

CPG Case Study

# Creating meaningful connections

Silverbullet transforms customer experiences for leading CPG.

**+65%**

Engagement uplift gained through smart CX

## Overview.

A leading brewing company is undertaking an ambitious transformational journey, with a steadfast commitment to adopting a consumer-centric mindset. The organization is revolutionizing its core business operations in partnership with Silverbullet.

By leveraging advanced technologies, the company is focused on orchestrating more connected and personalized journeys - and ultimately, driving business revenue.

With a core mission to create 'valued connections' with audiences, the brand is doubling down on a consumer-centric approach powered by a robust data and MarTech strategy, creating value and longlisting loyalty.

## In a nutshell...

### Core goal.



Resolving inefficiencies to regain a position of competitive power.

- Create connections with consumers, globally
- Defining value for both consumers and the brand
- Deliver personalization at scale
- Create an ever-evolving multi-faceted strategy allowing the brand to adapt to a fast-changing world

### Challenges



Striking the perfect balance between globally standardized principles and locally curated best practices. How to roll out digital transformation at scale while maintaining the autonomy for key regions to carry out trial-and-tested success unique to their local consumer needs.

Challenges in keeping directions in business strategy and technology adoption in sync. Despite the brand making positive steps towards a high-level strategy and tech platform acquisitions, making tangible steps towards unlocking value was missing.

The shifting industry landscape towards a privacy-centric customer approach adds more complexities into the mix, meaning the company needed to ensure brand trust and consumer protection was a core part of its thinking.

As with most CPG brands, their business model is largely not direct-to-consumer. Building meaningful and personal consumer relationships with an ongoing dialog across the right touchpoints is an ongoing challenge faced by many.

Driving a data culture from the ground up was key. Challenges surrounding how to educate the business on the value of consumer data, how to unite effort to execute data-drive activities in the right way, and ultimately, how to tie the data value back to the incremental business value

Given the brand's expansive global presence, it is imperative that the business adheres to regional and local nuances. The essence of 'connection' must resonate authentically with local consumers, further solidifying the brand's meaningful impact on a global scale.



# A tailor-made CX Solution.

## Solution.

Silverbullet approached this partnership from a three-angle perspective:

- MarTech SME
- CX and data strategy SME
- Client SME

Our path to success hinges on our ability to effectively translate the CPG business strategies and objectives into actionable team-specific initiatives that not only add value but also seamlessly integrate with their existing structures and processes.

Our strategic rollout follows a phased approach, meticulously tailored to the current state of maturity and informed by a thorough assessment of the brand's existing processes, capabilities, and resources. Employing a 'vertical slicing' methodology enables Silverbullet to propel the client team forward, driving tangible value creation even as larger program developments unfold.

Within the realm of digital transformation, the Silverbullet team recognizes the importance of delivering measurable results through pilot initiatives while maintaining a core focus on the overarching framework for accelerating business outcomes. By leveraging our cross-functional team of experts, we offer both tactical solutions and a comprehensive vision roadmap, ensuring sustainable success in the long term.

"Silverbullet prides itself on its amazing team that consists of a great mixture of talents. Our dedicated team was carefully assembled to combat the client's challenges, ensuring a consistent alignment between our strategic services and our technical enablement."

**Dian Liu**, Senior Director Enterprise Strategy,  
Silverbullet

## Partnership Highlights.

For any leading CPG brand to succeed, they need to build a holistic mindset towards 'standardization'. Without it, the business cannot scale. Silverbullet created a Use Case Library, to be rolled out both globally and locally.

**Brand Storytelling:** Welcoming and onboarding consumers in the most meaningful way. Silverbullet enabled the CPG to leverage their most valued touchpoints, acquiring quality attention from consumers allowing them to grow sustainable brand power.

**Single consumer view:** Demolishing data silos within such a huge organization is no easy feat. Silverbullet combined Direct-to-Consumer and second-party data, to draw valuable insights and establish business-wide benchmarks to be applied on existing activities.

**Customer Journey Orchestration:** Silverbullet played an instrumental role in navigating between multiple partners and capitalizing on MarTech capabilities to streamline processes, allowing for consumers to enjoy seamless experiences before, during and after an event, receiving personalized offers aimed at their unique needs.

## Results.

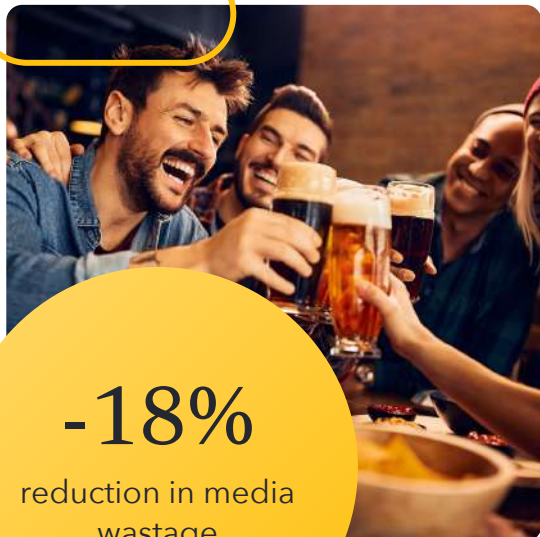
A connected brewery, globally.

Adoption of three new MarTech platforms activating cross-channel use cases that brought an impressive **6-digit monetary saving per annum**.

By tactically orchestrating more seamless brand story across channels during a rebranding activation - whilst ensuring a consistent brand message is delivered to both existing and new consumers - Silverbullet **reduced media wastage by 18%**

For the first time, **offline and online experiences are synced** by design, driving both participation and redemption uplifts

Ability to measure complex touchpoints on a **1:1 consumer level** to increased loyalty of engaged audiences that were exposed to CX-centric experiences



**-18%**

reduction in media wastage

Our partnership with the leading Dutch Brewery continues to go from strength to strength, and I can't wait to see what next next 12 months brings."

Andrea Ghibaudi, Managing Director Americas, Silverbullet