

Powering a New Global Strategy

Client

Our client is a global leader in athletic products. To support higher quantity and quality of digital experiences and brand relationships, the company needed to change how it managed its multichannel campaigns across agencies, in-house departments, and outsourced teams from partners like Filter.

Challenges

Our client needed to close the gap between their creative initiatives and the market data and customer insights that fuel them. Specifically, they needed to embed specialized marketing expertise more closely within their organization.

Filter was already providing one-off campaign, content and design support to the client before, with a front-row view of its impact on the marketing organization.

In 2017, Filter approached client stakeholders armed with key insights and a new approach to managing the client's rapidly-evolving multichannel marketing programs: the **embedded workforce model**.

Approach

To address the client's growing challenges within their Global Digital Brand organization, Filter:

- Built an embedded team model, integrating consultants within the client's organization within individual category teams and geo-specific marketing groups
- Worked with stakeholders in upstream groups to build dedicated teams of content strategists, channel/omni-channel specialists, retail and other digital brand specialists
- Proposed integrating our expertise right within the client's organization, so we could ramp up faster and be delivered with better quality at less cost

Impact

Filter's embedded team model played a major role in the client's D2C division launch, which the client credits for driving virtually **100% of company growth in 2018**, according to a new study of the brand's distribution strategy.

Their revenues grew **9% on a currency-neutral basis in Q4 of 2018, followed by a 10% increase in Q1 of 2019**.

Filter also helped the client think differently about the types of processes and work that could be delivered through an embedded model versus throwing the work over the wall to an agency or having agency account managers walking the halls looking for work to take over.

Today more than a dozen different digital marketing departments across the organization are supported by Filter consultants.