

Improving performance through Integrated Marketing Planning

Background

How do you simplify and streamline the planning, management and delivery of marketing programs so you can outpace the competition while reducing costs and increasing quality. This is the core purpose of Kimberly Clark's Integrated Marketing Planning program.

A big opportunity existed to simplify how programs were developed among teams working with multiple partners distributed across multiple offices responsible for a delivering a wide range of marketing assets. The many moving parts created big risks for inefficiency and costs overruns.

K-C developed a proprietary IMP processes to address this.

They knew that alignment, visibility and efficiency would be hurt if teams worked in disconnected silos. So they turned to Screendragon to create a new home for all marketing program development to make it easier for everyone to work together.

Importantly, K-C wanted a single solution and single way of working that would align everyone behind a common brand purpose and program.

Solution

Screendragon was selected to create a new singular destination for Integrated Marketing across all brands within Kimberly Clark. This marketing application is used on a daily basis by all brand teams and is being rolled out across all regions.

It is a fully web-based application that is powered by Screendragon's Integrated Marketing Operations application. The Kimberly Clark solution has been rapidly configured to work with K-C's new Integrated Marketing ways of working and governance model.

It aligns everyone including vendor partners in the one place. Ensures marketing files are now collaborated on and centralized in one system and not scattered across different ftp sites.

Provides a simplified workflow process where all stakeholders have instant visibility in what is happening and what they need to do to achieve program goals.

New virtual processes have been introduced whereby asynchronous collaboration has been greatly reduced. Everyone now manages their planning and deliverables online in real-time generating big productivity efficiencies and better accountability.

A virtual meeting capability was integrated to allow for fast and efficient working with distributed partners. One standard is used allowing for all meeting materials to be captured centrally for easy access.

Social network capabilities are integrated throughout the system to socialize the team and create closer team communications & connection.

Business Impact

We are not allowed to share any financial results but big business benefits have been experienced in many areas.

ROI was achieved within 4 months. This was achieved through rapid adoption and usage. In North America all marketing staff and agency partner were on board and using within 2 months of release.

Immediate cost savings were generated by removing duplicate technology system and data costs.

Travel costs were reduced. Physical meeting moments were reduced and replaced by online virtual sessions.

Even bigger benefits are being experienced from productivity improvements. Team members used to have to work in multiple systems with multiple passwords hampering speed of work. Now there is just one place to go.

Team members used to create marketing plans by copy/pasting all the different timelines from different agency plans. No longer. Everyone now goes to one place to update their timelines centrally. This project management automation is saving a typical K-C project manager 10 hours per week.

Preparation for Agency review meetings. Hours are being saved by having one system to organise files and people.

Approval workflow streamlined. The connection between the legal approval team and the marketing development team has now been automated ensuring faster and safer compliance.

Faster time to market with less turf battles along the way. There is now full transparency on who is doing what. New visibility has created a strong common sense of purpose. One brand team working to one goal.

"The FRIDGE is an amazing tool. I have never seen behavior change happen so fast at Kimberly-Clark"

Integrated Marketing
Operations Leader

Kimberly Clark