

Delivering the future of composable, inclusive, and accessible brand storytelling



CUSTOMER BENEFITS

Free your content, fuel your growth

Culture changes fast, driving customer expectations for the latest and greatest in at-your-fingertips experience and brand social awareness. But traditional technology stacks often don't enable the freedom, flexibility, and accessibility needed to keep up.

Together, WPP and Contentful help you free your content, delivering the future of composable, inclusive, and accessible storytelling to help brands drive growth and maximize content-driven experiences.

WPP is the creative transformation company. They use the power of creativity, data, and technology to build better futures for people, planet, clients, and communities. Coupling their capabilities with Contentful's best-in-breed composable content platform, brings the building blocks of content together to create once and reuse everywhere in any digital experience. With us, you can unlock the power of your digital content, quickly orchestrate world-class digital experiences, and optimize continuously to fuel your growth, at speed and global scale.

Organizations that choose Contentful and WPP will leverage a MACH-based approach with best-of-breed solutions of modern composable technologies, for delivering personalized customer experiences that:



Increase speed-to-market for new commerce and digital experiences, allowing brands to generate results sooner.



Empower teams with the freedom and flexibility to innovate and customize when building their composable commerce stack, giving a competitive edge in meeting customer demands.



Seamlessly scale content to offer intelligent digital experiences that meet today's needs and easily evolve for the future.

KEY VALUE

The partner advantage

WPP

- Bringing together WPP's existing Contentful partners AKQA, Code Computerlove, Hogarth, Ogilvy, Scholz & Friends Family, VMLY&R, and Wunderman Thompson to develop innovative, personalized composable content experiences for brands on a global scale.
- A continued investment in the MACH Alliance community with expert certified memberships and advocates, including AKQA and Wunderman Thompson.
- WPP and Contentful shared ambition to invest in AI, innovative and accessible experiences and design, such as WPP Open Brand Guardian, enabling brands to deliver inclusive and consistent content experiences.

Contentful

- Utilize powerful orchestration of your content and messaging across brands, regions and for your commerce or marketing channel of choice.
- Build and deliver intelligent digital experiences faster through content reuse and AI tooling that generate optimized experiences.
- Empower your teams to work autonomously while collaborating with enhanced workflows that streamline teamwork.
- Protect your current investments by leveraging an industry-leading ecosystem of apps and integrations to build your perfect stack that scales to your business needs, over time.

Together, WPP and Contentful offer brands innovative, personalized composable content experiences.

AKQA

code[®]
essencemediacom



Ogilvy

Scholz
& Friends

VMLY&R

+ WUNDERMAN
THOMPSON

Realizing Creativity, Inclusivity and Human Impact, at scale

Danone

Danone needed to unify its deep brand portfolio and assets to enhance the consistency of content and design, while supporting the rapid launch of new brands, including YoPRO. AKQA, a member of the WPP family, helped Danone enhance its Contentful implementation with a more streamlined editorial interface accessible by global team members. The agency also helped the company build out a design system of reusable modules to create unified, yet differentiated, brand-specific websites.

RESULTS



50% decrease in web development time



2 months to stand up and launch new websites



120 markets served

Hydrow

Indoor rowing machine company Hydrow needed a platform capable of helping it deliver rich, multimedia content at a pace fast enough to keep up with customer feedback and emerging needs. With support from Wunderman Thompson, the company was able to increase content production speeds and even integrate tools to better determine which content was most popular among users. Moreover, Hydrow was able to create a single experience from which customers could do everything from buying a machine to booking their first rowing class.

RESULTS



Enhanced consistency when leveraging content for web and mobile apps



Greater agility to edit and publish content in response to customer feedback



Faster content delivery for streamlining workouts



A single, cohesive digital experience that blends equipment purchases, class bookings, and streaming

“

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

EVP Strategic Partnerships at WPP



Learn about the Global Partnership, and how Contentful and WPP are enabling brands to deliver differentiated customer experiences.

Visit us online:

[WPP and Contentful partner to deliver composable article and accessible brand experiences article](#)

[Hydrow video case study](#)



Partner with Contentful and WPP

Contact us today to unlock the potential of data-driven personalization to deliver unparalleled customer experiences.

Partner with us