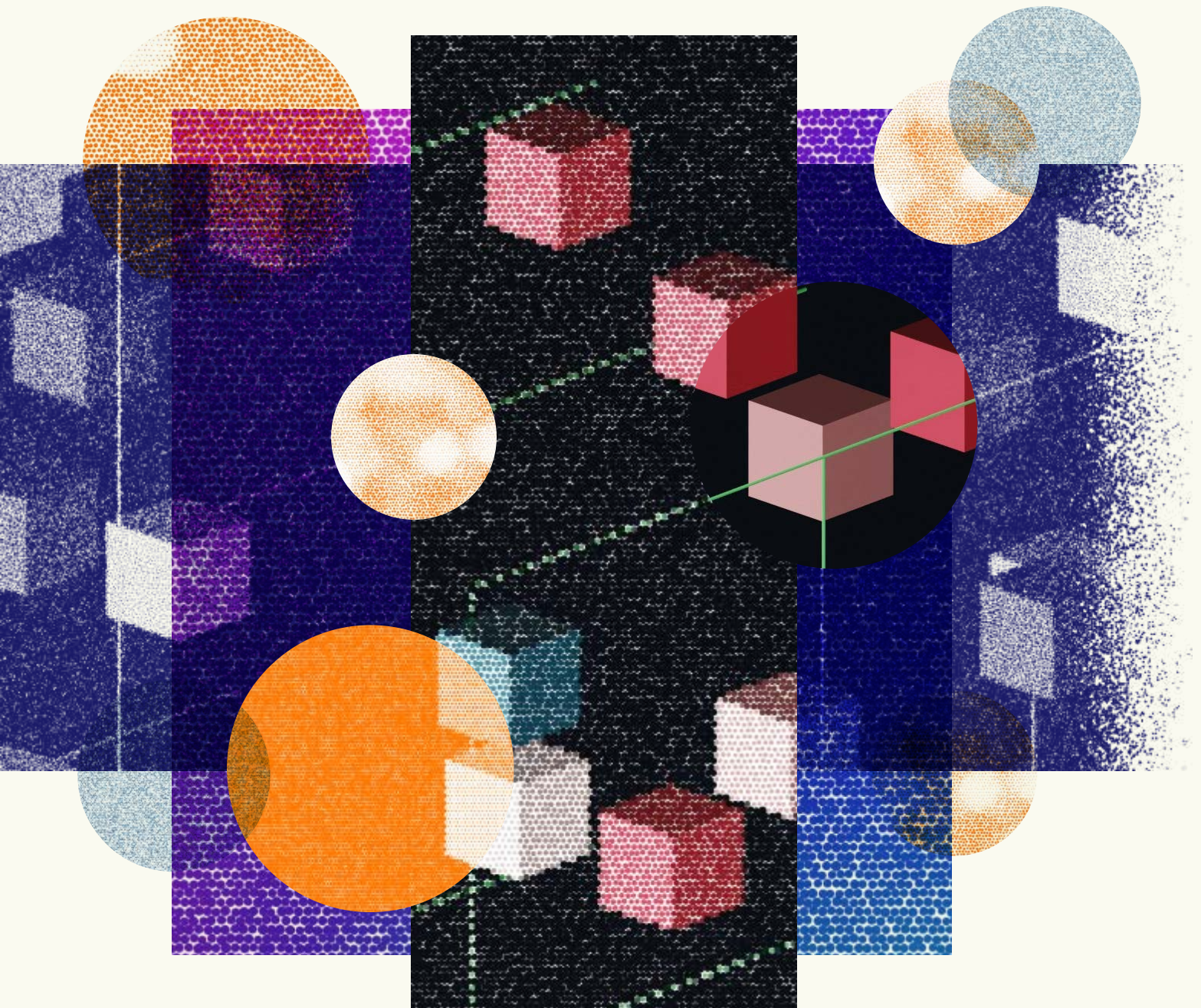


DELIVERING OPTIMIZED OMNICHANNEL CONTENT
AT SCALE THROUGH ADOBE EXPERIENCE CLOUD

JULY 2026 ●

UNLOCK THE POWER OF YOUR CONTENT SUPPLY CHAIN



"Your content supply chain ecosystem is a lot more than the tools and technology you choose to run. We think about a content supply chain as an ecosystem because it reminds us that there is more to it than just technology and workflows. The ecosystem is all the partners who will collaborate to produce content, and it's the governance model that makes it all work together, how they communicate, and how they understand shared goals."

● **Mark Deal**

Head of Technology Consultancy,
WPP Enterprise Solutions

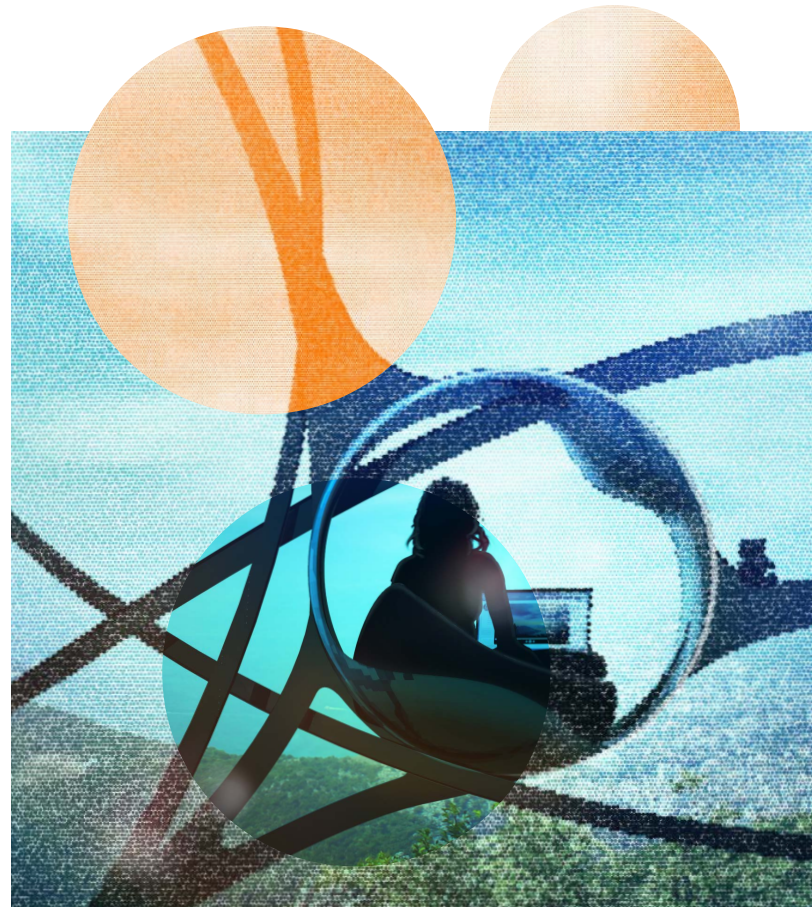
INTRODUCTION

Content is a critical asset for modern enterprises. Yet many tech and marketing decision-makers feel overwhelmed by the chaos of content creation. Given the scale involved – every piece of text, image, video, or audio asset multiplied by dozens of different channels and markets, and then again by customized targeting and personalization efforts – that's understandable. The demand to produce more, faster, while cutting costs, only adds to the challenge.

In a WPP Enterprise Solutions survey conducted in 2024, among 1,000 CMOs, CIOs and CTOs in the US, UK, Netherlands and Germany, the two content challenges most cited were a "lack of centralized oversight and control leading to inconsistent branding in regions" and "scaling content strategies to accommodate varying market sizes and maturities". A staggering 81% of respondents agreed that these present seemingly insurmountable obstacles within their marketing organizations.

Content supply chains involve a complex ecosystem of partners interacting across a range of tools and processes. And for many brands, there's an obvious elephant in the room. Many content supply ecosystems just aren't up to scratch for the high-speed, high-output, cross-channel digital world we live in. But by taking control of your content supply chain, you can unlock value across your business.

As an Adobe Experience Cloud customer, you have a head start – with a strong, comprehensive suite of tools for content supply chain management, from creative development and production to analytics, asset management and team collaboration. Combined with the power and potential of a growing set of AI technologies, including Adobe's own Firefly and GenStudio, this gives creative and marketing teams the tools they need to deliver a mature content supply ecosystem.



81%

OF DIGITAL LEADERS SAY THAT SCALING CONTENT STRATEGIES TO ACCOMMODATE VARYING MARKET SIZES IS A KEY CHALLENGE

THE GENSTUDIO SOLUTION

Adobe GenStudio is an end-to-end AI and intelligent automation solution for the entire content supply chain. From planning and ideation through to measurement and optimization, GenStudio leverages the latest in generative AI tools to connect and streamline workflows across the Adobe Experience Cloud Content Supply Chain stack. By establishing a unified hub for content creation and enabling full visibility across teams, Adobe GenStudio supports organizations in scaling their content production efficiently, while also helping to protect brand standards and overall governance.



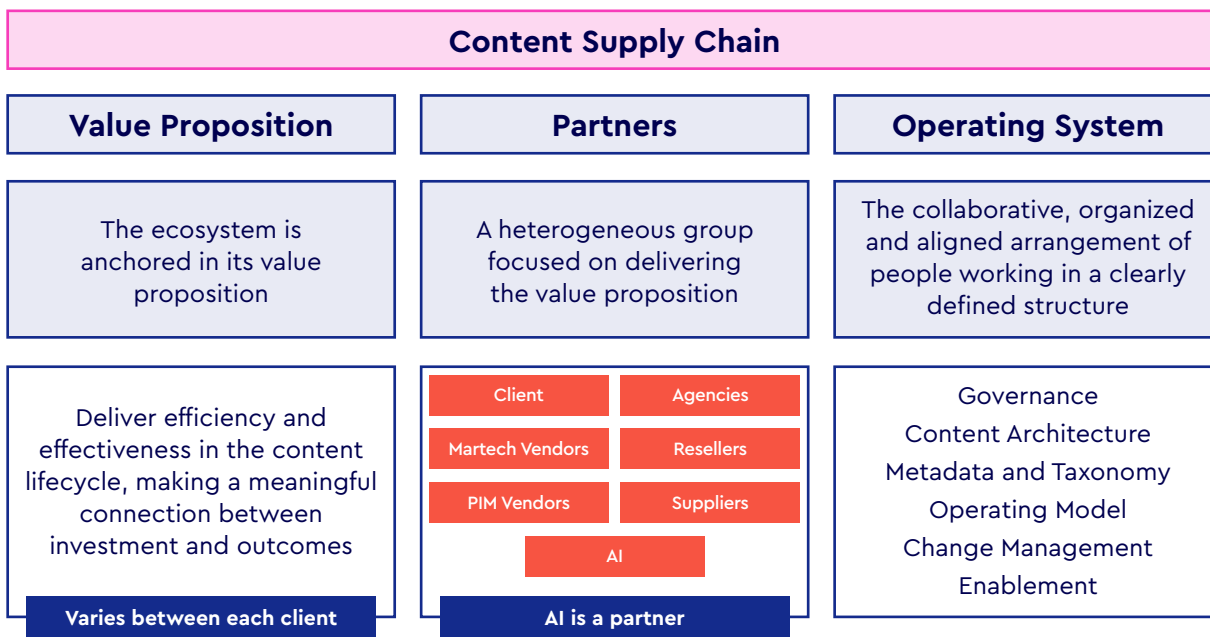
As a global experience agency and part of the WPP/Adobe Alliance, WPP Enterprise Solutions helps many of the world's biggest brands create exceptional customer experiences with Adobe Experience Cloud.

How? Because we fundamentally understand what makes consumers tick, and we work day-in, day-out with CMOs and their marketing organizations to meet their rapidly rising expectations. With expertise in brand experience, customer experience, and commerce, all underpinned by WPP Enterprise Solutions, we are uniquely placed to help organizations optimize content supply chains to maximize efficiency, output, and customer value.

In this guide, we outline our approach to content supply chain optimization through the three key challenges that our clients are currently grappling with: scaling omnichannel output efficiently, maintaining content consistency at scale, and integrating rapidly evolving AI capabilities into content workflows.

CONTENT SUPPLY CHAIN IS AN INNOVATION ECOSYSTEM FOR VALUE CREATION

There is deep value for organizations in unlocking the power of their content supply chain, but it can be a complex exercise. At WPP Enterprise Solutions we bring not only our expertise, but a clear framework for success.



Value creation proposition: This is the agreed vision and north star for the content supply chain ecosystem, and the source of goals and KPIs.

A unified set of partners interacting to deliver the value proposition: Establishing the partners in the ecosystem and ensuring they are committed to the agreed value creation proposition is critical to its success. Outside of the ecosystem the partners may have disparate and even competing interests, but within it they will all work together to ensure delivery of the vision.

A clear ecosystem structure: It is essential that the partners are united by a governance structure, and the design, delivery and operation of the content supply chain is supported by the critical elements listed above.

UNPICKING THE CONTENT SUPPLY CHAIN

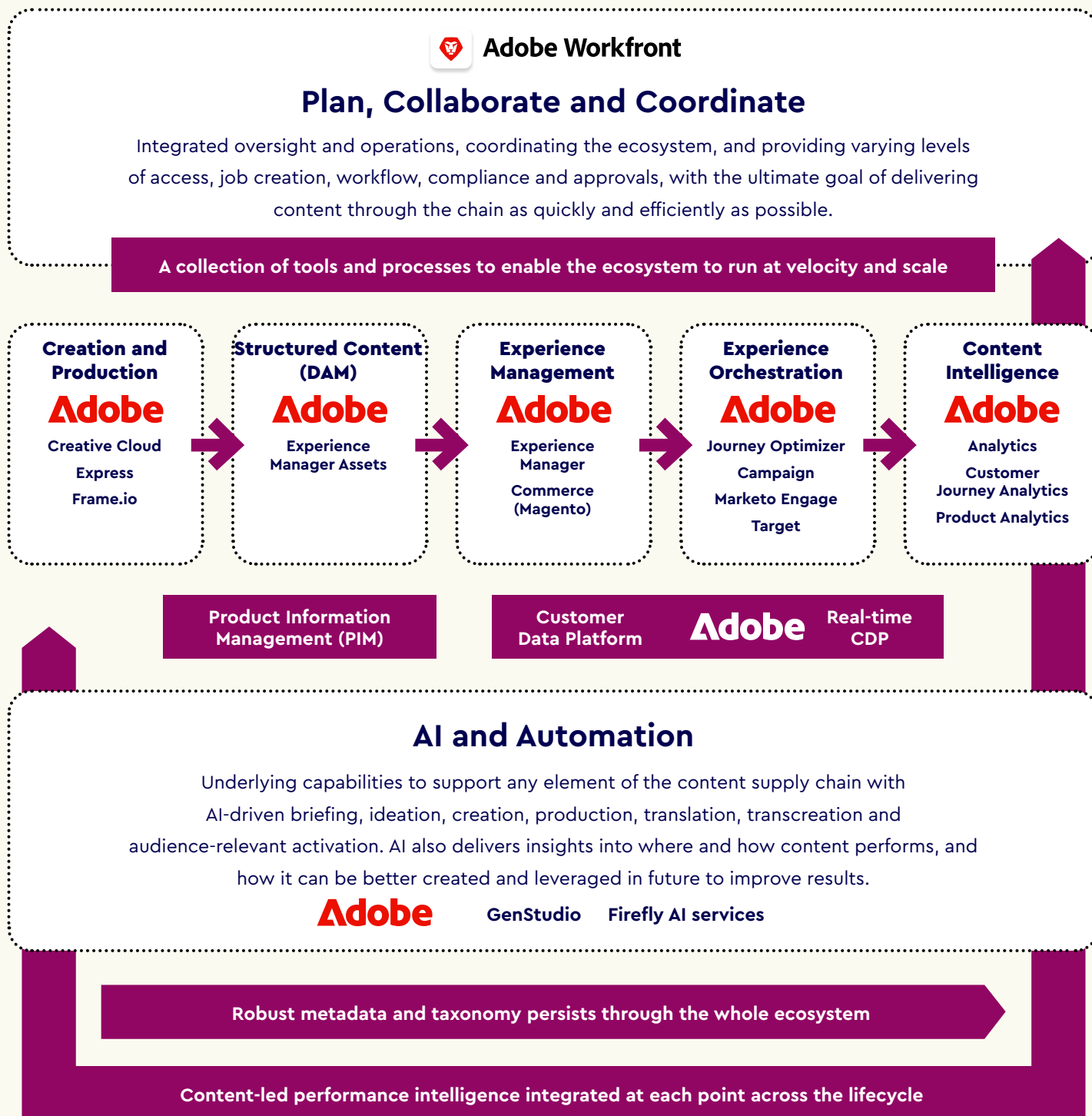


Fig 1: Adobe Enterprise Cloud solutions depicted as a content supply chain

The central elements of a content supply chain will typically consist of the following elements, which are supported by planning, collaboration and coordination, and underlying AI and automation capabilities.

● **1. Creation and Production**

Here content is born and grows. Content objects are defined and briefs are developed, moving through to ideation and creative delivery. From here the delivered creatives are then transformed into publishable content. This includes production at scale and variations for different channels, formats, audiences and contexts. Here content will travel through many processes and systems depending on the format, supported all the way by AI.

● **2. Structured Content (DAM)**

Centralized storage and structured, shared management is a key concept in the content supply chain model, to allow assets to be discovered, shared, distributed and reused efficiently. This is achieved with a Digital Asset Management (DAM) system, such as Adobe Experience Manager Assets, underpinned by a metadata schema that can accurately define content and support its use through the chain.

● **3. Experience Management**

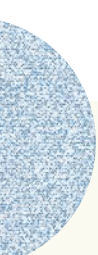
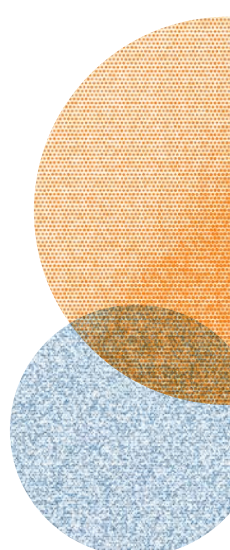
The assembly of content into experiences that are tailored for specific channels or contexts, covering everything from web, mobile, commerce marketplaces, social, email, and through to media.

● **4. Experience Orchestration**

Created experiences are never static. Content's value comes from the fact that it is the medium through which you create digital experiences for your audiences in real time, and responding to their needs and interests. Orchestration is the process by which content is chosen, adapted and activated to deliver relevant and engaging experiences.

● **5. Content Intelligence**

Delivering insights on the performance of content – what works and where, and more importantly, why. This information can be reflected back into any stage of the content supply chain to guide creative decision making.



Making it happen

WPP Enterprise Solutions' technical and consultancy services include a defined content supply chain approach that we've developed covering the five elements outlined above. The diagram above shows how these map onto Adobe Enterprise Cloud solutions.

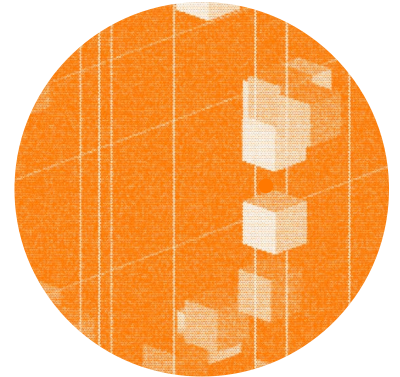
But we also understand that, in the real world, content objectives and campaign briefs don't appear out of a vacuum and from there develop into high-performance, scalable marketing output. Our starting point for optimizing content supply chains is understanding where content sits in the wider context of the business – who 'owns' it, who's involved, how much buy-in there is for the value of content, what business objectives content feeds into it, and what needs to change in terms of people, processes and tools to maximize its impact.

Based on the philosophy that you have to know where you are to plot where you want to get to next, our holistic approach to creating world-class content supply chains is built as a portfolio of service offerings:

01

Strategy:

Our starting point is to establish the ecosystem – its client-specific value proposition, the ecosystem partners, and proposed ecosystem structure. From there we can understand the contextual parameters and the present state, and determine what capabilities and processes are needed to drive towards the goals inherent in the value proposition. From that point we can then build out a prioritized roadmap, together with the governance and change management needed to embed the new content supply chain ecosystem into the organization.



02

Technical design:

Technical design in the content supply chain covers three critical elements: development/configuration in the tools that form the chain, integrations between the tools, and the metadata and taxonomy that unite them and provide the end-to-end lingua franca of the ecosystem. These three elements are interdependent – tool UIs must effectively surface metadata and the benefits of integration effectively; integrations must carry the right metadata from system to system; and the metadata schema and taxonomies must be usable and legible within the systems they are deployed in.

AI adds additional elements into the technical design process. As a core design principle, it should be that wherever possible, your AI and automation workflow must be built into the same system as your human workflow, allowing for interoperability. (AI-delivered content or approvals should be able to be reversed or confirmed by people within their usual tools of comfort, such as Workfront.)

03

Technical delivery:

Implementing the technical design requires expertise in the tools forming the content supply chain, including their nuances and practical limitations, such as API design and operational limitations. Our certified Adobe engineering teams are distributed globally, with multiple centers of excellence, capable of delivering at pace and quality across the entire Adobe Experience Cloud.

04

Organizational design and change management:

Given that the content supply chain is an ecosystem, it follows that the operations of the teams within it must reflect this. Bottlenecks are rarely found in a single place – what may superficially look like an issue within a single team (a workaround that appears to break the process) typically turns out to be symptomatic of something wider, where dependencies create issues further along the supply chain. So, when it comes to creating new operational models for the content supply chain, our expertise in developing and delivering content, and understanding real-world patterns, means that we have a unique ability to unite creative and technology in a successful and efficient working model.

We can also analyze skills gaps, and provide education, training and enablement to equip teams in leveraging the ecosystem effectively, ensuring adoption and maintaining adherence. And, as AI becomes a core skill across all ecosystem actors, we can provide training and enablement in this space too.

05

Operating:

Finally, as an agency rooted in creativity as well as technology, WPP Enterprise Solutions can support you in delivering teams to run elements of your content supply chain, with certified experts in the use of Adobe's products.

"When we look at optimizing the supply chain ecosystem, we'll often be talking about making changes to operations and how teams are structured to improve how the system functions as a whole. And that's why, from day one, we tell every client that content supply chain starts with a strategy, because you need a clear vision for how to bring all of these elements together."

● **Mark Deal**

Head of Technology Consultancy,
WPP Enterprise Solutions

GETTING HELP WITH THE BIG CONTENT QUESTIONS

When we work with brands, marketers and content leaders, it's clear that people have a lot of questions about improving their content processes. Above all, there are three big questions we get asked time and time again. Here's how we answer them:

1. Where do I start with implementing AI into my marketing tech stack to get the most out of my content supply chain?

AI is no longer at the early adoption phase in the context of content creation and production. Our 2024 WPP Enterprise Solutions' survey found that 88% of enterprises are now using AI in some form within their content supply chains, a huge leap from the 56% we found in an earlier survey in 2021.

But while everyone is well aware that AI can have a transformative impact on content – not least by delivering scalability and consistency simultaneously – what's clear is that not everyone is exactly sure of the applicability and value definition. With the transformative potential of AI, so much focus remains on the tools and technology. The ecosystem strategy tends to remain secondary – how does AI fit into our overall content lifecycle, what can it contribute to our wider business goals, and how ready are we to adopt?

How WPP Enterprise Solutions can help

Ecosystem strategy: In our content supply chain ecosystem model, we define AI as a partner – not just because it's a transformative player, but also because its role can only be clearly understood in relation to other partners in the ecosystem and its relationship to the overall value proposition. WPP Enterprise Solutions can help get these foundational principles and relationships in place to provide the underpinnings for a successful content AI implementation within the broader operating system for your business.

Defining the end-to-end: Building out a successful content supply chain unites people, tools and process into a single vision. When it comes to AI, a fundamental question is how will it change the way our clients work in order to deliver against the ecosystem's value proposition. WPP Enterprise Solutions can develop the use cases that will drive the target end-to-end model, and then leverage our expertise to ensure the right tools and models are aligned within the broader context of how people work – and can be empowered to do their work faster and with more impact.

Keep evolving: AI is evolving rapidly both in terms of features, but also broader applicability. WPP Enterprise Solutions can help run regular reviews within our ecosystem model to ensure that the AI roadmap supports not only the required capabilities, but also ways of working, particularly as operating systems develop into complex chains of interoperability.



83%

OF BUSINESSES CITE INTERNAL COMMUNICATION AND ALIGNMENT AS BARRIERS TO MORE EFFICIENT CONTENT PRODUCTION

2. How do we scale content production so we can deliver more in less time?

Even the biggest enterprises balk at the demands of content output in the modern world. Omnichannel marketing means meeting your multiple audiences where they are – the problem being, they're in an awful a lot of places! When you add up all the different channels and personas you're engaging with, and multiply that by all your different markets, it's no surprise that marketing and IT decision-makers report difficulties in scaling content strategies.

Many brands still rely on legacy content production systems and processes that weren't designed for delivery at massive scale. Creative teams often operate in isolation, resulting in inefficiencies, inconsistencies and misalignment. Design assets and copy frequently have entirely separate lifecycles, leading to delays, increased costs, and, ultimately, customer confusion.

Overall, 83% of businesses cite internal communication and alignment as barriers to more efficient content production, according to WPP Enterprise Solutions' 2024 study.

How WPP Enterprise Solutions can help

Ecosystem strategy: As with AI, building your ecosystem and how the partners and technologies interact is critical to doing more in less time. Many organizations have broken content supply chains where short-term efficiency ("just getting our assets live") wins over the time and investment needed in getting the ecosystem right. WPP Enterprise Solutions can help by developing a holistic approach that unites people, partners, processes, and technology around a common purpose.

Metadata: Key to effective communication, collaboration and governance across a content supply chain is having a structured approach to defining what content assets are, where they have been/ can be used, where they are kept, and who has access to them, etc. WPP Enterprise Solutions can develop robust metadata models that ensure assets are composable, scalable, and optimized for cross-channel use, boosting efficiency by reducing duplication.

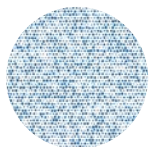
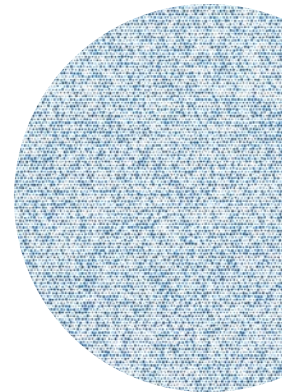
Operations: As well as looking at the wider ecosystem, a well-defined content supply chain should set out a clear operational plan for how efficient, scalable production will be achieved and maintained. Operational design is one of our priorities when it comes to optimizing content supply chains. Our approach includes:

- **Standardizing content planning and commissioning processes** to ensure consistency and avoid delays caused by misalignment.
- **Centralizing resource planning** so there is shared visibility across teams, making it easier to distribute and balance workloads effectively.
- **Implementing governance structures** that establish a single source of truth, helping to maintain content integrity in high-speed, high-output production lines.

Workflow automation: We leverage metadata to support scalable, efficient reuse of assets via an automated tagging system which we call **self-describing content**. With metadata updated every time an asset passes through a workflow, self-describing content enables data-driven content optimization through automated performance tracking, discoverability and allocation, vastly speeding up the process of choosing which content to use to create the right experience for different audiences.

Moreover, the data captured through every workflow allows marketing teams to continuously refine content planning, creation, and delivery, leading to improved engagement and better business outcomes.

WPP Enterprise Solutions can help by designing and developing workflow automation, extending metadata schemas, and closing the loop between performance tracking and content discovery.



3. Given the size and complexity of our content operations, how do we rein in the 'chaos' and achieve global brand consistency?

Aside from efficiency and scale, the other major challenge that big organizations talk to us about regularly is how to maintain consistent, coordinated, centralized control over both their operations and their brand. When you have dozens of teams producing content for dozens of different markets – and again, multiplied by many different channels – content can feel like an unruly child that has grown too big to easily get back under control.

As we've mentioned, according to our 2024 WPP Enterprise Solutions survey, 81% of leaders report that inconsistent branding across regions is the biggest challenge they face with managing content at scale, and that it is caused by a lack of centralized oversight and control. The same study found that 80% cite collaboration between local and central teams as the major challenge, and the same number cite consistency in production across markets.

Looking at the challenges posed by producing content for lots of different channels at once, 82% again mention management and distribution across regions. And the same proportion also admit they struggle with integration of channels, data gathering and managing updates across platforms – all, in their own way, challenges of consistency and control.



81%

OF LEADERS REPORT THAT INCONSISTENT BRANDING ACROSS REGIONS IS THE BIGGEST CHALLENGE THEY FACE WITH MANAGING CONTENT AT SCALE

80%

CITE COLLABORATION BETWEEN LOCAL AND CENTRAL TEAMS AS THE MAJOR CHALLENGE, AND THE SAME NUMBER CITE CONSISTENCY IN PRODUCTION ACROSS MARKETS



82%

MENTION MANAGEMENT AND DISTRIBUTION ACROSS REGIONS AS THE BIG CHALLENGE IN PRODUCING CONTENT FOR MANY DIFFERENT CHANNELS

HOW WPP ENTERPRISE SOLUTIONS CAN HELP

● GOVERNANCE

Key to ensuring consistency across a content supply chain is making sure that everyone is working to the same playbook. But rather than being a limiting set of stringent brand rules, effective governance in the modern cross-channel, multi-market context is about enabling necessary variation (for targeting different audience segments, personalization, etc.) within defined, shared parameters. And those parameters must be able to change as the required brand experience changes. WPP Enterprise Solutions can help by developing dynamic governance frameworks that align content use cases with business objectives, which can be kept up-to-date as goals change.

● WORKFLOW AND COLLABORATION

The complexity of the content lifecycle, with all its many teams, tools, and processes, means it is easy for assets to become lost in silos and end up being used in forms and ways that differ from instance to instance. WPP Enterprise Solutions can offer a structured, standardized approach to planning to mitigate this, establishing a shared foundation for all content activity. Centralized planning should cover commissioning, resource allocation, and contribute to effective governance by establishing the frameworks for authoritative versions of content assets.

● COORDINATED PRODUCTION & DELIVERY

In order to deliver optimum results, centralized planning has to carry through into coordinated production and delivery processes. Pooling assets across an organization provides the shared building blocks for consistent brand experiences. WPP Enterprise Solutions can help by developing a future state production and delivery operating model, together with detailed documentation of to-be operational flows. We can also advise on or implement the technical aspects of flows, providing for configuration in the content supply chain tools, such as Workfront or AEM Assets.

"AI represents the next generation in automation technologies. The fundamental thing for me is that AI is deployed within a framework that organizations recognize as safe, fully governed in line with their own policies, reversible, and able to respond to change. We live in a fast-changing world, and things do change when it comes to content and how content is created."

● **Mark Deal**

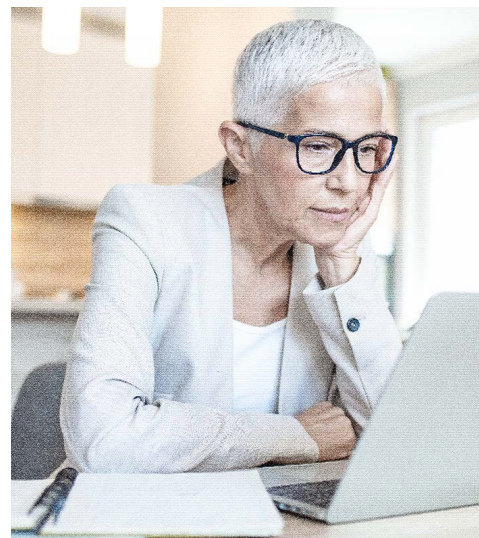
Head of Technology Consultancy,
WPP Enterprise Solutions



WPP OPEN: THE AI-DRIVEN OPERATING SYSTEM FOR MARKETING TRANSFORMATION

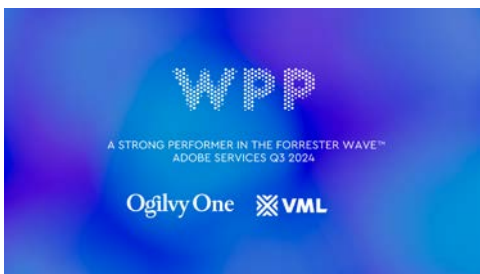
WPP Open is WPP's intelligent marketing operating system powered by AI. It enables global marketers to transform their processes, enhance efficiency, and accelerate business growth. Used in conjunction with Adobe systems, it provides a complementary set of AI capabilities to help creative teams deliver at scale. Open puts KPIs and goals front and center, providing real-time data and strategic insights across all marketing efforts. Data-led insights drive intelligent suggestions that augment creativity, elevate customer experience, and optimize work processes. For clients, Open introduces a new AI-enhanced creative process, transforming marketing with unparalleled levels of efficiency, creativity, and growth through:

- INTELLIGENT WORKFLOW AND OPERATIONS
- AUGMENTED CAPABILITIES, ENHANCED CREATIVITY AND STRATEGY
- AUTOMATED MEDIA AND CONTENT AT UNPRECEDENTED SCALE





IDC MarketScape: Adobe Experience Cloud Professional Services – WPP is named a Leader in the IDC MarketScape for Worldwide Adobe Experience Cloud Professional Services, with its marketing-centric approach and commitment to client empowerment highlighted.



The Forrester Wave™: Adobe Services Q3 2024 – WPP is included among the 12 most significant Adobe service providers globally, with top scores in Adobe Commerce, B2B Automation, and Customer Data Management.



The Forrester Wave™: Commerce Services, Q2 2024 – WPP is named a Leader in The Forrester Wave™ for Commerce Services, and is recognized for its flexible and creative strategies.

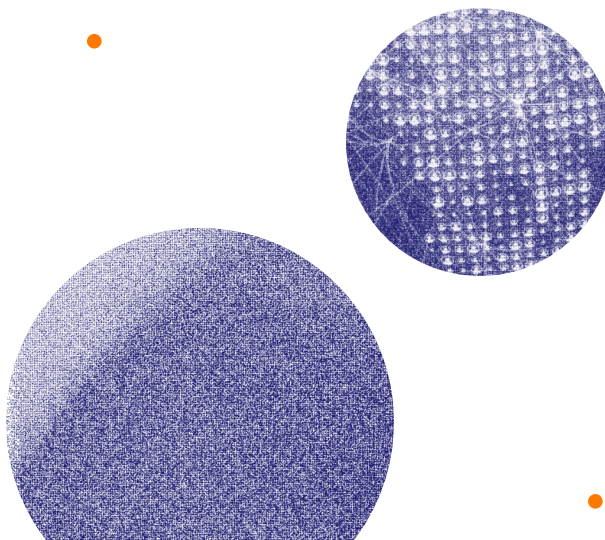
WPP ENTERPRISE SOLUTIONS AND ADOBE

WPP Enterprise Solutions is a long-standing, strategic partner of Adobe, recognized for its deep expertise across Adobe Experience Cloud. Our collaboration extends beyond implementation to encompass co-innovation, thought leadership, and ongoing optimization.

WPP Enterprise Solutions actively participates in Adobe’s advisory boards, influencing product development and ensuring Adobe solutions are at the forefront of innovation. We also contribute to Adobe’s certification programs, demonstrating our commitment to mastering the latest technologies and best practices.

This close partnership, combined with WPP Enterprise Solutions’ proven methodologies, allows us to deliver exceptional customer experiences powered by Adobe Experience Cloud. This translates to tangible benefits for our customers, including faster time to market, increased efficiency, and greater customer engagement that delivers growth.

Industry analysts recognize WPP Enterprise Solutions as a standout among Adobe Service providers. As part of WPP, we are proud to have contributed.





Mark
Deal

Head of Technology Consultancy,
WPP Enterprise Solutions

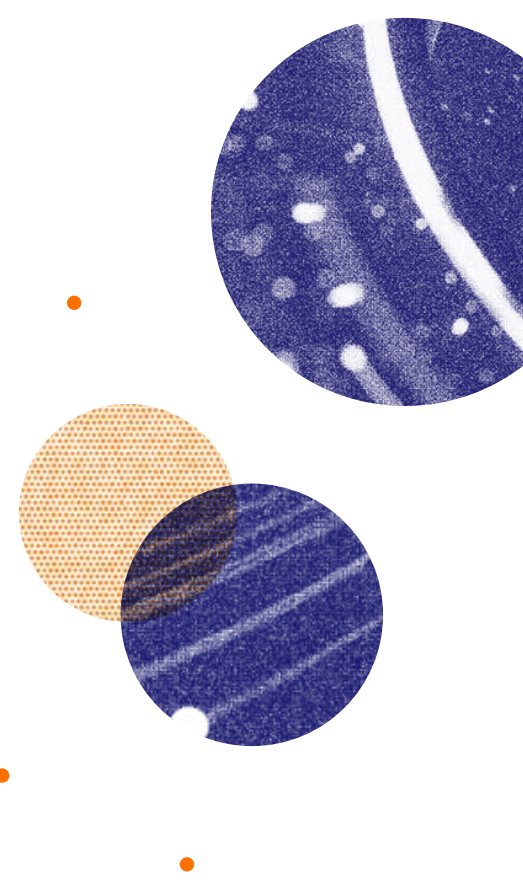
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ABOUT WPP ENTERPRISE SOLUTIONS

About WPP Enterprise Solutions

WPP Enterprise Solutions designs, builds, and operates the growth systems that competitive businesses rely on. In a world where AI is reshaping how companies drive growth, we lead clients in business transformation and marketing modernization, connecting strategy directly to execution. Our 12,000 experts in engineering and platforms, commerce, consulting, content transformation, CRM, and CX, work within a unified global operating unit across 40+ markets. WPP Enterprise Solutions works alongside best-in-class partners including Adobe, AWS, Braze, Google, Microsoft, Salesforce, and Shopify, as well as innovators in AI, to deliver growth solutions tailored to the needs of our clients' businesses. We have received distinction as a leader in Commerce Services and CX Strategy Consulting by the Forrester Wave™ reports and are designated by Gartner's Magic Quadrant™ as a Visionary in Digital Experience Services.

About WPP

WPP is the trusted growth partner for the world's leading brands. WPP combines cutting-edge media intelligence, world-class creativity, next-generation production, and transformative enterprise solutions to drive growth at scale. WPP is a publicly listed company (NYSE: WPP).

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