

# +ASSEMBLY

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a proud member of



# We are Assembly of **Data, Talent and Tech**, we build more connected omni-experiences that make brands perform better.

**2,300**

TALENTS

**35+**

LOCATIONS

**50+**

LANGUAGES

**New York**

Los Angeles  
Minneapolis  
Detroit  
Austin  
Columbia  
Baltimore  
Toronto

**Mexico City**

**London**

APAC Hub  
Manchester  
Milan  
Paris  
Amsterdam  
Berlin  
Barcelona  
Copenhagen  
Tel Aviv  
Warsaw

**Dubai**

Riyadh  
Cairo

**Hong Kong**

Bangalore  
Tokyo  
Seoul  
Shanghai  
Singapore  
Sydney  
Taipei City



# We Drive Transformational Growth for **World's Best Companies and Brands**

**P&G**

**COTY**  
SINCE 1904

**MARS**



**SAMSUNG**



**zabka**



**DURACELL**



**Alcon**

**Lenovo**

**3M**



**pipedrive**

**LifeStyles®**



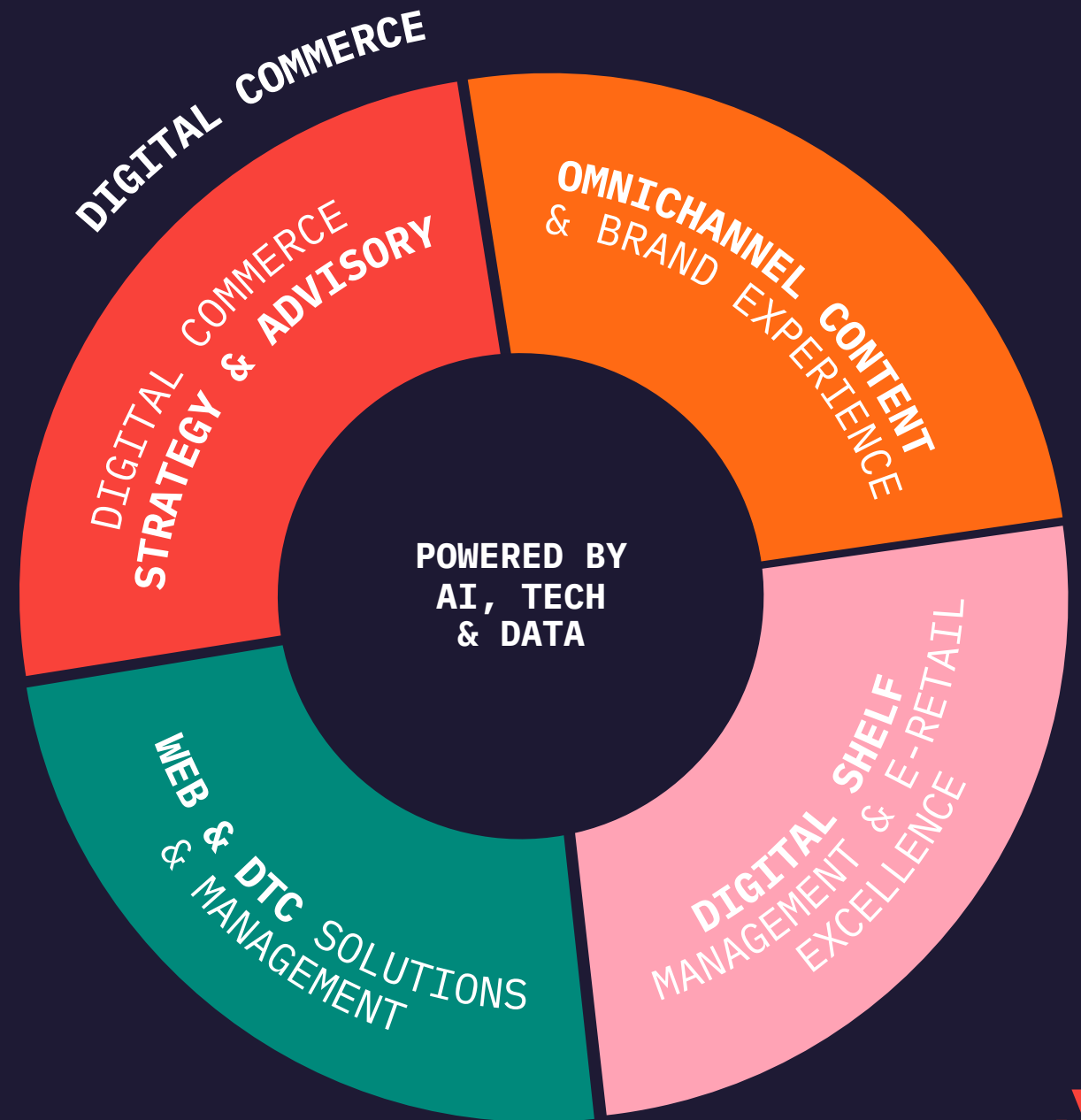
**PHILIPS**

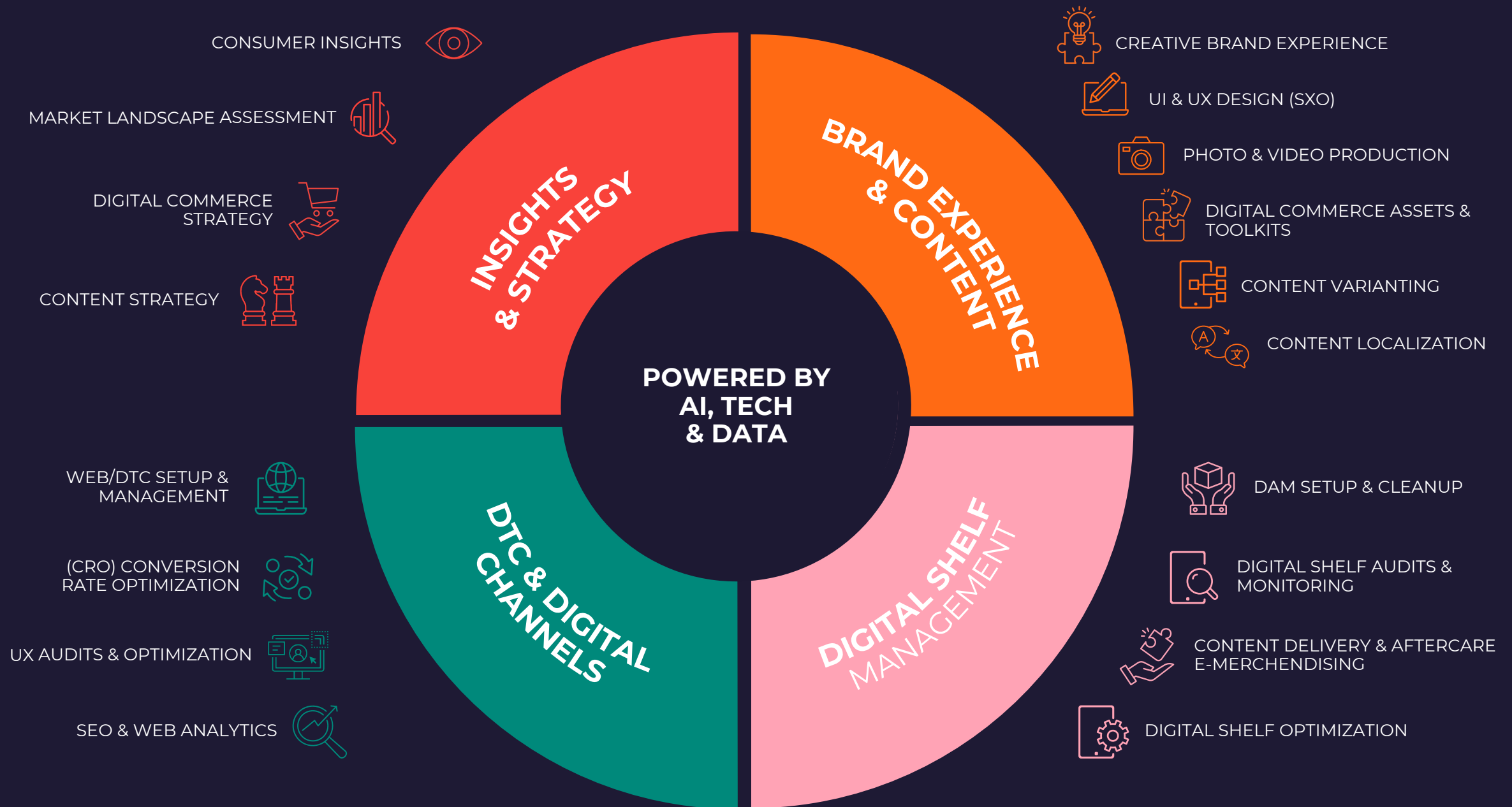


We find  
the change  
*that fuels growth.*



**Market-leading**  
**Digital Commerce**  
**capabilities**  
**Global-to-local**  
**know-how**







# Global **one-stop shop** for Digital Commerce services **for Lindt**

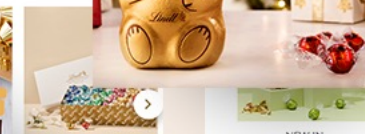
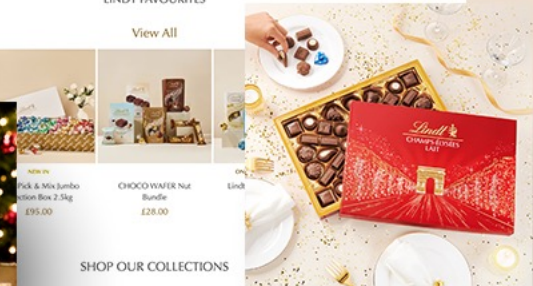
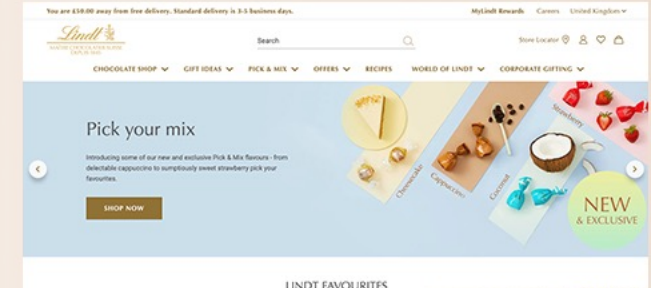
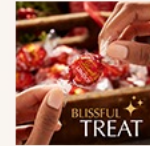
## FIND:

Lindt was struggling with limited local market expertise and resources to effectively execute global Digital Commerce strategy and drive digital shelf excellence.

## CHANGE:

Together, we built Lindt Digital Studio (LDS) – a scalable digital hub designed to streamline operations and enhance digital performance across multiple markets.

## GROW:



4,7  
/ 5

best  
rated  
in-house  
partner

33%

increase  
in speed to  
market

31%

reduction  
on costs of  
agencies

>20%

average  
increase in  
conversion

8000+

graphical  
assets  
created

90%

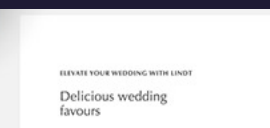
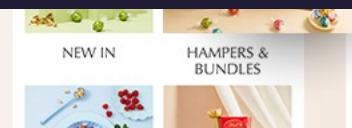
avg. Digital  
Shelf score

1 week

to launch  
new  
market

16 markets

have joined  
since 2022



# Best-in-class P&G Digital Shelf management since 2018

## FIND:

P&G had to ensure quality and accuracy of product content delivered for thousands of SKUs in over 20 languages across hundreds of e-retailers.

## CHANGE:

We established and manage P&G Digital Shelf. It is a unique setup based on proprietary tracking, versioning, delivery, technology and a skilled team.

## GROW:

## BRANDS:



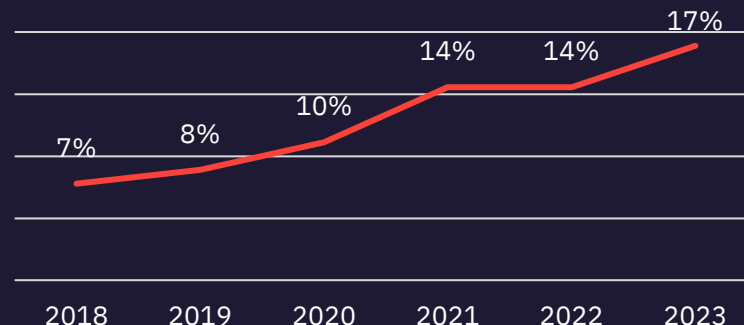
## E-RETAILERS:



20+ COUNTRIES:



**2.5x**  
growth of online share  
of total net sales



**300**

E-retailers managed  
on a daily basis

**30 000**

SKUs managed  
across E-retail  
platforms

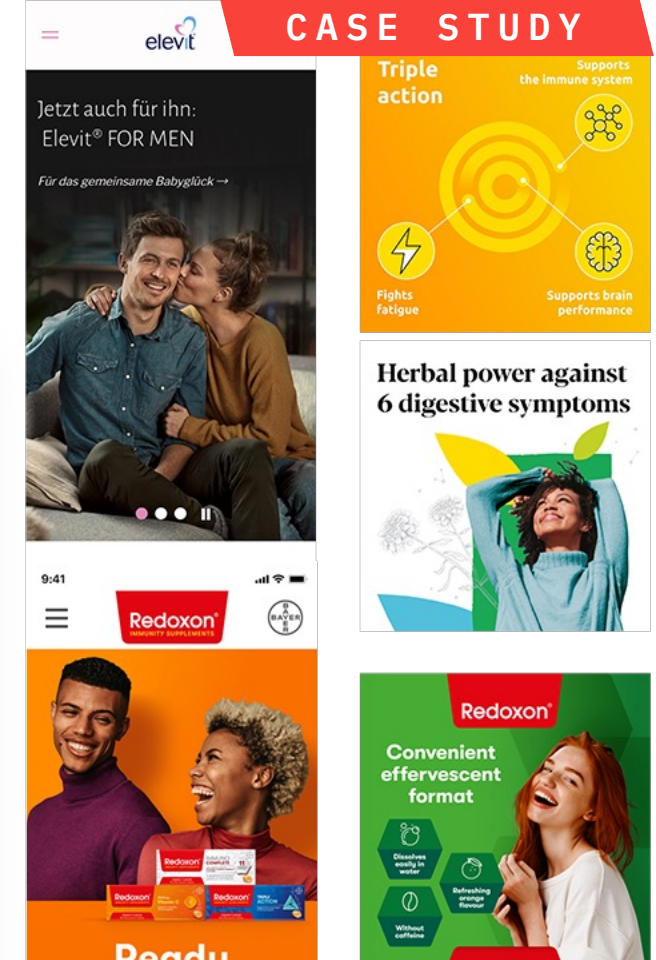
**123 000**

Digital Shelf  
interventions yearly





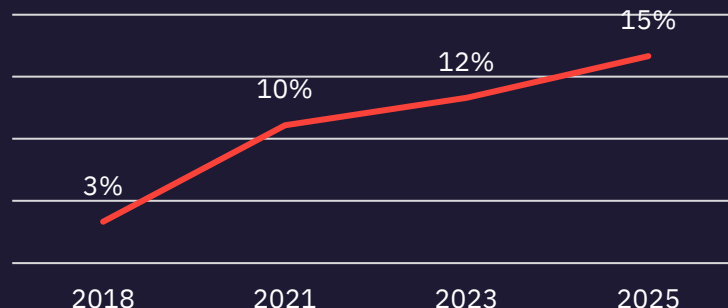
# Driving Digital Commerce global growth for Bayer



- FIND:**  
Inconsistent and ineffective digital setup on Bayer flagship brands from global to local level was driving costs and failing to deliver results.
- CHANGE:**  
We created and localised Global Digital Commerce Content Strategy and Assets and Global Brand Website Templates across 13 key brands and 35+ markets.
- GROW:**

4x

skyrocketing  
online share  
of total net  
sales



13

Global power brands  
transformed in Digital  
Commerce



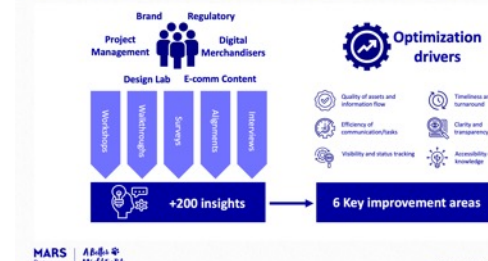
# Transforming Digital Commerce for MARS

## FIND:

Mars Pet Nutrition in the US asked us to optimize their content workflow as they entered their digital commerce transformation journey with processes which were lacking efficiency and some gaps in their digital commerce strategy.



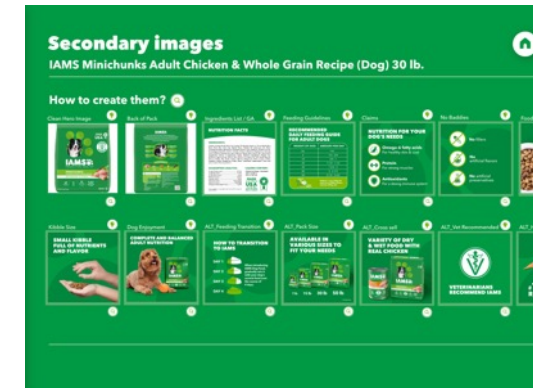
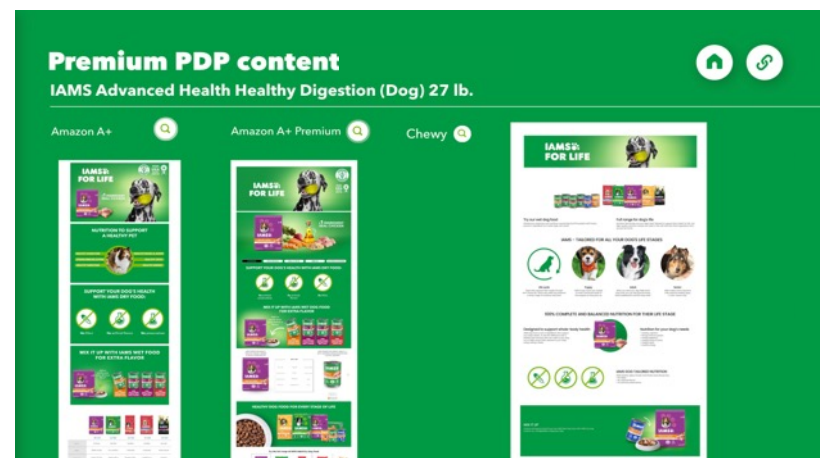
BNG & MARS worked together to identify key optimization drivers



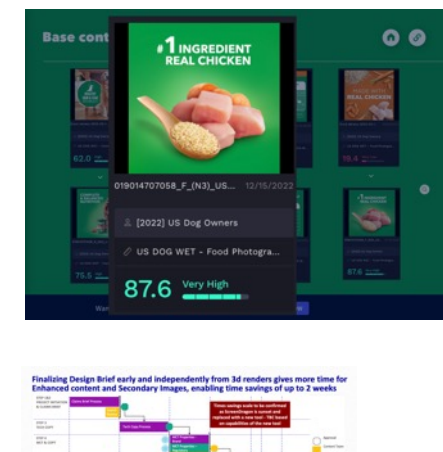
## CHANGE:

Starting with a consultancy project, we identified key inefficiencies, kicked-off pilots for nine out of ten recommended solutions and followed with a full roll-out and change management process.

To continue the transformation, we designed and deployed to markets state of art global data-driven Digital Commerce strategy and assets for nine brands.



## GROW:



~30%

Increase in  
content  
creation speed

### SIMPLIFIED PROCESS:

- + Streamlined review / approval
- + Reduced number of tools
- + End-to-end project tracking
- + Enhanced knowledge transfer

### IMPROVED OUTPUTS:

- + Higher quality assets
- + Reduced reworks
- + Increased volume of assets

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Global data-driven  
Digital Commerce  
brand toolkits

IAMS

whiskas

Dreamies

Greenies

Pedigree

Temptations

Sheba

Nutro

Cesar





*Thank You*  
*Bedankt*  
*Merci*  
*Danke*  
*Grazie*  
谢谢 / 謝謝  
ありがとう  
감사합니다  
*Gracias*

