

# Inheritance Adoption



## CLIENT BACKGROUND

Large CPG Client  
Needed to educate broad audience on inheritance options and value proposition to content creators  
Use of multiple platforms for creation and approvals



## CHALLENGES

Reluctance to change  
Content creators included internal teams and external agency partners concerned with potential loss in revenue



## SOLUTION

Focus on image inputs only for "Above the Fold" and enhanced content imagery with assumption of a simple 3-level inheritance model and cascade the inputs across 3 brands using a new proposed model



## OUTCOME

Demonstration revealed a 92% increase in efficiency in image and approval inputs  
All stakeholders aligned after visualizing actual content and understanding impact and successfully adopted program within 6-months