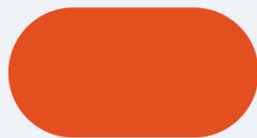
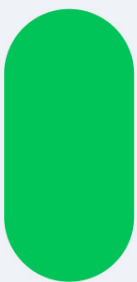
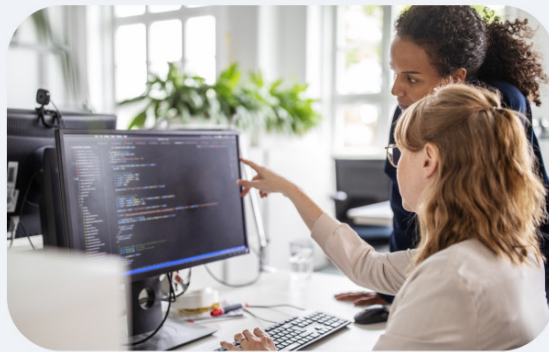
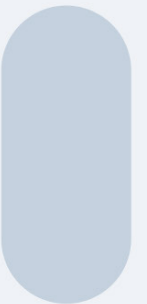


WPP AND CONTENTFUL

# Maximize client impact with market-leading capabilities





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## Introduction

Innovative, bold experiences don't happen on their own. They require a host of market-leading and vertically integrated solutions. To win deals, agencies must convince prospective clients that they have the right expertise to recommend and use the best tools on the market. This is what the [partnership between WPP and Contentful](#) is all about.

Contentful is the composable content management platform that consolidates content building blocks to create once and reuse everywhere in any digital experience. Organizations can unlock the power of their digital content and quickly orchestrate intelligent digital experiences at scale.

Since creating the headless CMS category, Contentful has continued to evolve its content solution. Today, Contentful powers content-driven experiences at scale for many enterprise customers, including ASICS, ECCO, Jägermeister, James Hardie, and The Crown Estate.

The partnership between WPP and Contentful enhances the creative capabilities of WPP agencies by providing agile content solutions that drive growth and deliver accessible and inclusive brand experiences for their clients. Prioritizing inclusive design, this collaboration aims to meet the evolving demands of digital-first consumers and elevate the impact of brand storytelling.

Accessible, inclusive experiences are critical to building brand loyalty as customers demand better, more consistent experiences from the brands they love. A [2024 Zendesk report](#) found that 57% of customers would switch companies due to one bad customer experience.

[Gartner](#) reports that improving customer experience continues to be a priority for organizations, but many organizations lack the internal experience necessary to build CX programs that deliver results. Contentful gives WPP agencies an edge in bringing strong customer experience capabilities to their clients, delivering impressive results and winning more business.

WPP

**“WPP agencies build iconic brands that are meaningful in culture. It’s important for us to have partners that understand our vision and know how to work with our agencies and our clients to deliver against that.”**

**Nilufar Fowler**

*Executive Vice President, Strategic Partnerships, WPP*

## An investment in MACH and composable capabilities

Contentful is the intelligent composable content platform that empowers brands to build better experiences, faster, more efficiently, and with greater scalability. MACH-certified since 2021, Contentful provides a best-in-class content solution for your clients' current and future needs.

This partnership demonstrates WPP's continued investment in MACH and composable capabilities that enable brands to build for the future, increase speed to market, and experience the agility and flexibility "MACHitecture" is known for. WPP's agencies VML and AKQA are members of the MACH Alliance.

In the past 12 months, it was reported that [MACH infrastructure increased](#):

**88%**  
across U.S  
organizations

**86%**  
across UK  
organizations

Forester's marketing survey of global marketing decision-makers found that:

**61%**  
plan to increase  
investment in CMS tools

**59%**  
plan to increase investment  
in content management and  
personalization tools

Organizations that are further ahead in implementing MACH are more customer-driven, bold, agile, proactive, and more likely to think they're ahead of their competitors.

MACH makes great ideas achievable, including things like event-driven architecture, advanced personalization, and AI innovation. Watch MACH Alliance partners Contentful, VML, and Stripe discuss [strategies for delivering exceptional omnichannel experiences](#).



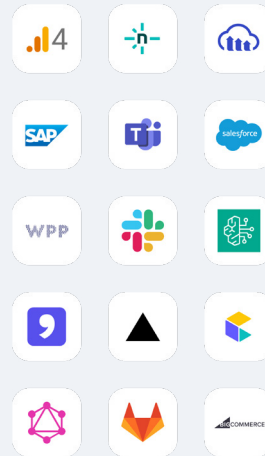
## The best platform for AI readiness

AI is exponentially increasing the volume of content, introducing new use cases, and changing the nature of content itself. Agencies cannot meet customer expectations with legacy tools that struggle to deal with this increasing content complexity and won't scale to support what AI is capable of.

Contentful is poised to become the best content platform for any application using generative AI to dynamically generate, store, and publish content. With Contentful, you can structure content so that AI tools can process, generate, and produce on-brand content for the end user.

**The Contentful Marketplace offers hundreds of leading third-party apps, easily integrated in just a few clicks**

[Explore apps](#)



## WPP agencies have a lot to gain with the Contentful partnership

The partnership brings together existing Contentful WPP agency partners under a combined global-scaled capability that will allow them to develop innovative, personalized, composable experiences for brands from around the world.

### Benefits of the Contentful partnership include:

- **Priority access to new product releases.** Deliver the latest features to your clients first.
- **Joint product development.** Leverage Contentful tools and expertise to enhance existing offerings. For example, see how WPP's [Open Brand Guardian](#), an AI-powered accessibility tool, integrates seamlessly with the Contentful platform.
- **A modern, future-proof, composable platform.** Contentful's API-first composable architecture integrates with CRM, ERP, commerce engines, and other marketing systems to support composable DXP, composable commerce, and advanced use cases.
- **Content modeling and structured content.** Enables people, tools, and GenAI to reuse and build on existing content so your clients can achieve multichannel presence and global reach.
- **Enhanced digital agility.** Modernize your commerce storefront with MACH-driven architecture and enable creative storytelling with composable content.
- **Improved user experiences.** Delight customers by delivering innovative and personalized composable experiences to market fast.
- **Scalable and sustainable solutions.** Transitioning from a legacy platform to a composable architecture gives your clients a tech stack that is easier to maintain and ready to grow with them.

## CASE STUDY

# AKQA expands Danone's Contentful instance into a white-labeled multibrand portal

Like many enterprises, multibrand food and beverage company Danone was already using Contentful for one of their brands when they partnered with AKQA. Danone wanted to expand that use to other brands and modernize one of its brand websites, YoPRO.

Using Contentful's modular features and APIs, AKQA took a white-label design approach, building a multibrand portal that allows Danone to create bespoke brand pages that are unique and yet stay true to the brand's style guide.

From a development perspective, AKQA applied a simple principle: Build once and then customize on implementation. AKQA created a library of content types, content models, and a central design system that anyone on Danone's brand teams could use to quickly build and adjust new sites. These pre-made models give teams within each Danone brand flexibility with content creation and styling. This framework eliminates the need to design entirely new portals for each brand, saving resources and time. The white-label approach also makes maintenance, updates, and bug fixes much more efficient so Danone can grow its web presence sustainably.

**Success!** AKQA put its white-label design principle to the test with Danone's YoPro site, an experience that needed to support multiple languages and markets while retaining a unique look and feel. By reusing and customizing the Contentful content model from the Activia site they had previously built, the AKQA team built the brand-new YoPro experience in only two months, half the time they needed to build the Activia experience.

**50%**  
less time  
to develop

**120**  
markets  
supported



### PRO TIP: API-FIRST PLATFORMS MEAN FASTER TIME TO MARKET

The secret to AKQA's speed in building Danone's brand portals and new YoPRO site is Contentful's API-first nature, which supports easy integration with most modern tools. With popular apps readily available in the Contentful Marketplace, agencies can get things up and running quickly.

[See how AKQA built Danone's multibrand portal with Contentful.](#)

CASE STUDY

## VML modernizes Hydrow's content operations with an easy-to-use composable content platform

VML partnered with [Hydrow](#) to reimagine the brand's digital experience and create an omnichannel engagement hub for rowing enthusiasts. Hydrow's existing platform limited their ability to pursue new ideas and the extensive coding needed to change rigid templates was pushing production timelines out by weeks or months.

Drawing on its expertise in MACH-based solutions, VML recommended a composable commerce solution that unites the [Contentful® Composable Content Platform](#) with Shopify Plus and other best-in-class technology.

### With Contentful, VML was able to provide:

- **An easy-to-use composable content platform.** Hydrow designers, marketers, and product managers can add, edit, and update content and modules in minutes.
- **A fast content production process.** Hydrow can refocus its time and resources on optimization, A/B testing, and using data to inform future changes.
- **Performance that scales.** With edge-caching services and a reliable CDN, Contentful is ready for high traffic – perfect for scaling!

**Success!** Hydrow's production timelines decreased from weeks to under a day, freeing up time and resources that can be put toward other initiatives, like personalization.



#### PRO TIP: BREAK THE ONE-AND-DONE CYCLE WITH COMPOSABLE CONTENT

Most VML clients are used to creating single-use content – which isn't scalable. Composable content enables them to [create content structured for reuse anywhere](#), improving efficiency and supporting connected, omnichannel experiences.

**10 mins**  
to update content

**↑ 34%**  
in web  
performance

**↑ 50%**  
in mobile  
performance



## Let Contentful maximize your agency's impact

Boost your agency creativity and maximize client success by leveraging Contentful to create impactful brand experiences.

### With Contentful, your agency can:

- Position your clients for the future by ditching monolithic CMS vendors and modernizing their tech stack.
- Build scalable, sustainable enterprise solutions faster and with more flexibility.
- Deliver content-driven brand experiences that increase engagement and conversion.
- Manage content across multiple brands and regions for cohesive customer experiences that drive customer loyalty.
- Put the power back in the hands of the marketers! Reduce lengthy waterfall approaches, hand-offs, and over-reliance on developers so marketers can respond to customers with speed and agility on any channel.
- Harness the power of AI with structured content that can be plugged into any engine, any platform, and any tool you need with Contentful APIs.

Ready to deliver next generation digital experiences together?

Work with us

