

The background features a series of concentric, hand-painted circles in shades of grey and white, creating a tunnel-like effect. In the center of the innermost circle is a starburst or compass rose design, composed of various colored segments including blue, green, and grey.

FREEDOM WITHIN A
FRAMEWORK AT CAMPBELL
SOUP COMPANY

Real results from the front lines.

Campbell's

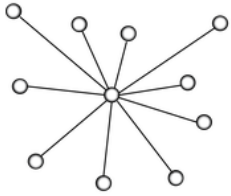
[BECKON]

Kelsen
Group

THE NEED

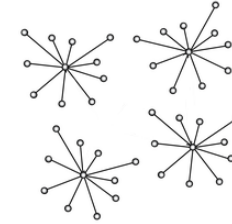
Campbell's wanted to become an agile, data-driven marketing organization, with nearly 40 brand teams in 4 countries having direct access to clean, trusted data and insight so they could make fast optimizations. Other goals included using data to do more with less, becoming more closely aligned with business goals, and partnering with a neutral third party to keep their agencies accountable.

CAMPBELL'S TRIED TWO APPROACHES BEFORE FINDING SUCCESS



COMPLETELY CENTRALIZED

The first approach was to create a central analytics team that delivered standard naming, KPIs and dashboards for all brands to use. This “view-only” access to data kept things simple, but brands lost their sense of ownership and creativity.



COMPLETELY DECENTRALIZED

The second approach went the other way, meeting the specific needs of each brand with unique naming, KPIs and dashboards. But it was hard to sustain, brands became lost in the data, and the inconsistency made it difficult to benchmark, share best practices, or roll up to see a complete view of performance across brands.

THE SOLUTION

Beckon helped Campbell's establish a third way: freedom within a framework.

The central team develops and shares standards and best practices to promote consistency and cross-brand learning, and brand teams are free to customize the rest.

Success strategies include phased rollouts, a marketing "playbook" that brands can customize, training to help marketers get comfortable with data and build their analytics skills, and senior-leader champions who encourage cultural change within their teams.

Agency reporting was addressed as well. Agency data now flows directly into Beckon, where it's cleaned, normalized and fed into campaign dashboards, so teams can track performance in real time and optimize programs on the fly.

“ With Beckon, we not only have a technology partner, but an educational partner and a strategy partner. Beckon is helping us flex a whole new muscle in the organization. My teams are now thinking about how to optimize with data, and that's a huge win. ”

— Marci Raible, Vice President of Global Media and Marketing

THE BENEFITS

AGILITY ON THE FRONT LINES

"If retailers aren't happy, or if sales aren't progressing how we'd like, now we have more visibility into why. We can see how our marketing channels work together, and address the places where the customer journey is breaking down."

DATA-DRIVEN DECISIONS

"Beckon allows our brand marketers to look at data more often and have more effective conversations. With data in front of them, they can talk about what's going on, and what to do to improve performance."

CONSISTENCY + GUIDANCE

"We liked that Beckon could guide us through the agile-marketing journey, because it's not always easy, but it's worth the investment."

WATCH THE FULL
PRESENTATION

