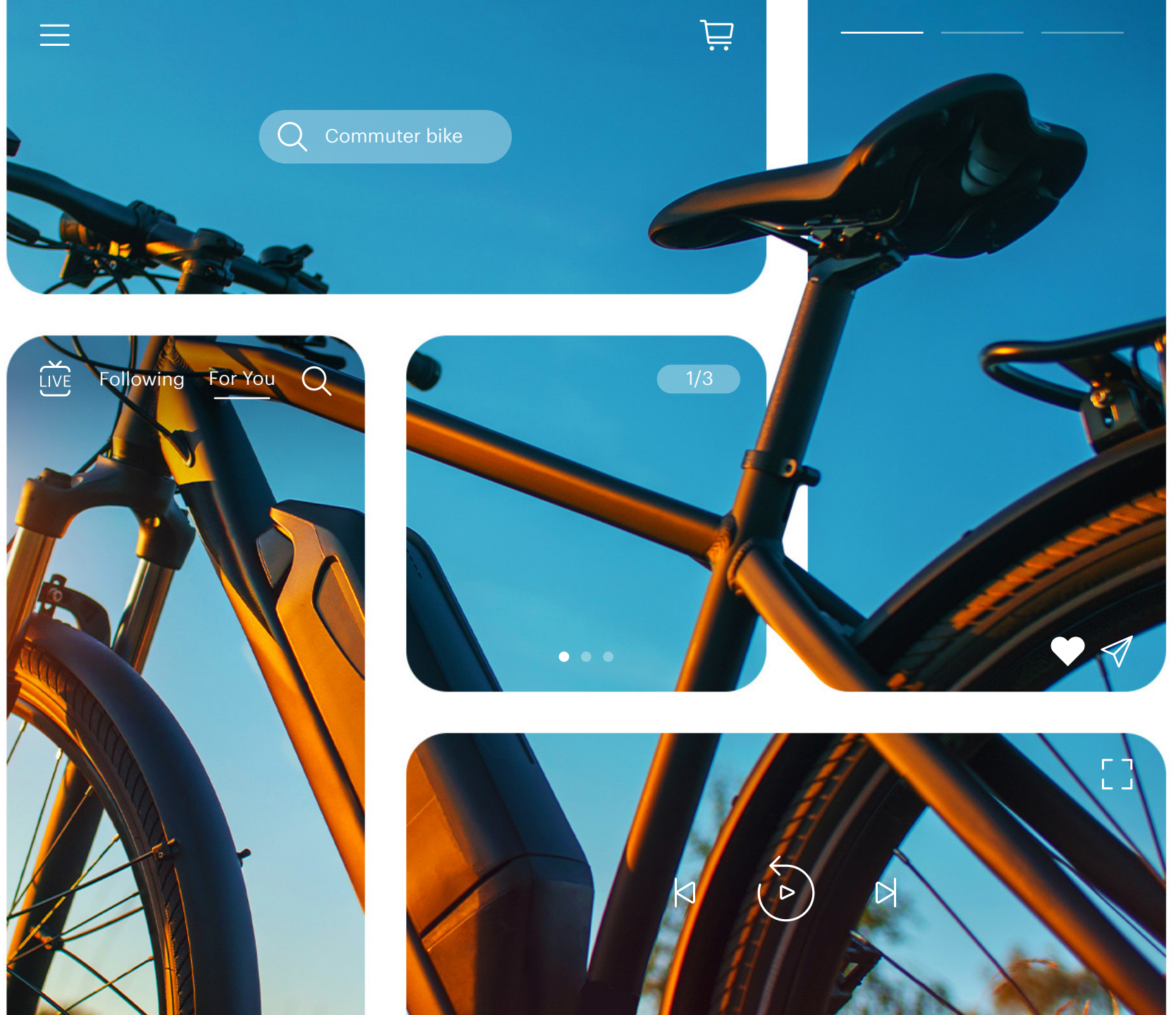


Accenture Song

Coloring outside the lines

The intersection of commerce,
content and culture is radically
changing brand building





A global brand spends millions on a TV ad. The concept is groundbreaking. The production is exquisite. The talent has an Oscar. Everything is there to drive sales. People excitedly search for the brand on their phones and find it on the company's website and across platforms. But what they see is unrecognizable. The brand images and messages are nothing like the captivating ad. They click away.

It's just another brand, lost in all the noise.

With digital everywhere and screens linked, brands and brand equity are now being built at the intersection of commerce, content and culture. And when creativity is absent, it's not just the brand experiences that suffer. Sales do too.



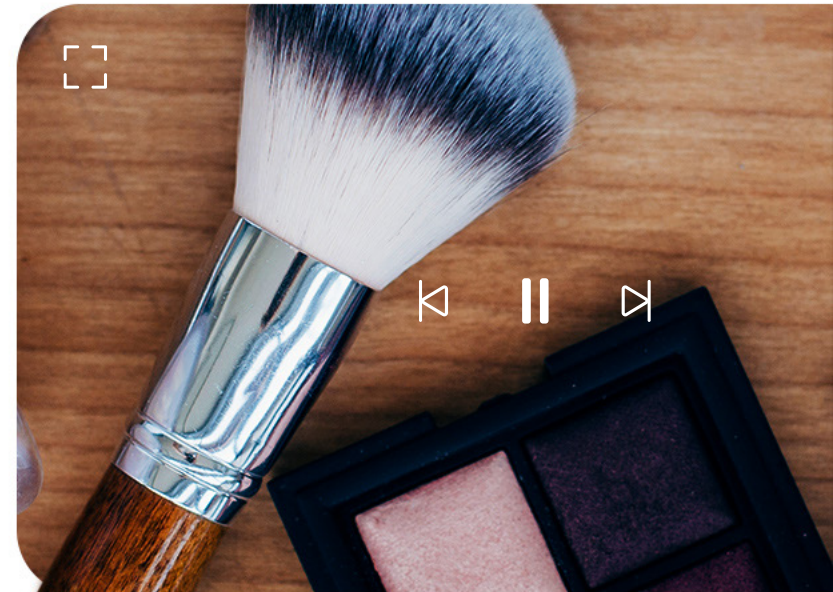
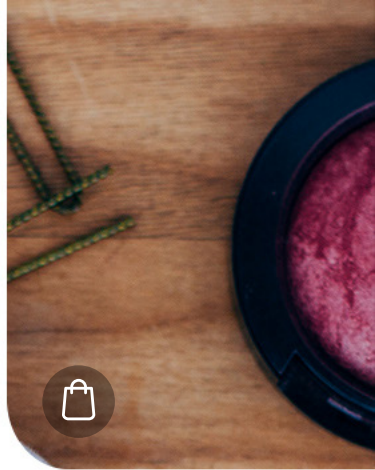
Commerce, content and culture: it's **one experience** now

The convergence of commerce, content and culture on platforms today wasn't possible just a few years ago. Now it's happening everywhere and evolving all the time. Customers are moving fast and fluidly across platforms. Faster than brands can keep up. In fact, 67% of global consumers expect companies to address their changing needs in new ways. More than half are likely to change what they look for in a product or brand depending on the circumstances.¹

Think of the experiences that people have on platforms. Amazon is the prime example. Pun intended. We can buy products, watch movies, play games, listen to music, get fashion advice, check the weather, purchase groceries,

watch live sports and more. It's commerce. It's culture. It's fun. It's informative. It's one seamless experience where lines are blurred between feeling and acting, and the possibilities are infinite. And as digital goes cookieless, these contained ecosystems are increasingly powerful.

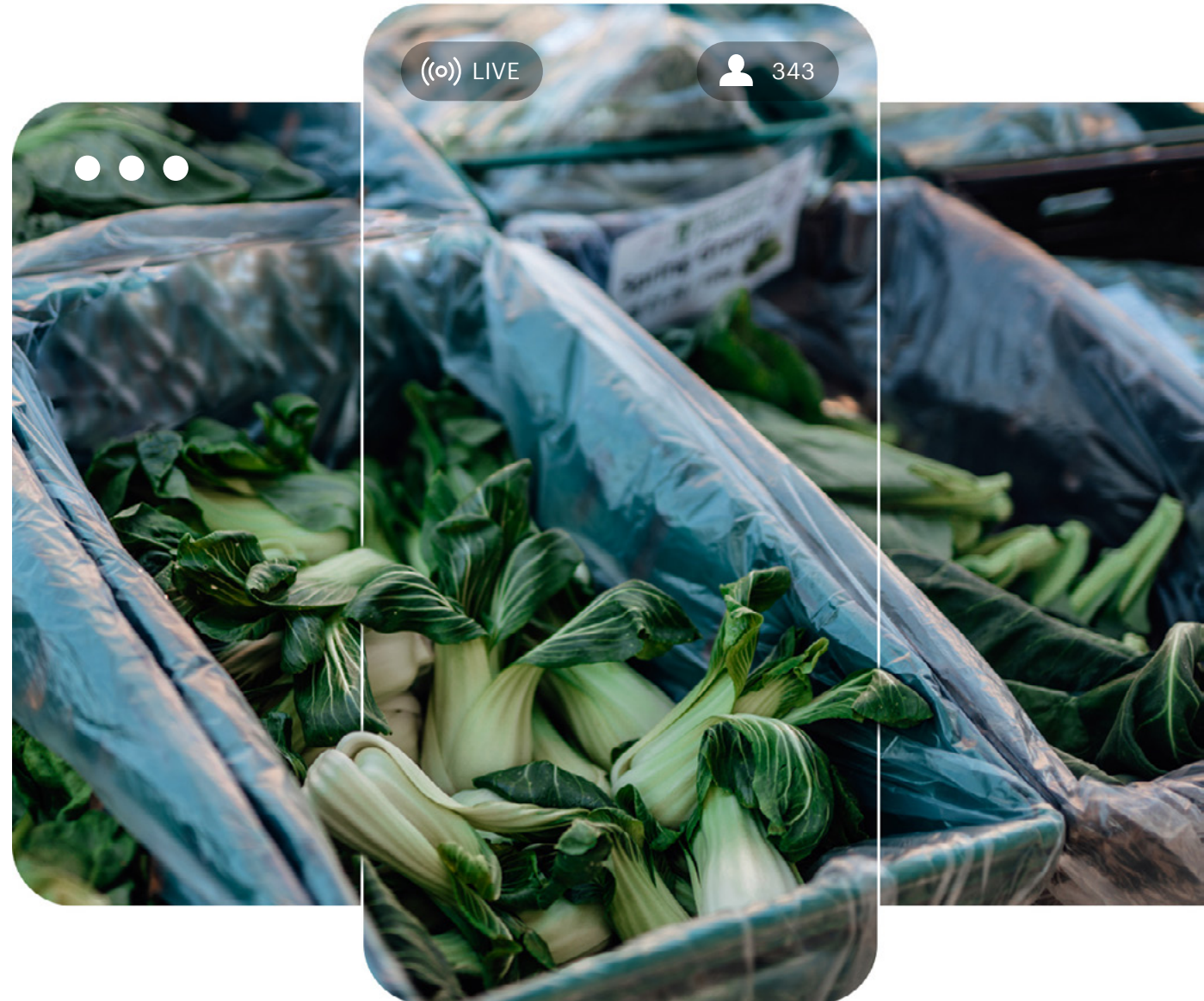
This convergence is just as powerful on social platforms. When people scroll, they expect the option to shop—"As Seen on TV" has become "As Seen on TikTok." Forty-four percent of social media users are more likely to buy brands they've never encountered,² and 72% of Instagram users say the platform impacts what they buy.³



For a peek at the future of social commerce, just look at the popularity of livestreaming in China. Even small farmers there are livestreaming their produce to connect with buyers.⁴

With people seeing it on social, researching it on Amazon, shopping it in stores and sharing it on Instagram, partnerships between retailers and media players are bringing commerce, content and culture even closer. And fast. Now Walmart+ members can stream Paramount+ content for free.⁵ Amazon Prime members can watch content from storied Hollywood studio MGM.⁶ Apple sells iPhones and streams original shows. Flexing its commerce muscle, TikTok has announced plans to build its own fulfillment centers in the United States—turning “likes” into infrastructure.⁷

Brands have had to adapt to more significant change in the last three years than in the last decade. What’s one of their biggest creative challenges today? Transforming how brand and performance marketing is done to bring creative concepts to commerce.



Brand experience is for commerce, commerce is for brand experience

To answer this challenge, performance marketing and brand marketing should come together in creative commerce. This is essential for improving the return on investment from omnichannel marketing in marketing spend and customer outcomes. It's true that bringing creative thinkers into the traditionally transactional space of commerce goes against the grain.

But it's non-negotiable to build brands for commerce instead of simply being brands that are in commerce.

Where there's commerce, there's brand experience. Take product display pages (PDPs), for example. They are workhorses, the focal point of entire buying journeys—from awareness to purchasing and beyond. PDPs have also turned the traditional funnel on its head. People go to a PDP to buy, only to have their decision reinforced through awareness, consideration and conversion. Yet for many traditional brands, product details are on PDPs, but brand experiences aren't.



It's all got to happen within the context of commerce:

- + Concepting
- + Creating
- + Innovating
- + Producing
- + Training
- + Recruiting

On the other hand, consider what digital brands are doing in commerce. Their PDPs are product experience pages (PXPs). Brand experiences move as their customers do, from URLs to IRL back to URLs. Digital-born clean beauty brands are especially strong here. They have great design, purpose, creative and user experiences. The brands are expertly curated and consistent across channels in everything from sharing the founder's beauty routine to livestreaming events.

It's all about showing real people using the products to encourage connection and purchasing—authentic, honest and personal. This commerce experience is worlds apart from shopping beauty products in the cosmetics aisle.

A critical reminder: this marriage of performance marketing and brand marketing isn't just for B2C companies. All customers are people first—B2B is B2C is D2C.

That makes creative commerce non-negotiable for all digital marketing.



Why should you care?

Your customers are **already there**

There's urgency to align performance marketing and brand marketing to bring meaningful brand experience to commerce. Across B2C and B2B industries, rising inflation, tight margins and looming uncertainty about the future are driving the need to work differently. In marketing, and across the business.

The most compelling reason to deliver brand experiences in digital commerce? That's where customers are. People adapted fast to new forms of commerce, like in-app ordering, curbside pick-up and online grocery shopping. Our parents went to fast food restaurants for a burger. And today, we are tracking that burger in real time. We order through an app, customize it and are in direct contact with the delivery person. Then we share it on social before we take a bite. And in a wild example of content, commerce and culture

coming together, the YouTube sensation Mr. Beast has launched his own Beast Burger delivery service in major cities. Digital commerce is simply part of the fabric of people's lives. Ninety-one percent of consumers are purchasing through digital commerce channels.⁹ When it comes to in-store purchases, more than half (59%) are influenced by digital devices either before or during shopping.¹⁰

And forget trying to introduce younger consumers to brands and cultivate loyalty only through big-budget, TV ad-spend. Gen Zers are getting to know brands (or not) on platforms—60% think brands should sell products on their metaverse platforms.¹¹ Gen Zers aren't kids playing video games anymore. Tomorrow's consumers have become today's as the oldest Gen Zers are well into the magic 18 to 49 demographic.

65%

of consumers find positive experiences with a brand across sales channels to be more influential than great advertising.⁸



Smooth as

a

baby's

bottom



CLIENT STORY: HUGGIES

Bringing a new platform to life

For half a century, Huggies has been a category leader and baby care icon, familiar in cultures around the world. But, somehow along the way, it had become less meaningful to modern parents, making it vulnerable to global rivals and new startups. To make Huggies more meaningful to parents and adapt to their increasingly digital behaviors, it was time to reimagine its total brand experience.



Enter “We’ve Got You Baby,” a global identity system that spans every region and every step of the customer journey.

The platform shows how Huggies helps babies—and their parents—navigate a baby’s world, and how its products make babies more comfortable in it. To bring this platform to life, we created a global toolkit of strategic resources to inform local market platform adaptation.

Huggies’ new direction not only saw emotional responses and praise from the general public and moms, but drove impact by keeping the brand top-of-mind, shifting brand perceptions and inspiring desired consumer actions.

The brand was also a category leader in organic search volume for the first time in over three years.

1.3B

Earned impressions

410+

Social engagements

11

Point lift in brand sentiment

Everything has changed about commerce

Brand experiences must change too

It's one thing to acknowledge that brand experiences have to be where customers are—not where companies want them to be. However, it's another to make it happen. Most marketing organizations simply aren't wired to infuse the brand through commerce. They need new mindsets and approaches, operational structures and skills.

The first step? Getting started.



These are the fundamentals of bringing performance marketing and brand marketing together in commerce:

01.

Go all-in on alignment

Lack of organizational alignment is by far the most significant barrier to bringing brand experiences into commerce that we see every day. The silos run deep. Marketing, brand, social, public relations and retail teams should work as a connected brand experience team. Bringing them together doesn't have to be about a massive technology transformation or extensive redesign of the operating model. More practical changes like collocating teams (either literally or with collaboration tools) to build creative pods with diverse skills can go a long way.

02.

Forget classic creative teams

Organizations should think about how they mobilize their makers to embrace the mindsets and skills necessary to create truly omnichannel brand experiences across commerce touchpoints. This means making the creative endeavor more cross-functional, by connecting creatives with people who are platform experts, analyze data, study customer behavior, follow macroeconomic trends and more. At the same time, it's key to rethink recruiting, hiring and training so that future creatives understand the new creative canvas.

03.

Make, break, take, repeat

The speed of change in everything from the customer zeitgeist to the advance of technology makes it a liability to invest time, money and resources creating "the perfect concept." Building brands for the digital-first era means taking a minimum viable product-approach to creative concepting for commerce. It's about A/B testing creative and copy and infusing learnings back into concepting to fine tune how people experience the brand in commerce. Data is not ideas. Ideas are ideas. It's essential to take data learnings out of commerce silos and inject them into creative insights to shape better briefs that lead to better creative.

When

creativity

drives

commerce



CLIENT STORY: COINBASE

Digital revives the traditional

Coinbase's 2022 Super Bowl ad brought digital commerce boldly into a traditional television ad. The "Less Talk, More Bitcoin" ultra-minimalist QR code campaign almost instantly became a cultural lightning rod, tapping into consumer behavior and interest in an engaging and playful way. The Coinbase app quickly reached #2 in the Apple App Store following the spot and "crashed" the site due to its massive popularity.¹²

CLIENT STORY: IKEA



Making sustainability clear

Ikea launched its Cirkulär campaign on Black Friday. The circular exchange allows people to sell their used IKEA furniture back to the brand. More than 155,000 pieces of furniture globally were received, restored and resold at a discounted price via Ikea's new Cirkulär hubs. Cirkulär is now a year-round sustainable service in 28 countries that is helping drive significant behavioral change and increasing positive perception of the IKEA brand.¹³



CLIENT STORY:
QUICK-SERVICE RESTAURANT BRAND



Making space for creators

A global quick service restaurant brand created a social e-commerce model on WeChat in China. Consumers can open their own pocket store on the platform, "selling" goods, unlocking offers and competing with their friends for popularity and ranking. Store managers get rewards and coupons. This innovative pocket store provides an interactive, digital brand experience in a growing commerce channel that's helping to increase sales in the real world.



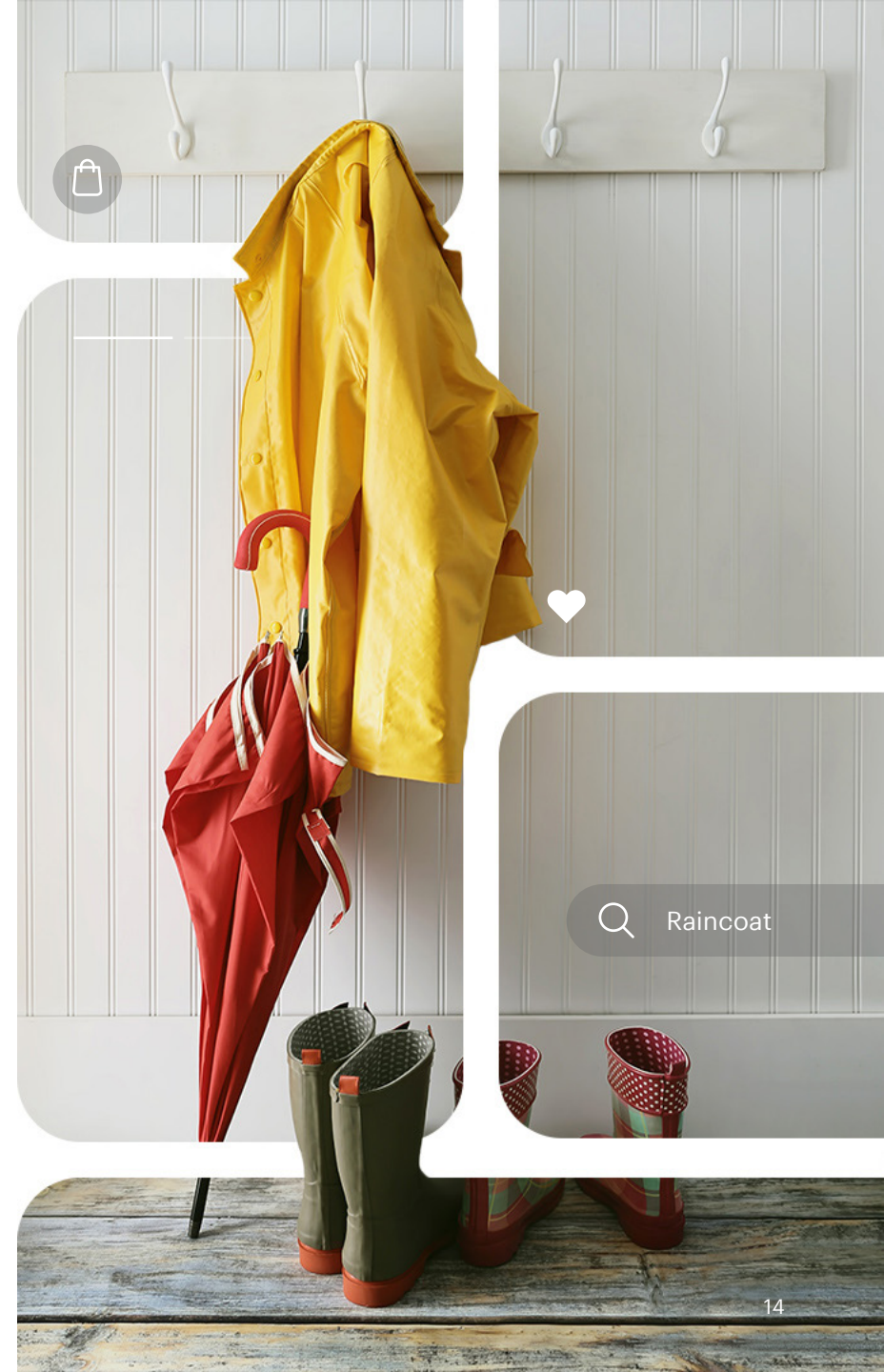
Remember: it's still about creativity, and always will be

All that's happening at the intersection of commerce, content and culture doesn't change the power of creativity to move people to feel, act and buy. With the explosion of commerce channels and the flood of content in daily life, creativity has never been more important. We need our creatives to do what they do best—thinking, breaking, making and testing. But in the commerce space.

Organizations that mobilize creativity to deliver brand experiences in commerce can set themselves apart. However, it has to be a constant push. Digital-born brands launching this morning, next month or

next year on social have an advantage. They design for platforms from the start and don't have legacy weight. The good news is that while norms are being upended and rules being rewritten, there is tremendous opportunity for building brands in exciting new ways. Marketing has changed. People have changed. Companies don't have to break what's working. But they can't ignore what's happening.

Welcome to a new world of brand building and experience in commerce.



Authors



Fabio Vacirca

Commerce Global Lead
Accenture Song
fabio.vacirca@accenture.com
Follow on LinkedIn



Jon Wilkins

Global Chief Strategy Officer
Communications and Content
Accenture Song
jon.wilkins@accenture.com
Follow on LinkedIn

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About Accenture Song

Accenture Song accelerates growth and value for our clients through sustained customer relevance. Our capabilities span ideation to execution: growth, product and experience design; technology and experience platforms; creative, media and marketing strategy; and campaign, commerce transformation, content and channel orchestration. With strong client relationships and deep industry expertise, we help our clients operate at the speed of life through the unlimited potential of imagination, technology, and intelligence.

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