AGILE MARKETING, A NEW REALITY...
A NEW REALITY?

VIDEO – support
TRANSFORMATION OF AN INDUSTRY

AGILE... MARKETING?!?
A NEW REALITY

THE PITCH

OBJECTIVES
Conventional, linear development process
Big ideas, big bang launch, big budgets

Source: David Armano, Rohn-Jay-Miller, and Jim Ewel
AN AGILE FRAMEWORK

Iterative, Agile, emergent development process
Micro-strategies, big insights, rapid iterations

Source: David Armano, Rohn-Jay-Miller, and Jim Ewel
MARKETING = SERIES OF “SPRINTS”
BREAKING NEW GROUNDS...
Mc MY DAY!
THE CORE OF AGILE MARKETING: THE CLIENT and THE CONSUMER

1. Incredible experience (client)

2. Rapid response to change

Source: Vincent Grenier
THE CORE OF AGILE MARKETING: THE CLIENT AND THE CONSUMER

1. Incredible experience (client)
2. Rapid response to change
3. Individuals + interactions
4. Tests + data
5. Many small experiments
6. Client collaboration

Source: Vincent Grenier
THE CORE OF AGILE MARKETING: THE CLIENT AND THE CONSUMER

1. Incredible experience (client)
   - 2. Rapid response to change
   - 3. Individuals + interactions
   - 4. Tests + data
   - 5. Many small experiments
   - 6. Client collaboration
   - 7. Transparency
   - 8. Quick iterations
   - 10. Breaking down silos

Source: Vincent Grenier
How Agile is transforming marketing?
MARKETING

- Innovative concepts
- Rapid custom delivery
- Brand integrity
- Rapid return on investment
EVOLUTION

- Breaking down issues before addressing them
- Validating the proofs of concept
- Delivering smaller portions sooner
- Adapting in real time
DYNAMICS

- Promoting collaboration
- Breaking down silos
- Bringing stakeholders together
- Having the client participate
IMPACT

- Having a continuous conversation
- Trying rapidly
- Taking risks
- Maximizing the concept
- Inspecting segments

“fail fast”
AGILITY

- Creating a culture
- Collaborating with your clients
- Reacting quickly as a team
- Delivering and inspecting frequently
M.E.D.I.A.

Marketing
Evolution
Dynamics
Impact
Agility
A CHANGING ECOSYSTEM

Traditional

- Static plans
- Opinions
- Expensive assumptions
- Rigidity
- Market studies

Agile

- Iterative and adaptive plans
- Tests and data
- Frequent experimentations
- Commitment
- Continuous field data
McCafé
A PILOT PROJECT...
McTREATS...COMING SOON!
Mc CAFÉ
20 YEARS LATER
Thank you!

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PYXIS
agile know-how