



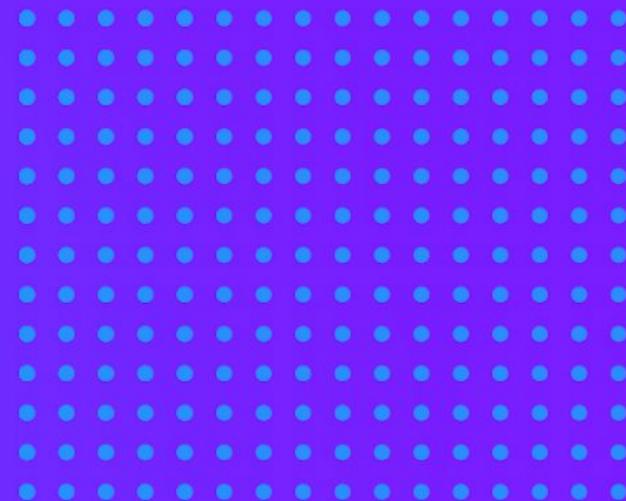
Harnessing platforms, tools & processes for creativity: content creation in a non-linear world

Alicja Lloyd

MD, DEPT®

Deane Barker

Global Director of content management





**We need to provide more
platforms and process to
our content teams.**





Acoustics
Electronics
Anthropology
Biotechnology Process Engineering Center
Cambridge Partnership
Center for Advanced Visual Studies
Center for Environmental Health Sciences
Center for Materials Research in Archeology and Ethnology
Committee on the Writing Requirement
Concourse
Earth, Atmospheric and Planetary Science
Educational Opportunities Program
Environmental Medical Service
Francis Bitter Magnet Lab
Health Sciences and Technology
The Institute for Learning and Teaching
Integrated Studies Program
Laboratory for Advanced Technology in the Humanities
Laboratory for Nuclear Science
Language Learning and Resource Center
Laser Interferometer Gravitational-Wave Observatory
Linguistics and Philosophy
MIT Electronics Research Society
MIT Press
Music
Office of the Dean of Students and Undergraduate Education
Research Laboratory for Electronics
ROTC
Systems Design Management
Tech Model Railroad Club



Venerable Building 20, 'A Building With Soul'

October 30, 1996

("A Building with Soul" by Alex Beam originally appeared in The Boston Globe, June 29, 1988. It is reprinted with permission of The Boston Globe.)

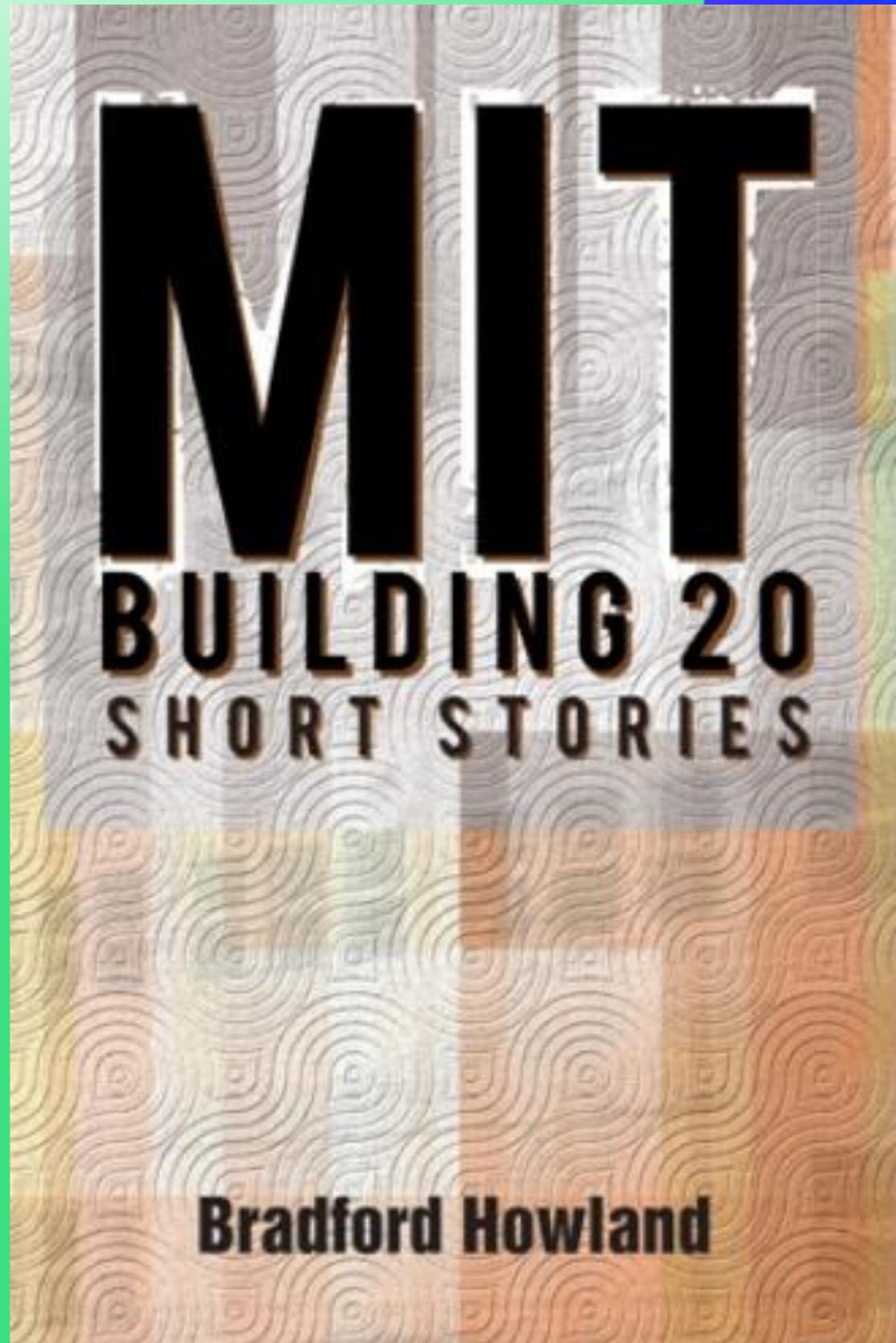
SHARE



I am sitting inside MIT's legendary Building 20 with three great minds, one of them encased in plaster.

Institute Professor of Linguistics Morris Halle and neurophysiologist Jerome Lettvin--seated on opposite sides of a bust of German naturalist and explorer Alexander von Humboldt--are rhapsodizing about the rickety wooden barracks that is their professional home.

"Building 20 is an admixture of all the interesting things at MIT," says Lettvin, a jovial mountain of shivering cerebra who is admired inside Building 20 not for his genius but as a man who first uttered a profanity on television, during a 1961 debate with Timothy Leary ("It made the front page of Variety," Lettvin insists. "You can look it up.")



Building 20...had become an 'incubator of ideas' and, without a doubt, the intellectual center of MIT”

What **is** **building_20?**



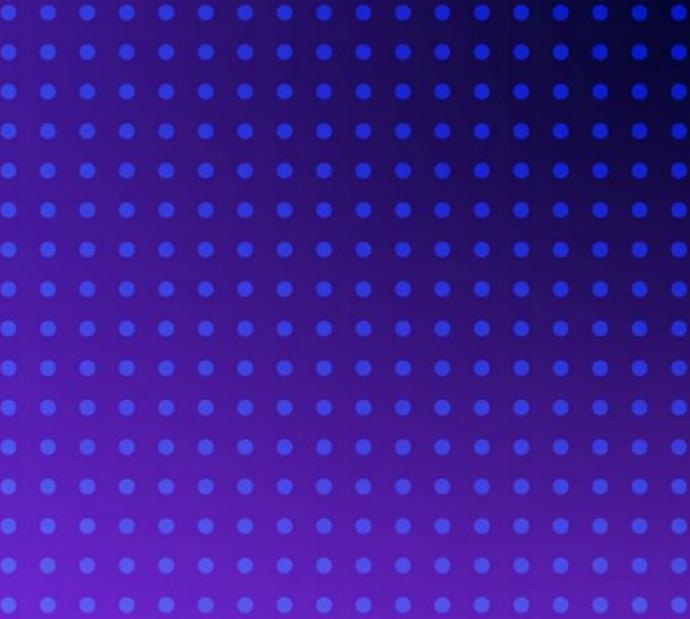
Inspired by the original Building 20, building_20 was created as a start-up organisation within Dimension Data that aims to challenge the way we think, work, create, and help our clients.

building_20 is about how each creative, unique and capable person can shape the Dimension Data of tomorrow. By using concepts like code, automation and DevOps, we can free ourselves from the mundane, and focus on what will really make a difference.

building_20 is not just a team, building_20 is a community shaping the future of Dimension Data.







“externalization”

Externalization

Place / Platform



The Romantic Lie

***“Creativity is the ex
nihilo product of a
singular human mind”***

 A BOOK APART

THE NECESSARY SECOND EDITION

NO
7

Mike Monteiro

DESIGN IS A JOB

FOREWORD BY Sam Cabrera

*In this beautiful myth you are what is known as a “creative.” While others are weighed down by requirements, metrics, testing, and other variations of math and science, **you are a child of magic.** Knowledge of these base matters would only **defile your creative process.** Your designs come from inside you.”*











"MAGNIFICENT AND SPELLBINDING." —DAVID McCULLOUGH

LEONARDO

DA VINCI

BY THE AUTHOR OF THE NEW YORK TIMES BESTSELLERS

STEVE JOBS AND EINSTEIN

WALTER

ISAACSON

“We tend to think of artists as lone creators, holed in [an attic], waiting for inspiration to strike.

But ... most of Leonardo’s thinking was collegial.

Ever since his [youth] Leonardo knew the joys and advantages of **having a team.**”

STEVEN JOHNSON

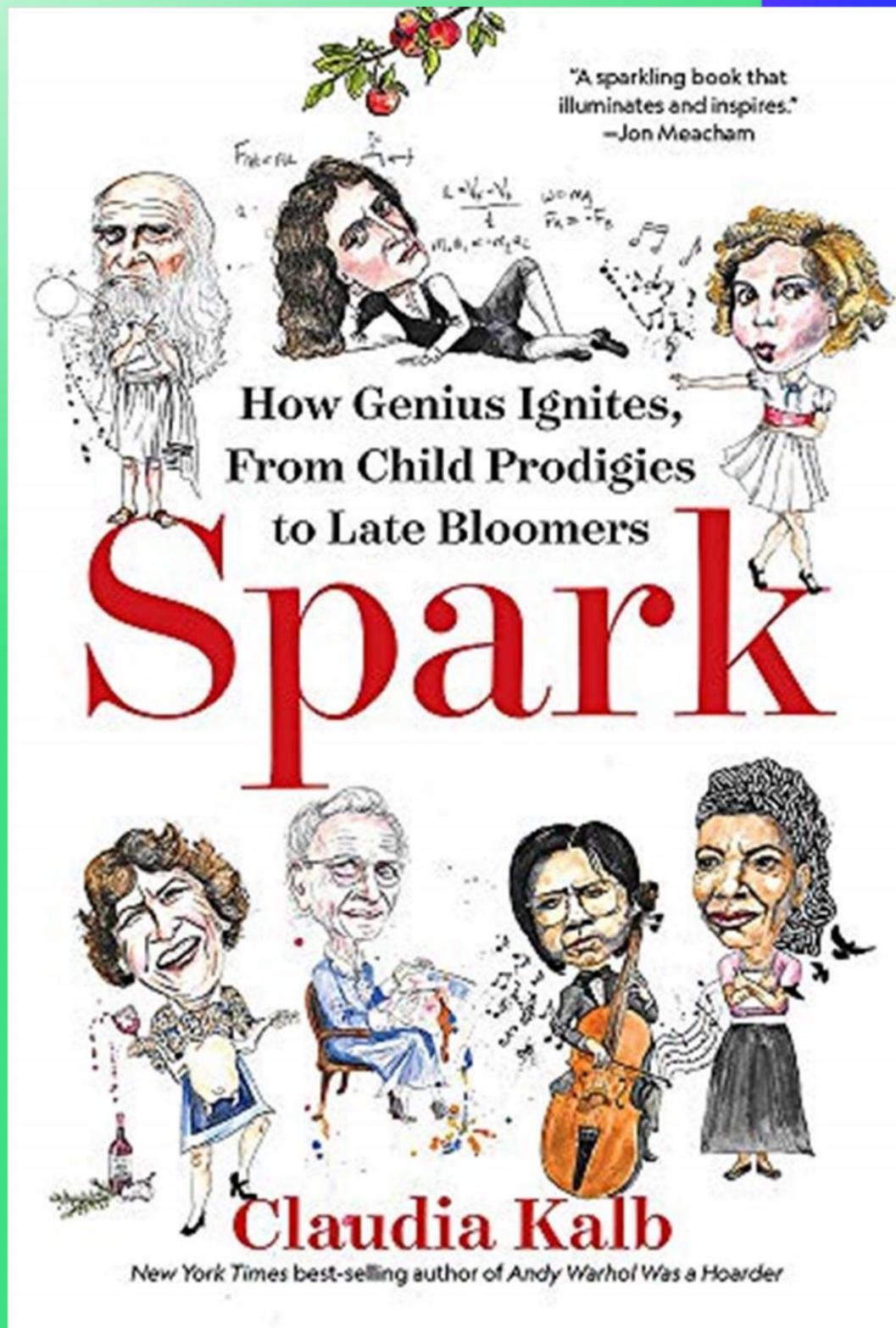
WHERE GOOD IDEAS COME FROM

THE NATURAL HISTORY OF INNOVATION

FROM THE BESTSELLING
AUTHOR OF *EVERYTHING
BAD IS GOOD FOR YOU*
AND *THE INVENTION
OF AIR*

“The trick to having good ideas is not to sit around in glorious isolation and try to think big thoughts. The trick is to get more parts on the table.

It’s not that the network itself is smart; it’s that the individuals get smarter because they’re connected to the network.”



*“The notion of lone genius mythologizes the journey to achievement and has been replaced by an understanding that **collaboration** is vital to the pursuit of new ideas.”*

Externalization

People / Networks

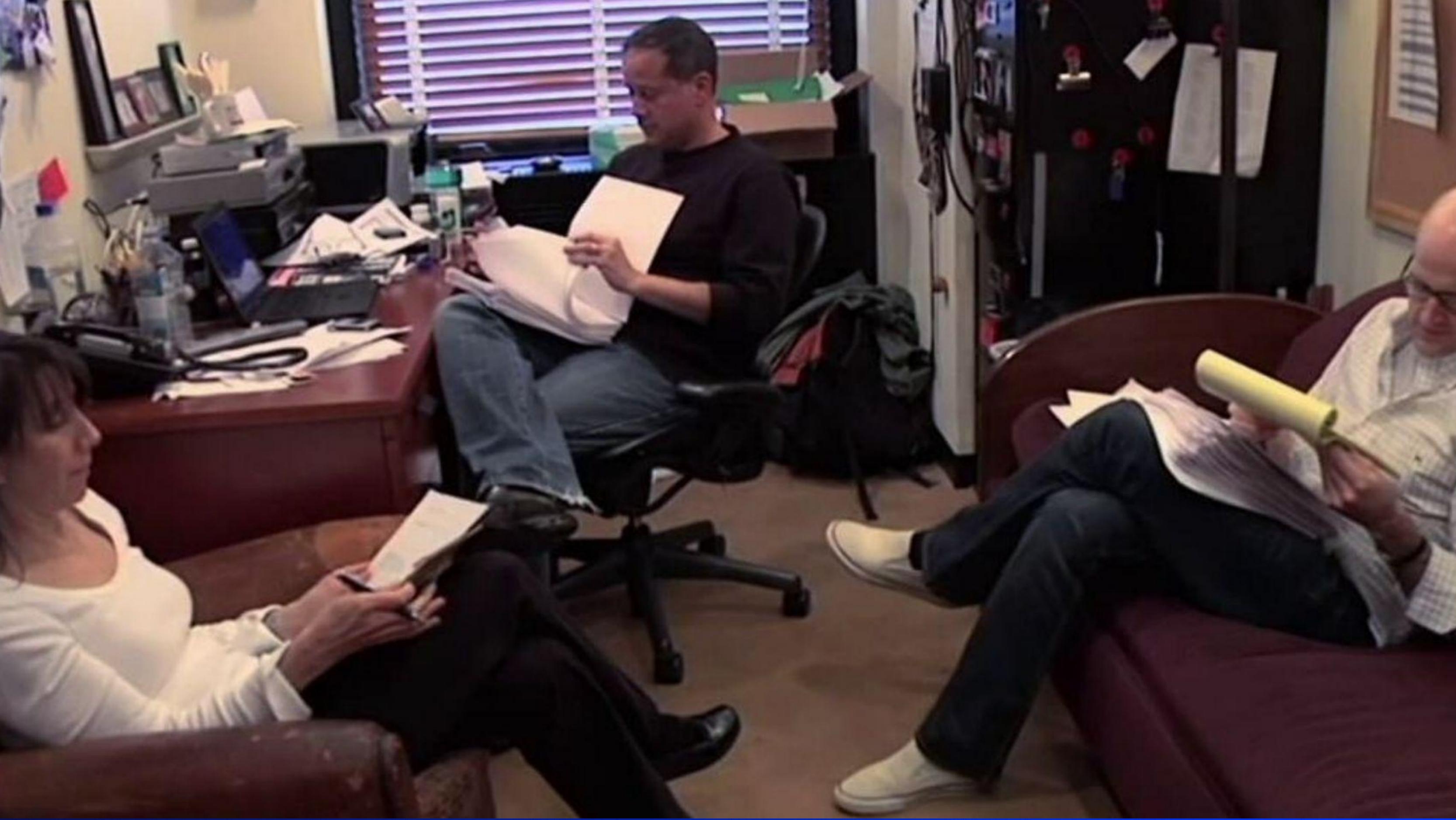


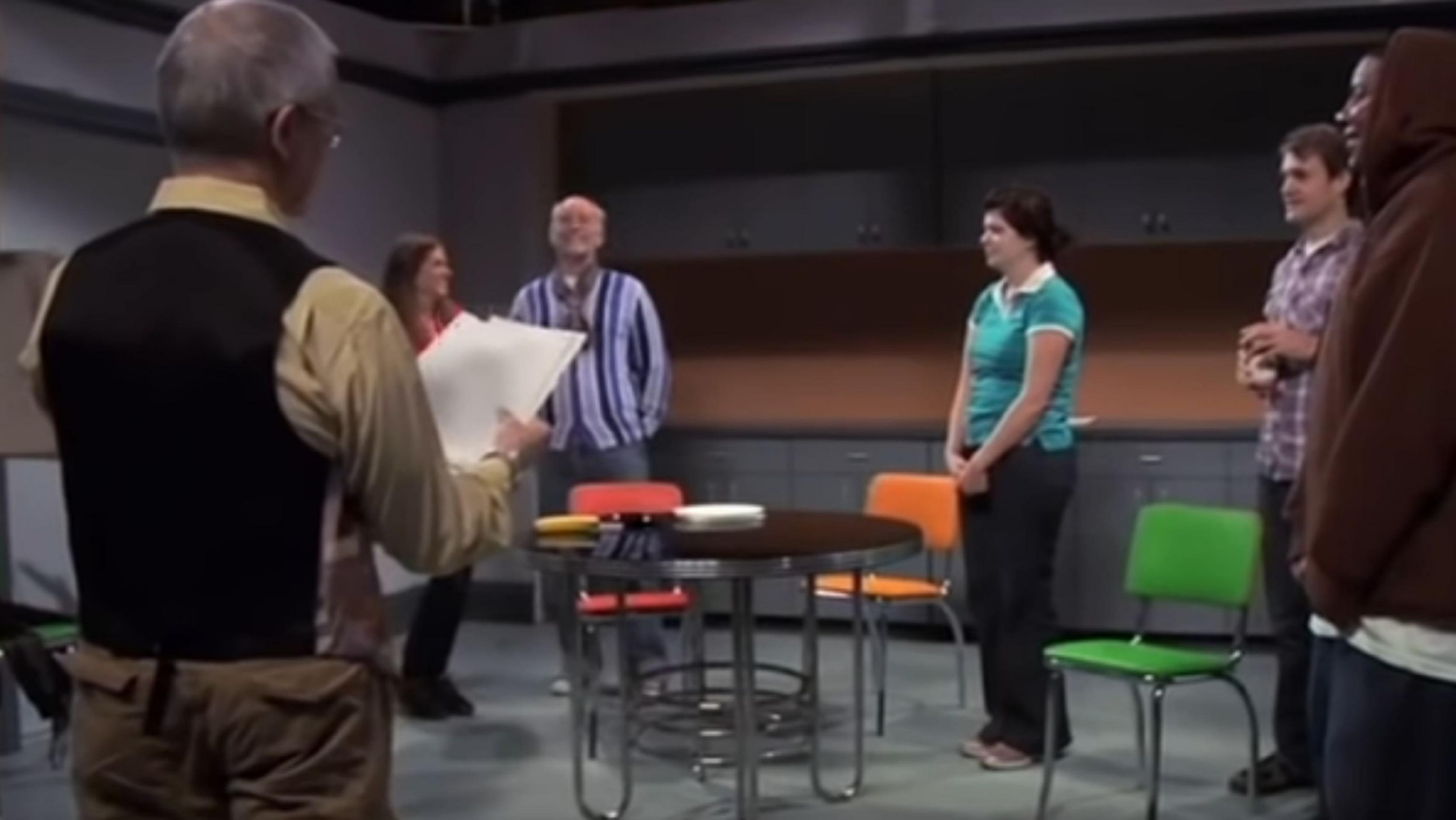
**SATURDAY
NIGHT
LIVE**











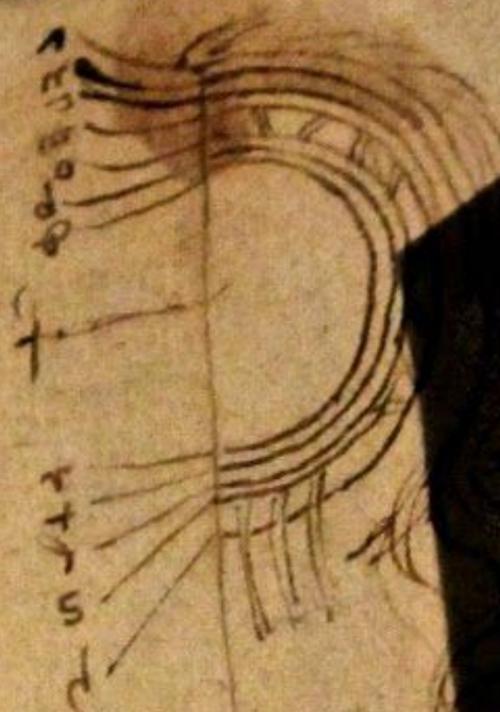
Externalization

Process



Handwritten text in a medieval script, likely Latin or a related language, written in dark ink on aged parchment. The text is arranged in several lines, with some words appearing to be in a different script or dialect. The parchment shows signs of wear and discoloration.

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Handwritten text in a medieval script, likely Latin or a related language, written in red ink on aged parchment. The text is arranged in several lines, with some words appearing to be in a different script or dialect. The parchment shows signs of wear and discoloration.



THE NEW YORK TIMES BESTSELLER

THINKING,
FAST AND SLOW



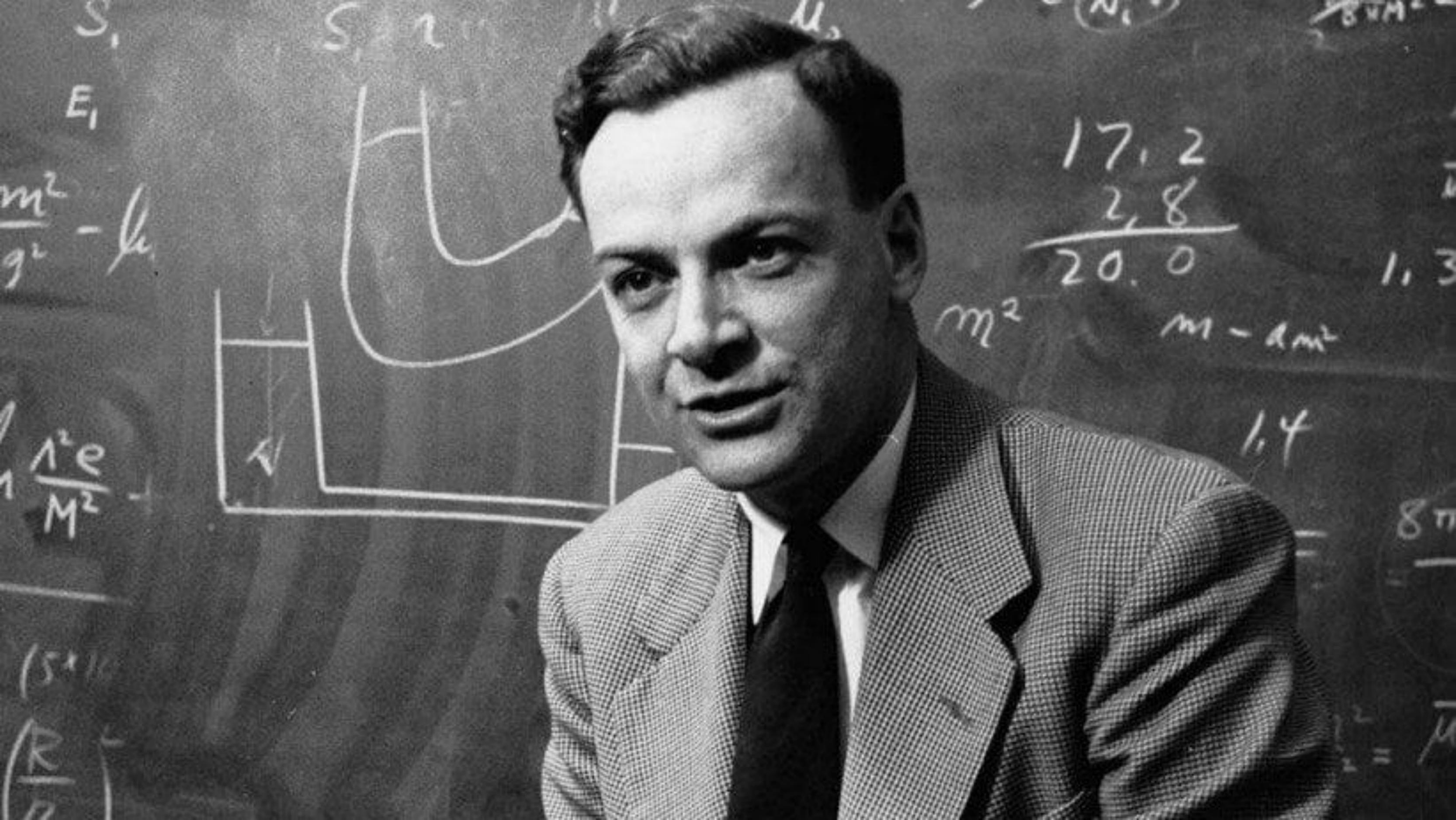
DANIEL
KAHNEMAN

WINNER OF THE NOBEL PRIZE IN ECONOMICS

"[A] masterpiece . . . This is one of the greatest and most engaging collections of insights into the human mind I have read." —WILLIAM EASTERLY, *Financial Times*

“Don’t worry if what you’re saying seems muddled, contradictory, or simplistic; that’s a crucial part of the process.”

We often need to **say things out loud** before we can begin to organize them into something more coherent.”









“...all I wanted to do is be the Bruce Lee of loose leaf

I abused ink, used it as a tool...”

– “The Monster,” Eminem

Externalization

Physical Artifacts



The Bluebird Cafe



GREEN HILLS
BARBER SHOP

Hours:
Tuesday 9am-6pm
Wednesday 9am-6pm
Thursday 9am-6pm
Friday 9am-6pm
Saturday 9am-4pm
Closed Sun & Mon

Call or Book Online
292-2222
GreenHillsBarberShop.com

PUBLIC NOTICE OF FILMING
AND CONSENT

NO SMOKING
OR VAPING
ALLOWED

FA

HANGE

BLUEBIRD
CAFE

SH
LOO
NASH
SO UNH
& HONE
NASH


PARKING



Standard Club is known for
PURE MONSTER SOUND
by HANSEN & SONS



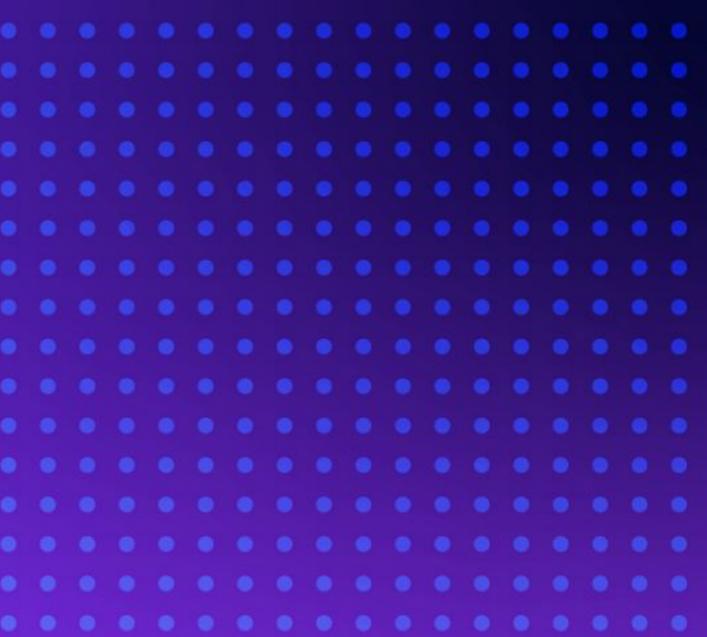
A woman with long, wavy blonde hair is performing on stage. She is wearing a black top and is playing an acoustic guitar while singing into a microphone. The background is dark with some faint, illegible text. The overall lighting is warm and focused on the performer.

this is my first time playing at the Bluebird

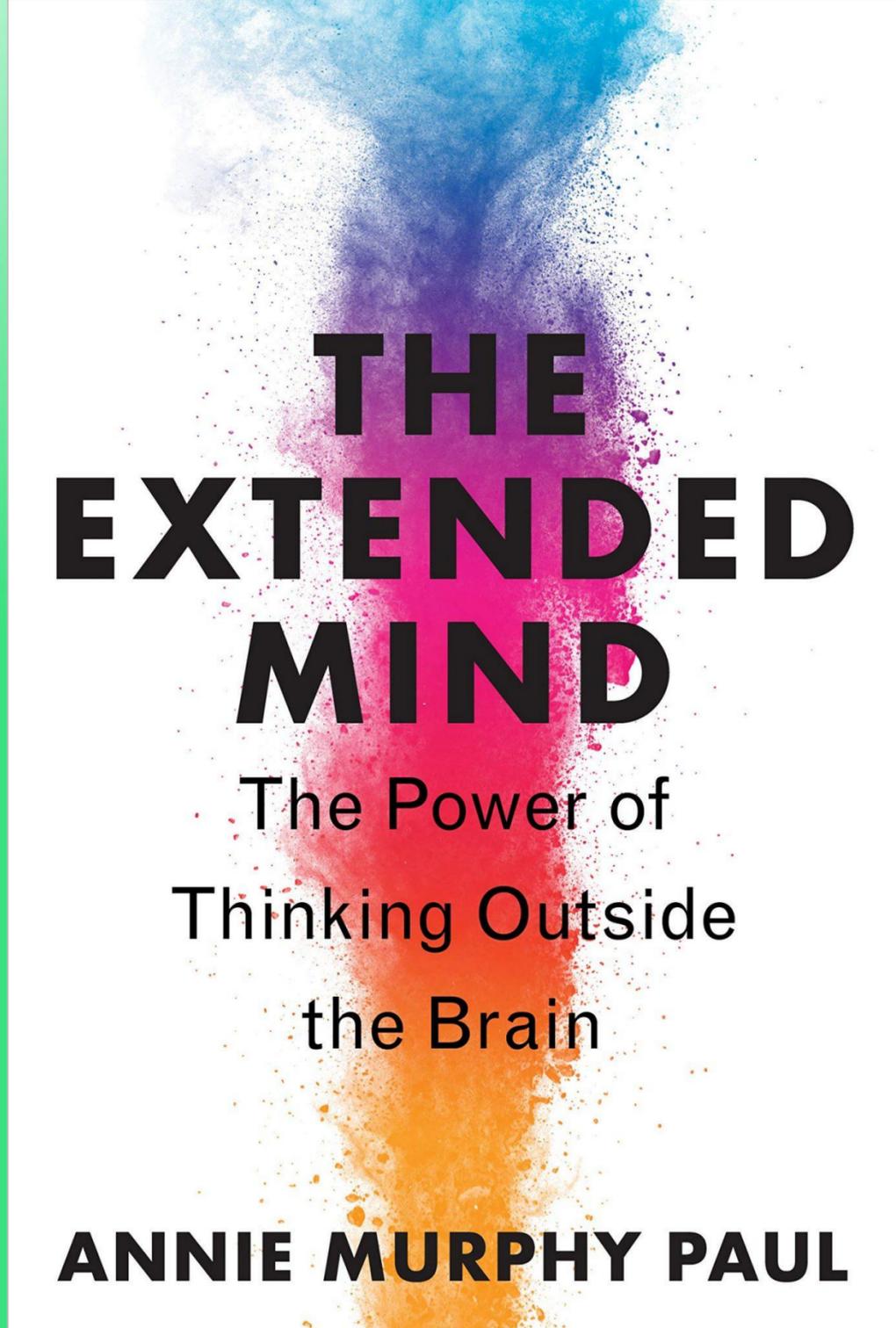
Externalization

Feedback





**It's natural and
necessary for humans
to externalize creativity.**



THE EXTENDED MIND

The Power of
Thinking Outside
the Brain

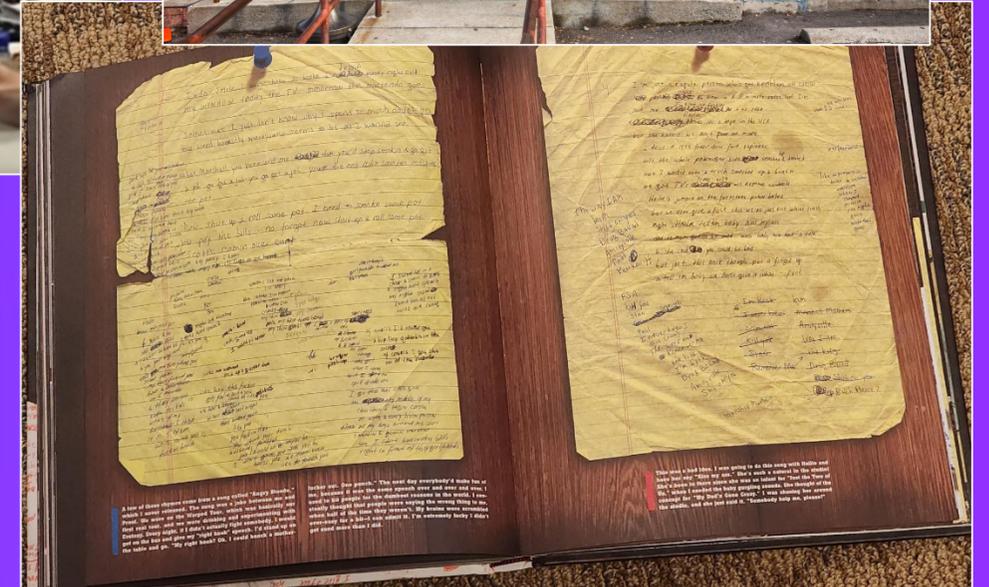
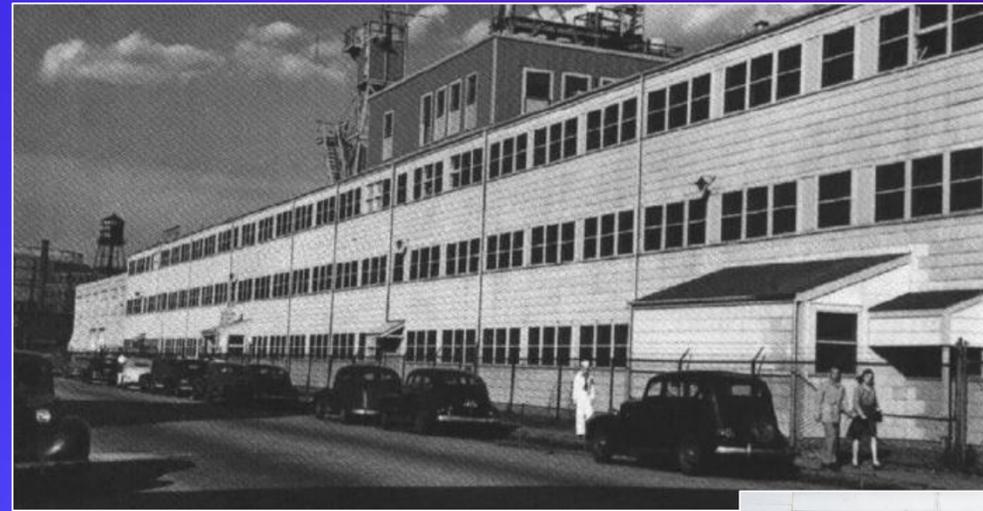
ANNIE MURPHY PAUL

- Thinking with Sensations
- Thinking with Movement
- Thinking with Gesture
- Thinking with Natural Spaces
- Thinking with Built Spaces
- Thinking with the Space of Ideas
- Thinking with Experts
- Thinking with Peers
- Thinking with Groups

**Humans aren't creative in
isolation.**

**Humans are creative in
systems and frameworks**

Place Artifacts Networks Process Feedback



 A BOOK APART

THE NECESSARY SECOND EDITION

NO
7

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DESIGN IS A JOB

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*“A magical creative is expected to succeed based on instinct, rolling the dice every time, rather than on a **methodical process** that can be repeated time and time again.”*

The Romantic Lie

***“Creativity is the ex
nihilo product of a
singular human mind”***

DEPT[®]

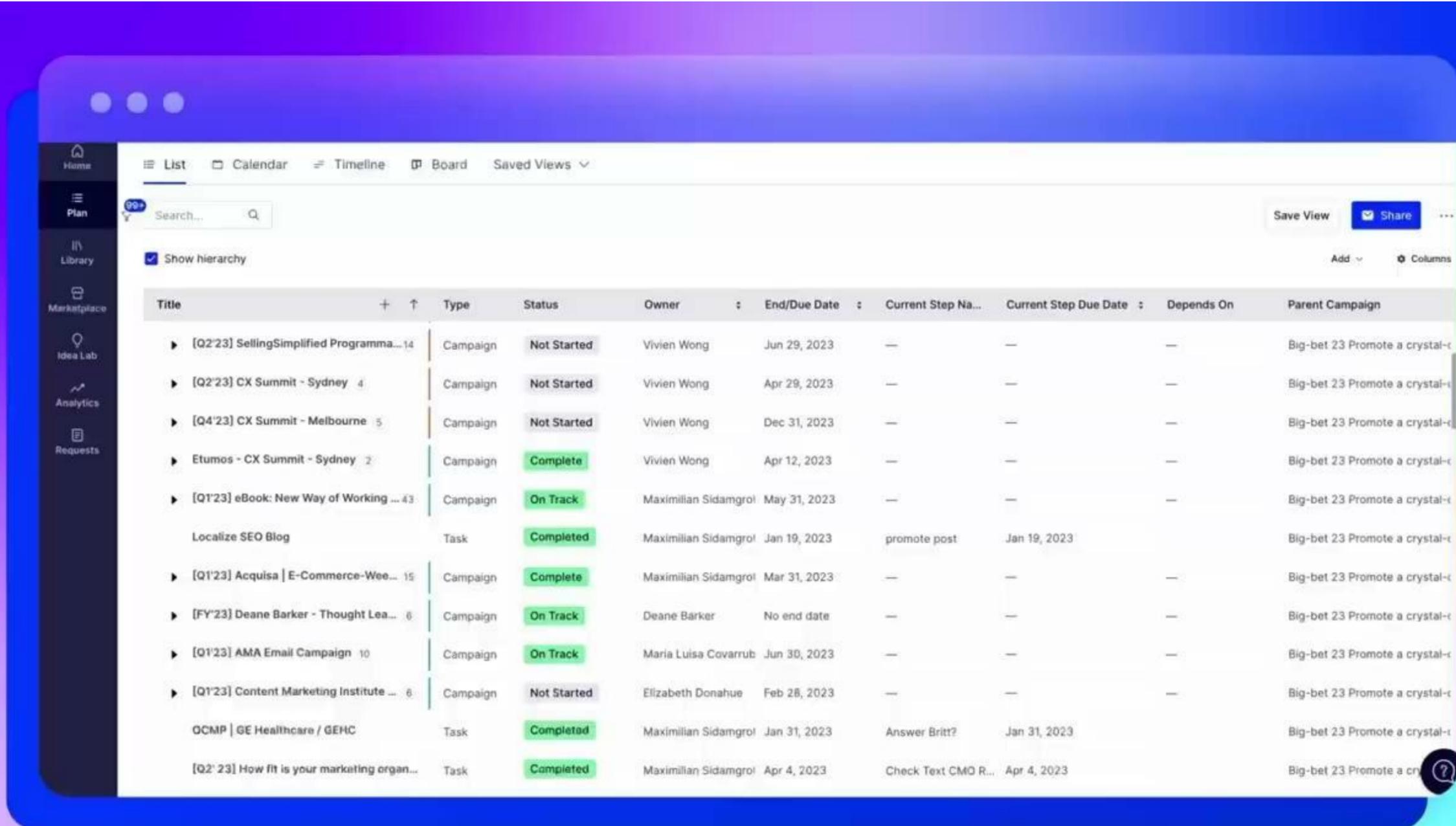
 **Optimizely**

01

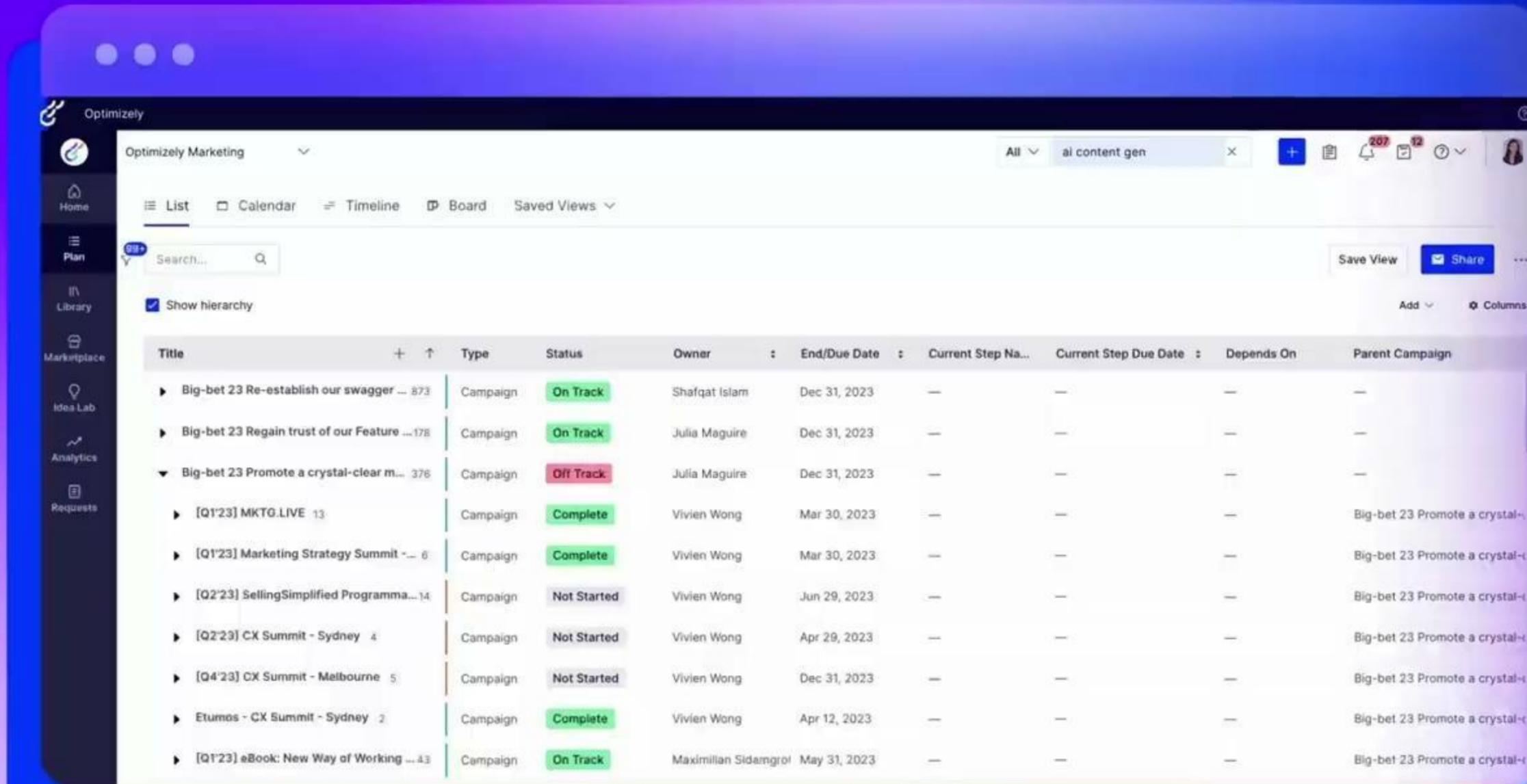
Plan

How can we manage an ever growing body of work that is needed more effectively?

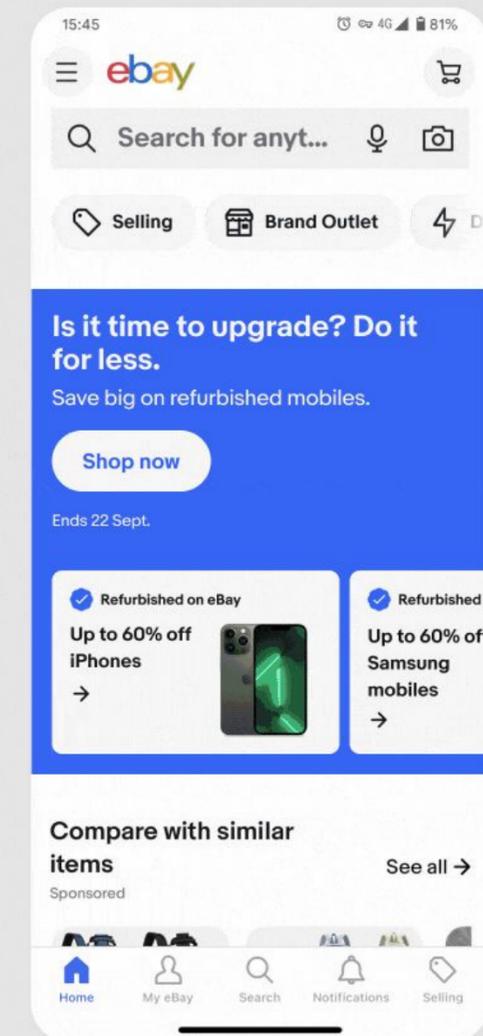
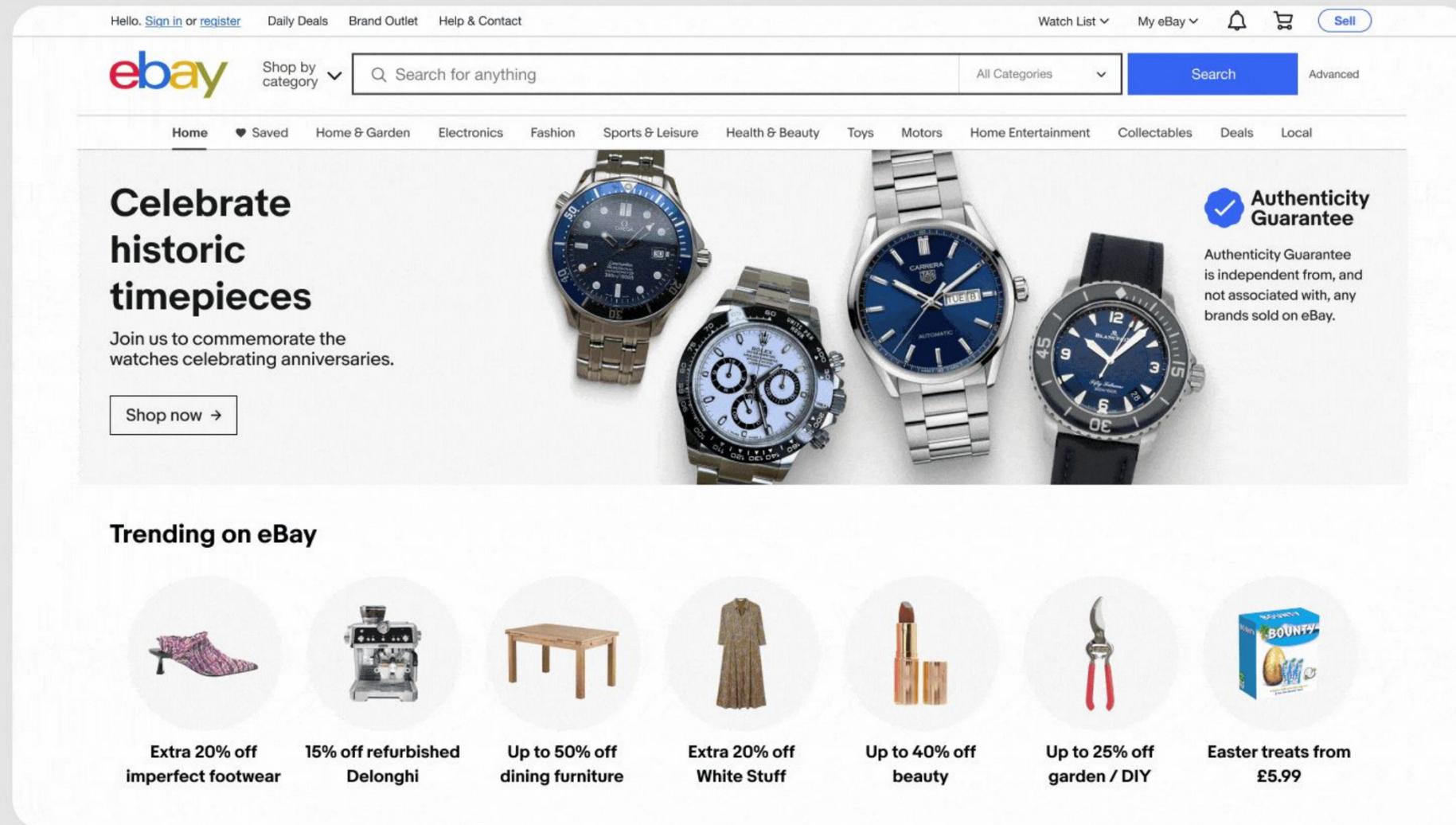
Having an overarching campaign view can save time and effort



Total visibility to focus on doing the work

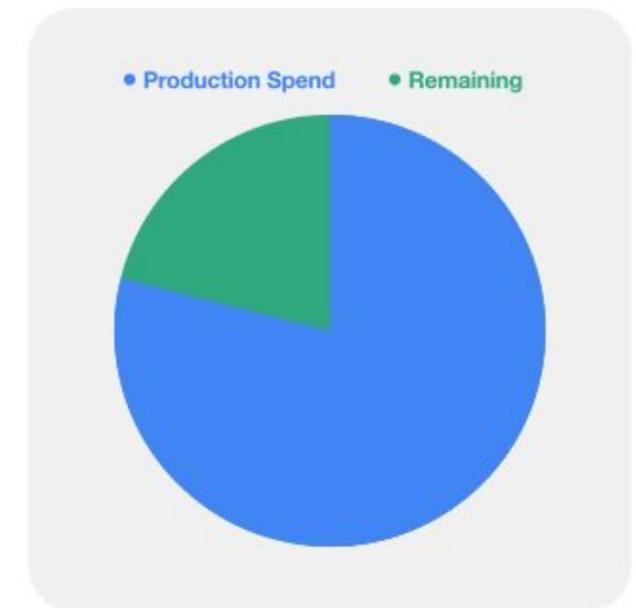


Reimagine project scoping saving time to focus on the work

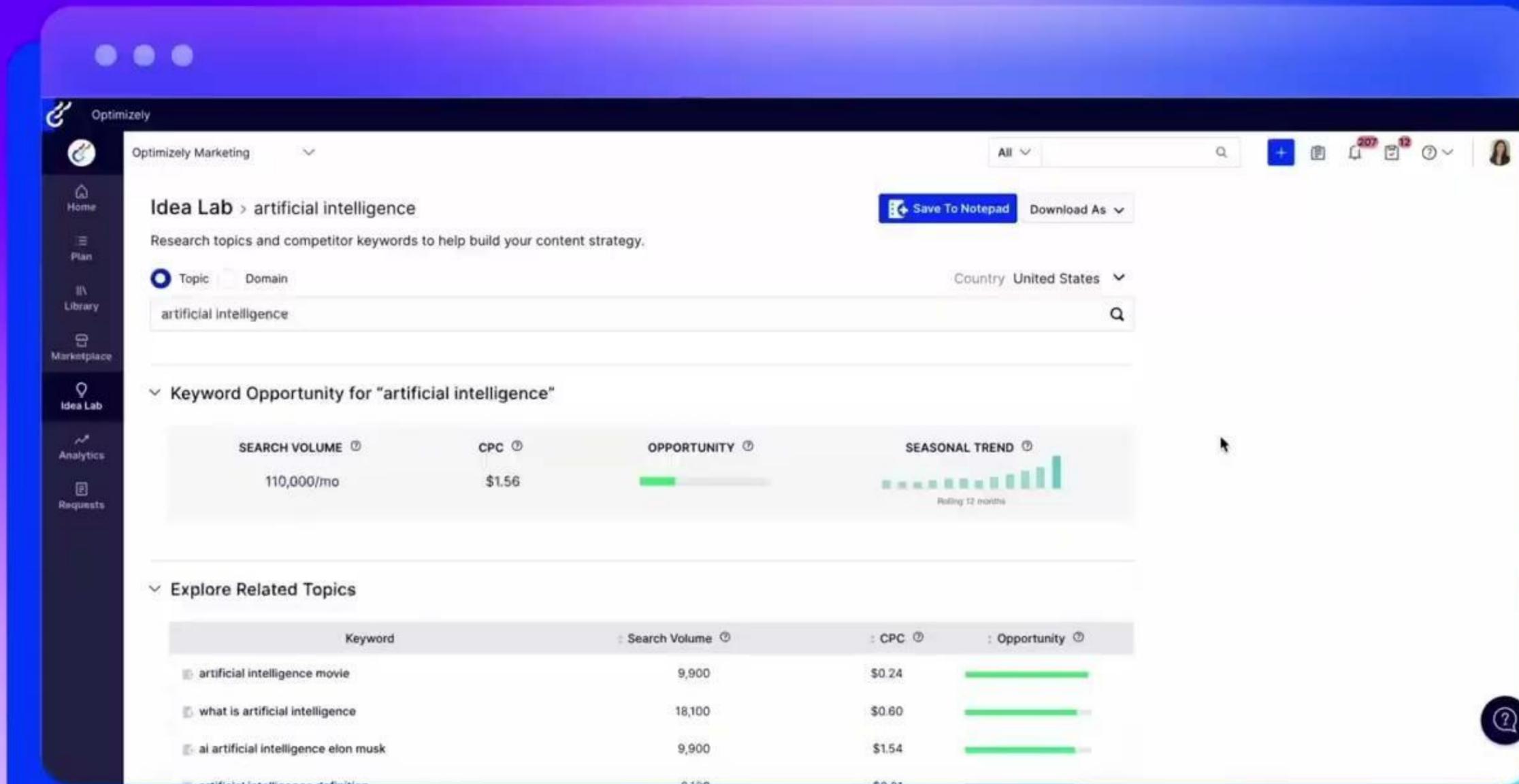


Reinvent how projects are tracked

<input type="checkbox"/> Campaign	Start Date	End Date	Status	Asset 01 25.00	Asset 02 50.00	Asset 03 100.00	Asset 04 150.00	Asset 05 250.00
<input type="checkbox"/> 01	28 Aug	3 Sep	• Complete	10				
<input type="checkbox"/> 02	15 Sep	15 Oct	• In progress		150			
<input type="checkbox"/> 03	29 Sep	29 Oct	• In progress		03			
<input type="checkbox"/> 04	12 Oct	16 Oct	• Assign status			01	09	01
<input type="checkbox"/> 05	20 Oct	20 Oct	• Assign status				40	



Data-driven insights help
spot opportunities to create high-impact content



01

Plan

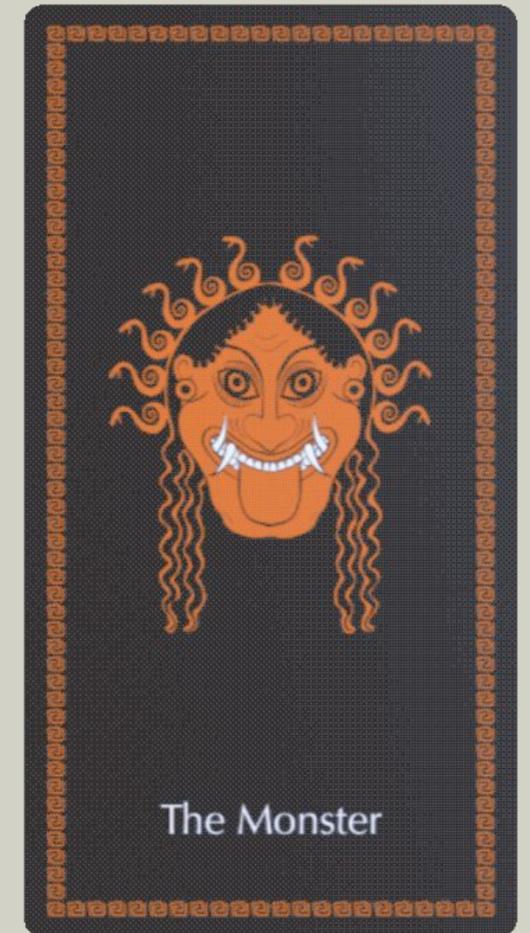
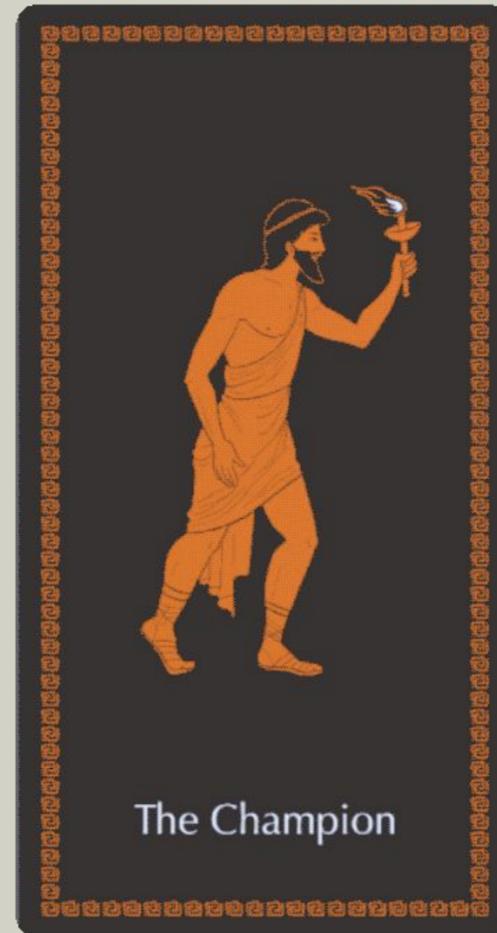
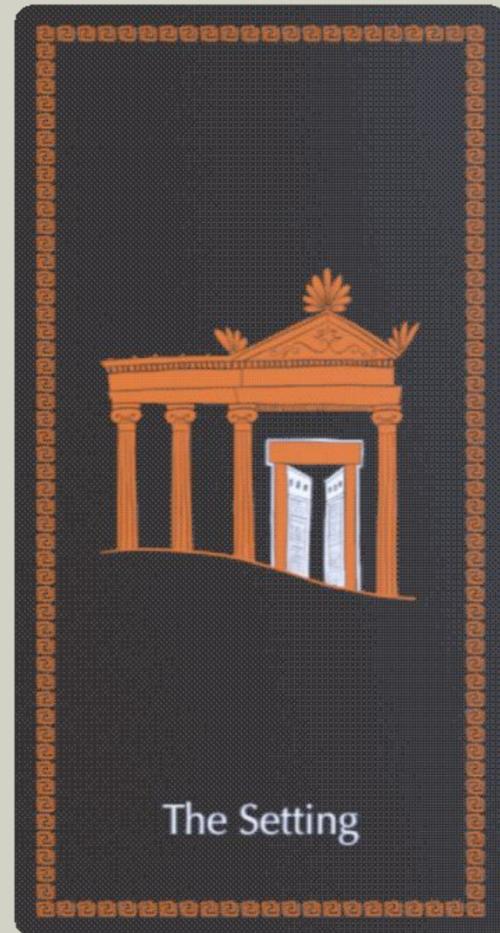
How can we manage an ever growing body of work that is needed more effectively?

02

Collaborate

How can we use tools and process to collaborate more seamlessly and remove barriers for creativity?

Best in class briefs inspire work that works



Best in class briefs inspire work that works

Aēsop.

The rules to good storytelling

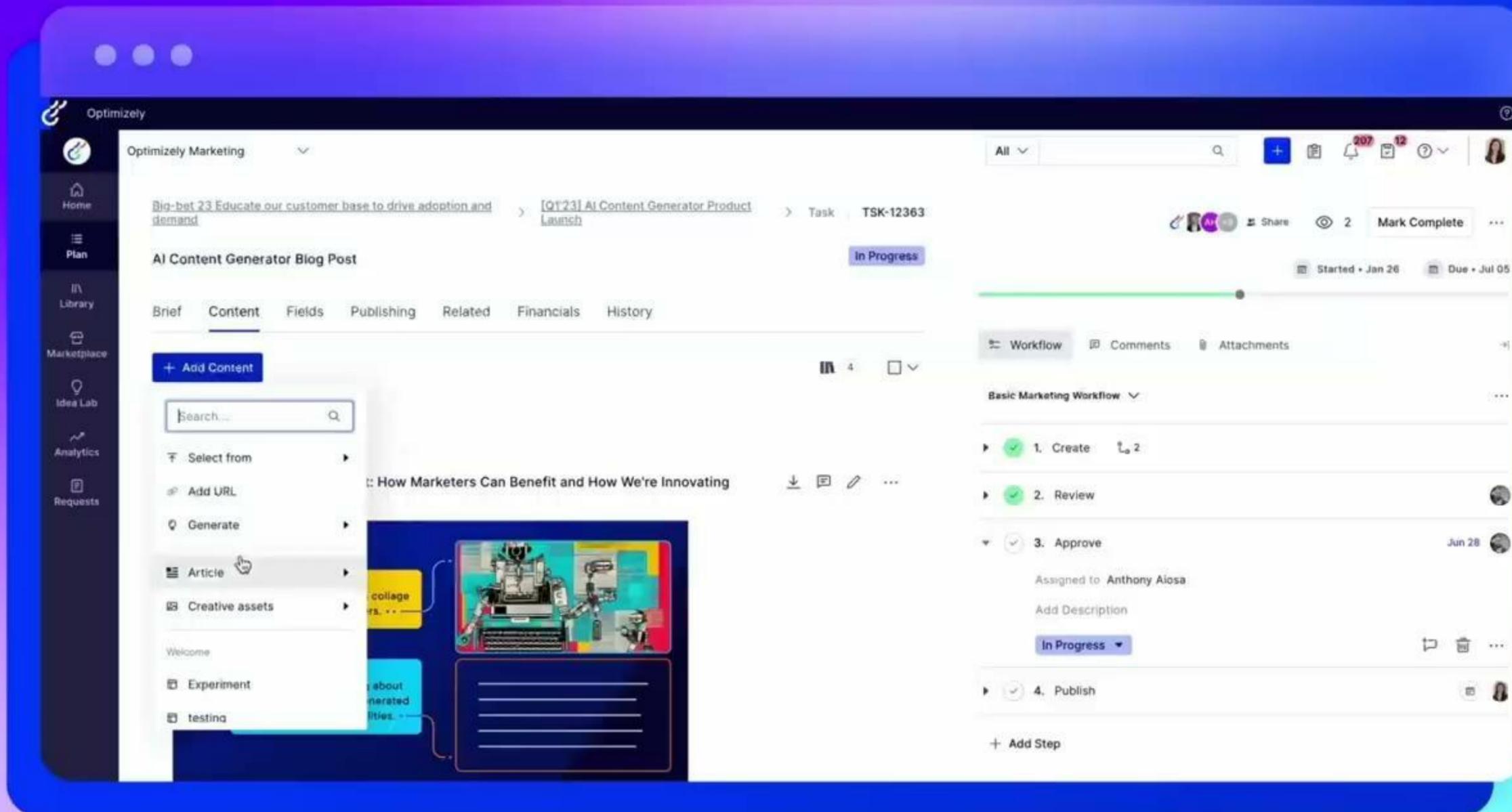
The storyboard includes 10 cards—each card represents a popular storytelling trope and corresponds to a section of the marketing brief.

On the flip side, each card includes several prompts that will help you uncover the essence of the story element;

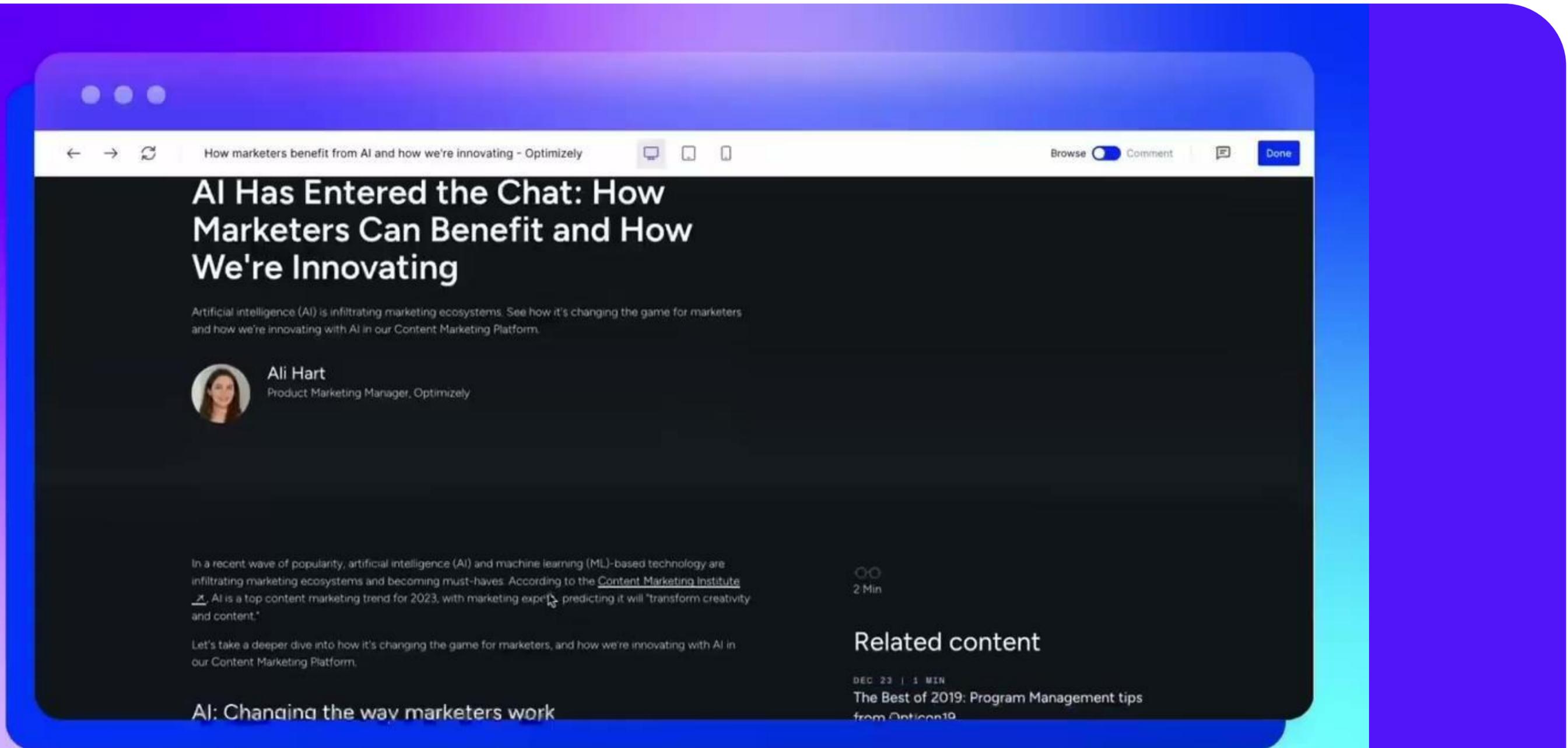
Rules

Cards 1 to 10 will remain on the board as the key

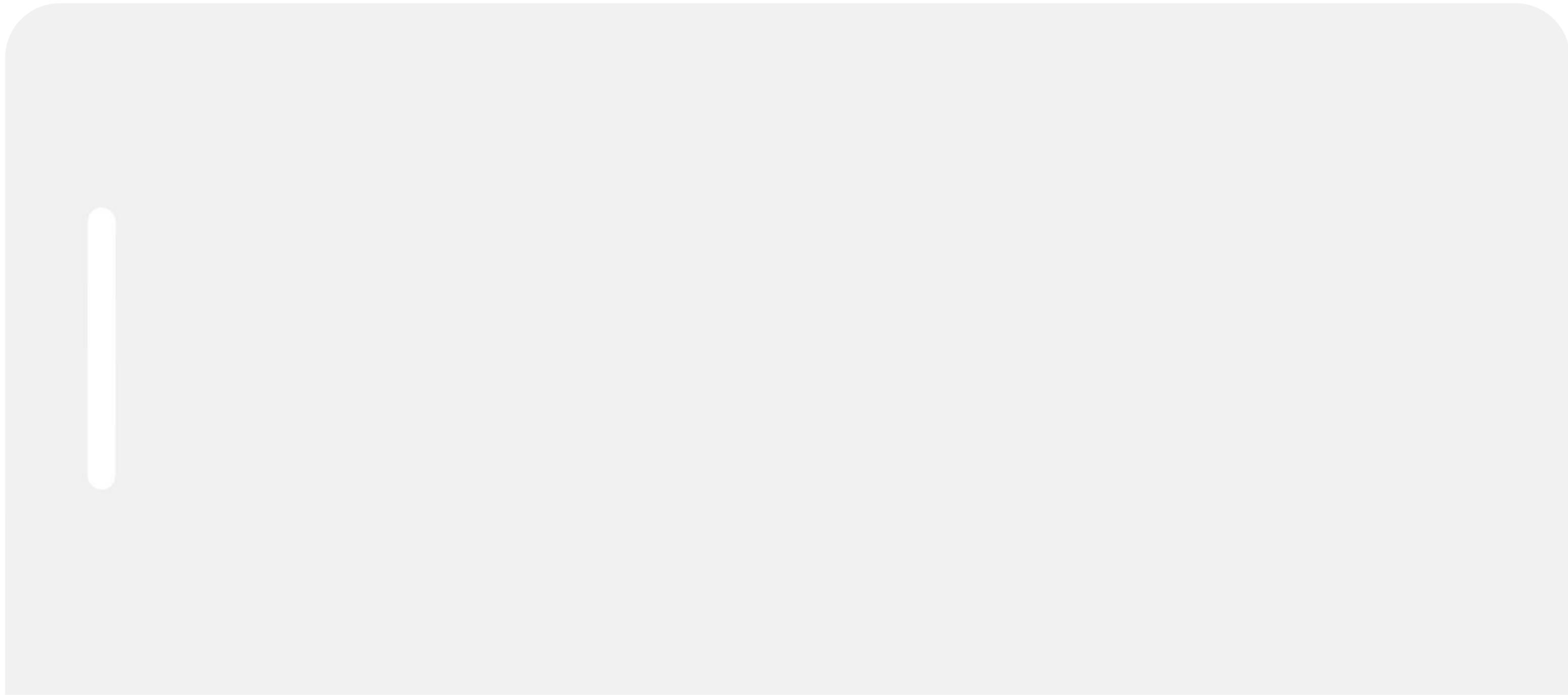
Enabling in situ feedback across multiple campaign stakeholders



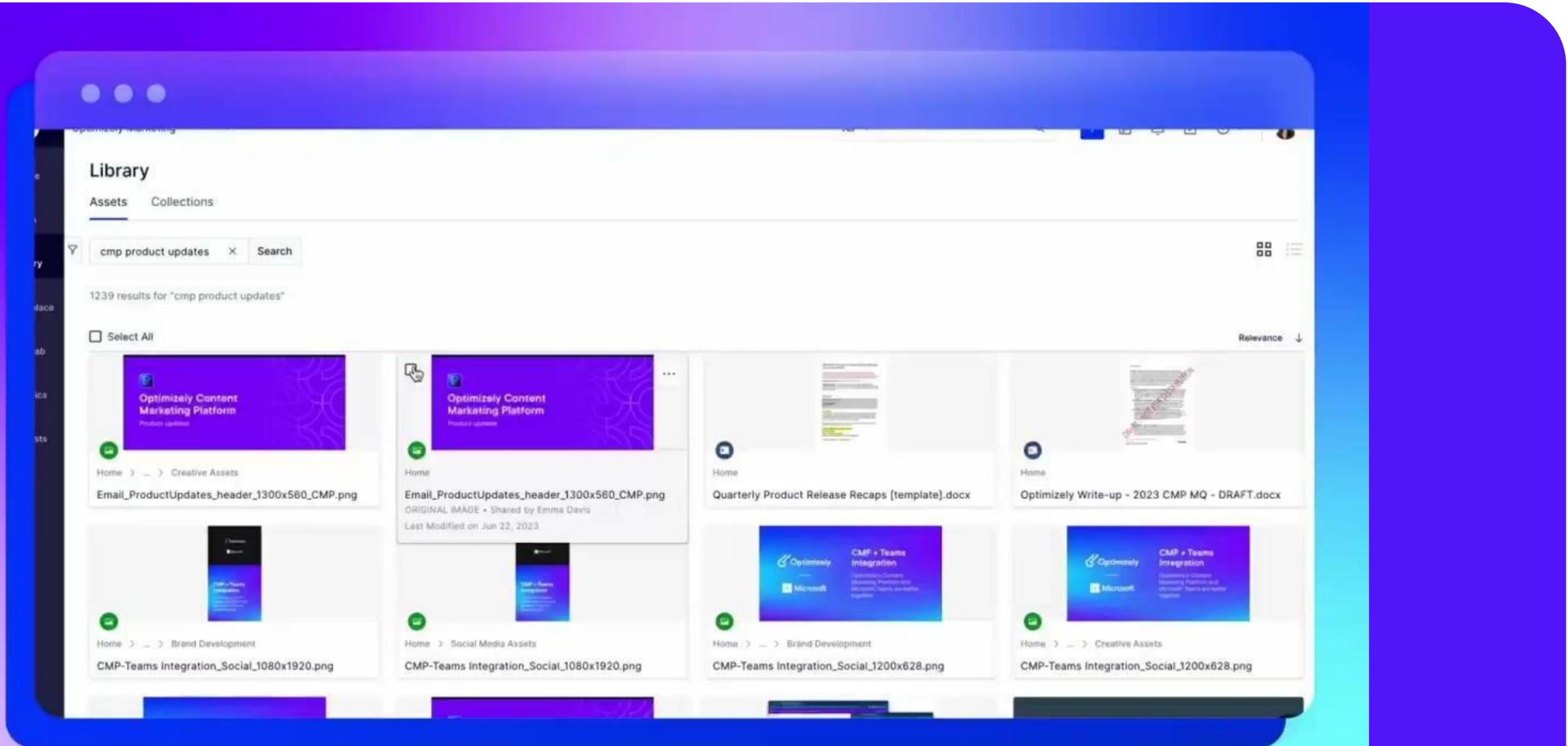
Collaborate with ease as if you were in the same room



Ensure messaging
is always on point



Centralization of content storage with AI enabled automation



01

Plan

How can we manage an ever growing body of work that is needed more effectively?

02

Collaborate

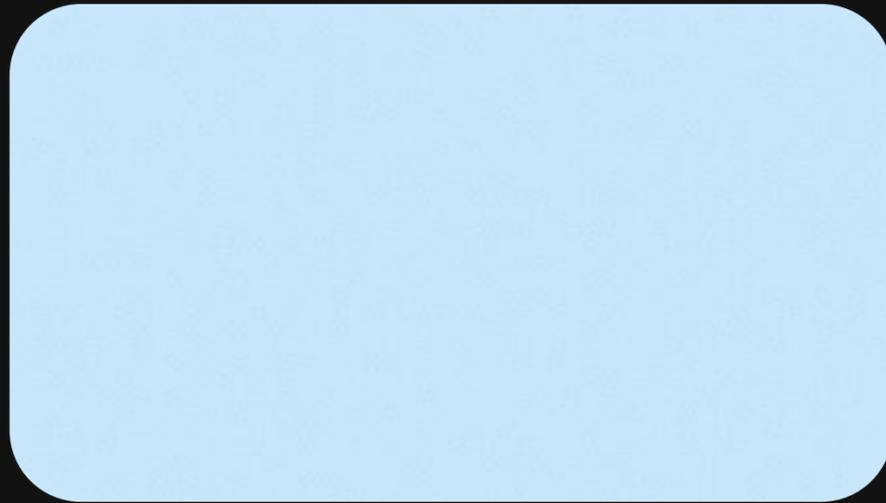
How can we use tools and process to collaborate more seamlessly and remove barriers for creativity?

03

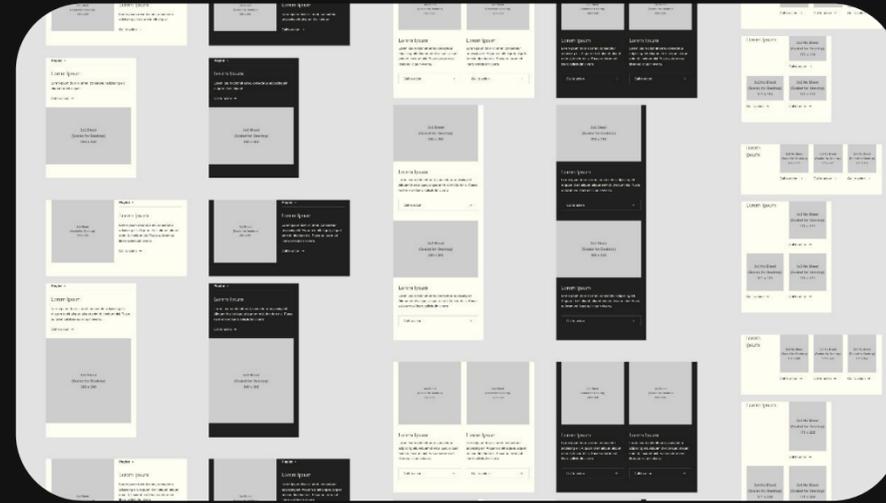
Execute

How can I execute more efficiently to get to market quicker?

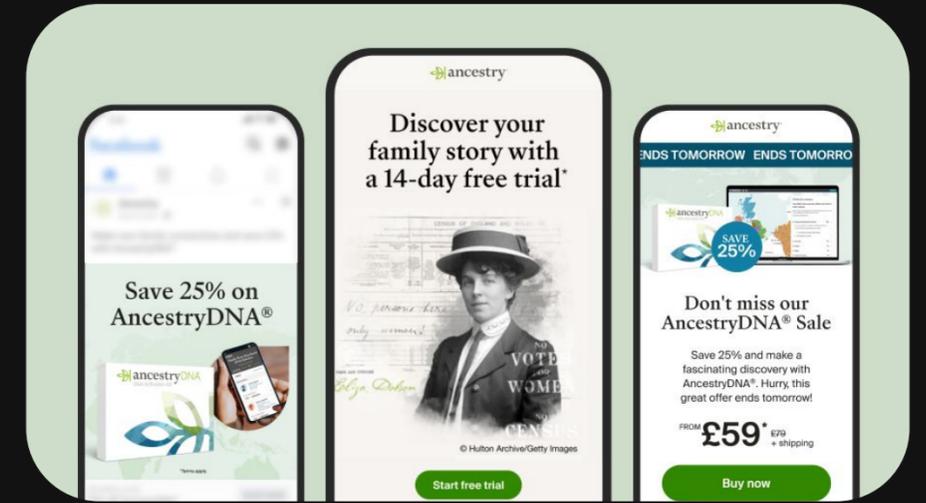
Standardized frameworks & toolkits to streamline workflow, reduce error rate



Creative frameworks



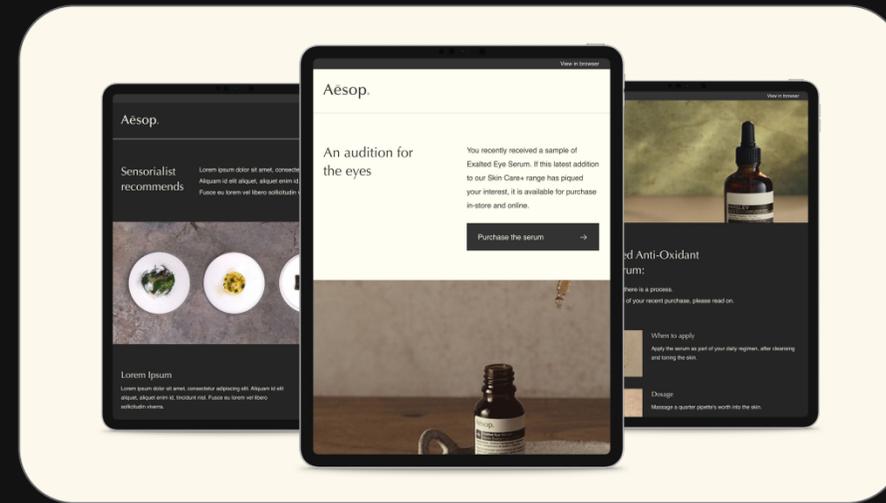
Bespoke module libraries



Channel templates



Campaign type templates

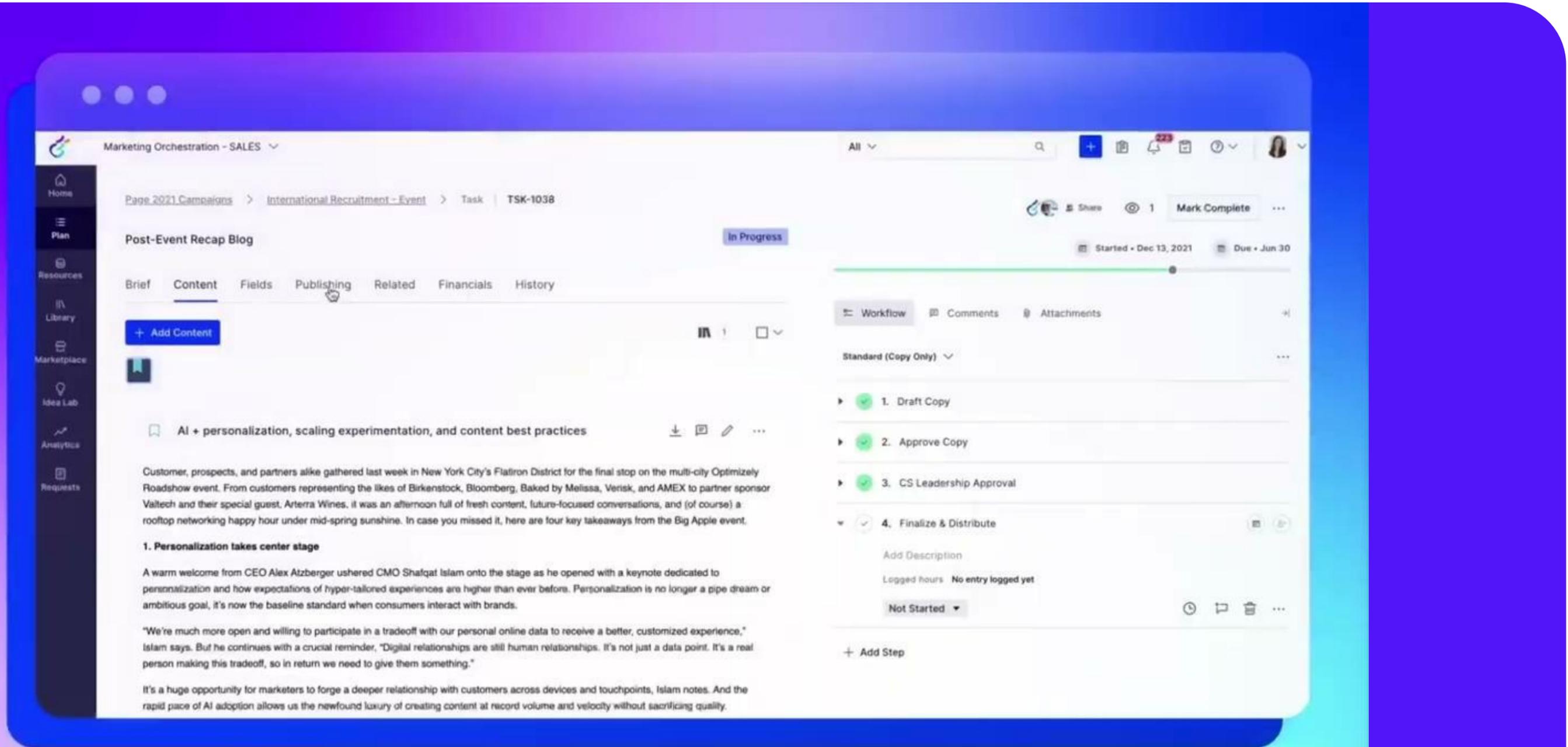


Toolkits



Automation templates

Publish seamlessly cross channel



Measure impact to learn, iterate and optimize

The screenshot displays the DEPT Analytics interface. On the left is a navigation sidebar with options like Home, Plan, Resources, Library, Marketplace, Idea Lab, Analytics (selected), and Requests. The main area is titled 'Analytics' and shows a summary for '900 Articles Viewed' with a '+20% over prev. period' trend. A table lists individual articles with their performance metrics.

Content	New vs Returning	Licensed & Original	Actions	ROI
Article				
900 Articles Viewed +20% over prev. period				
Article	Publish Date	Pageviews	Unique Visitors	Avg. Attention Time
1. Once a Running Joke, LinkedIn Is Suddenly a Hot Soci... Adweek - By Dan Tynan 1792 words	Sep 18, 2017	467,600 ~2%	1,845 ~6%	0:59 ~31%
2. Content Marketing to Gen Z NewsCred Blog - By Dawn Papandrea 1486 words	Sep 28, 2017	362,400	1,316	3:18
3. 50 Best Content Marketing Brands of 2017 Fast Company - By Heather Eng 11565 words	Jan 24, 2017	6,913	5,455	4:24
4. ROI Measurement Framework (FREE TEMPLATE) Bloomberg - By Liam Moroney 84 words	Sep 19, 2017	2,568	1,332	0:22
5. How to Document Content Marketing ROI CIO - By Liam Moroney 2546 words	Sep 19, 2017	2,481	1,235	1:24
6. Fashion Content Marketing 2017 - Top Trends and Le... NewsCred Blog - By Dawn Papandrea 2274 words	Dec 8, 2016	2,289	1,694	2:28
7. Why Marketers Need to Think About Killing Marketing AdAge - By Lisa Kalscheur 297 words	Sep 22, 2017	2,109	1,568	2:30

On the right side of the dashboard, there are two vertical bar charts. The top chart is labeled 'Execute' and shows a 57% value. The bottom chart is labeled 'Measure' and shows a 47% value. A large, semi-transparent 'Execute' watermark is overlaid on the right side of the dashboard.

Harness automation for increased **scale, speed & efficiency**



Content is king.
But getting it right isn't easy.



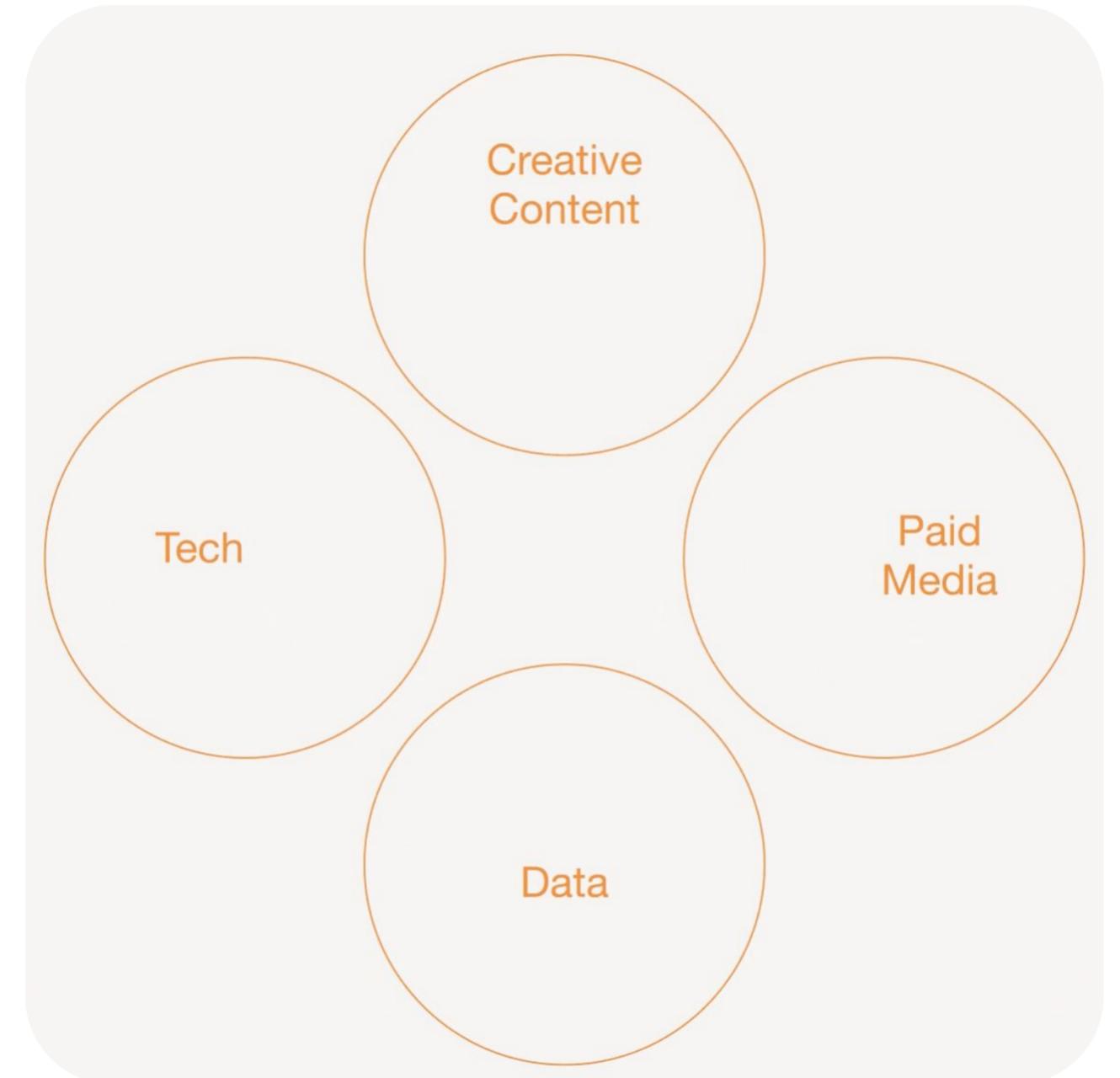
It was fundamental to find a solution
to accommodate each markets needs

Requirements;

- 17 markets
- Different demographics
- Different restaurants
- Different familiarity levels

Challenges;

- Repetition
- Lack of customisation
- Being stuck in manual
- Not testing enough

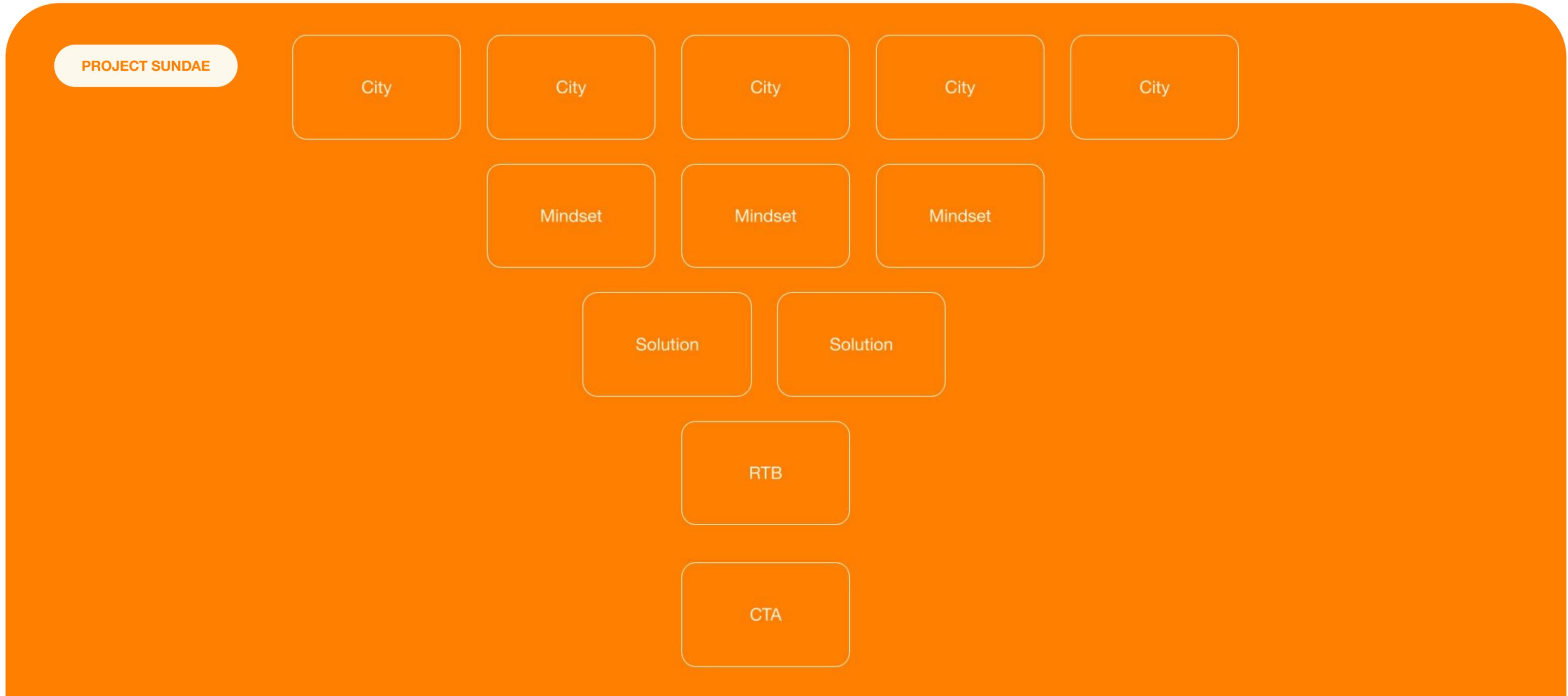


This is how it works

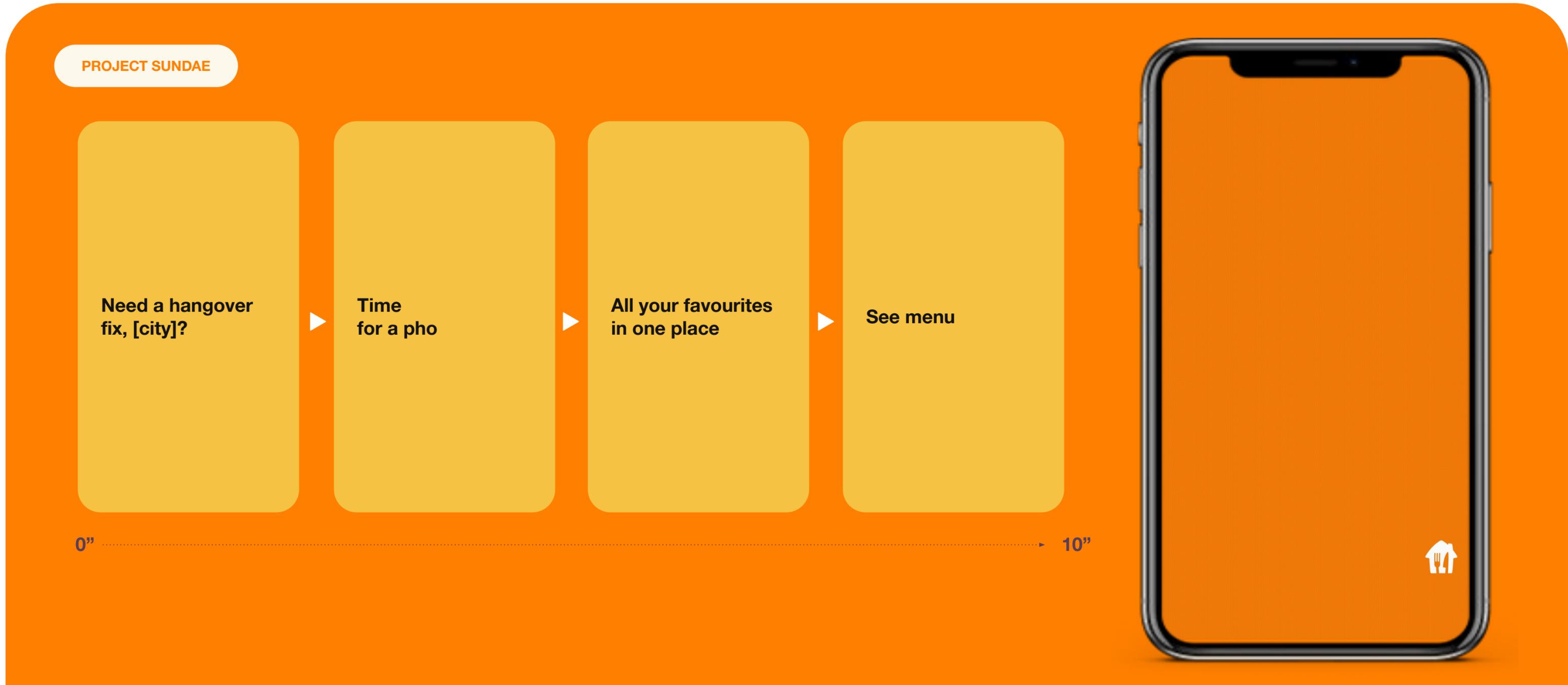
PROJECT SUNDAE



A city-based campaign example utilizing data points to heighten relevance



How the component parts fit together for creative executions that resonate



Quick intro to Lightspeed (part of ADA)

PROJECT SUNDAE

(filled in) **Template**

Language	Food	Copy 1	Copy 2	...
IE-en	Acai Bowl	The easy way to go vegan	Pick your Vegan favourites	...
NL-nl	Acai Bowl	Vegan eten? Makkie	Ontdek je nieuwe plantaardige favoriet	...
AT-de	Chinese Noodles	Veganuary leicht gemacht	Verlieb dich in ein Veggie-Gericht von	...
PL-pl	Chinese Noodles	Veganuary - to proste	Znajdź swojego wegańskiego faworyta	...
IT-it	Falafel Burger	Un mese da vegano. Facile, no?	Scopri il tuo piatto vegano preferito	...
RO-ro	Falafel Burger	Vegan pentru o lună. Ușor, nu?	Alege-ți noua mâncare vegetariană preferată	...
DK-dk	Tofu Poke Bowl	Mindre kød? Intet problem	Udforsk nye, kødfrie livretter	...
IE-en	Tofu Poke Bowl	The easy way to go vegan	Pick your Vegan favourites	...



Data feed

Every row in the feed = 1 asset

Every column in the feed = a characteristic or an element of an asset

We can make a lot of these assets.
In minutes, not days.

PROJECT SUNDAE

The results speak **for themselves**

It's a quarter
of the cost

Compared to manual
asset production

Minutes
over months

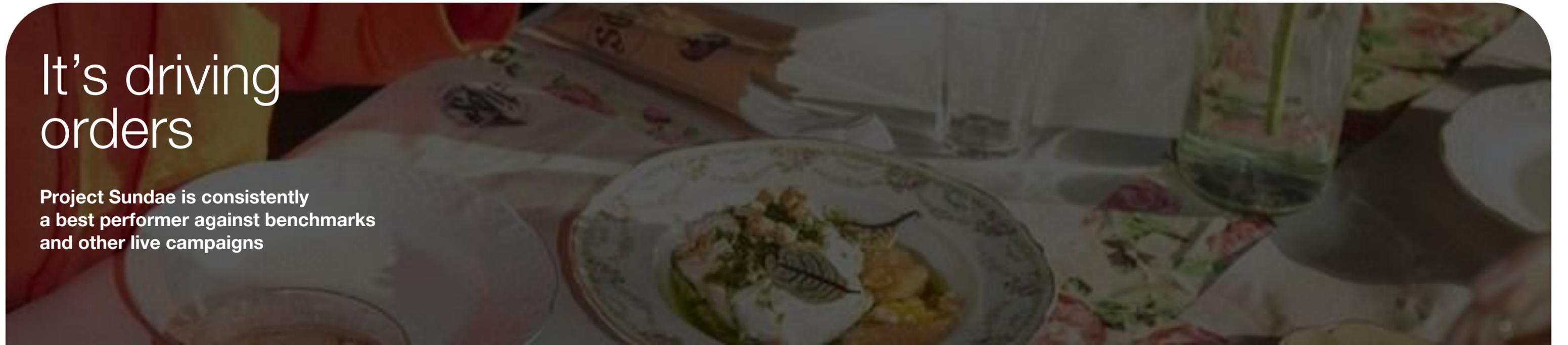
Allowing us to move quickly
and automate production at scale

Unparalleled
scale

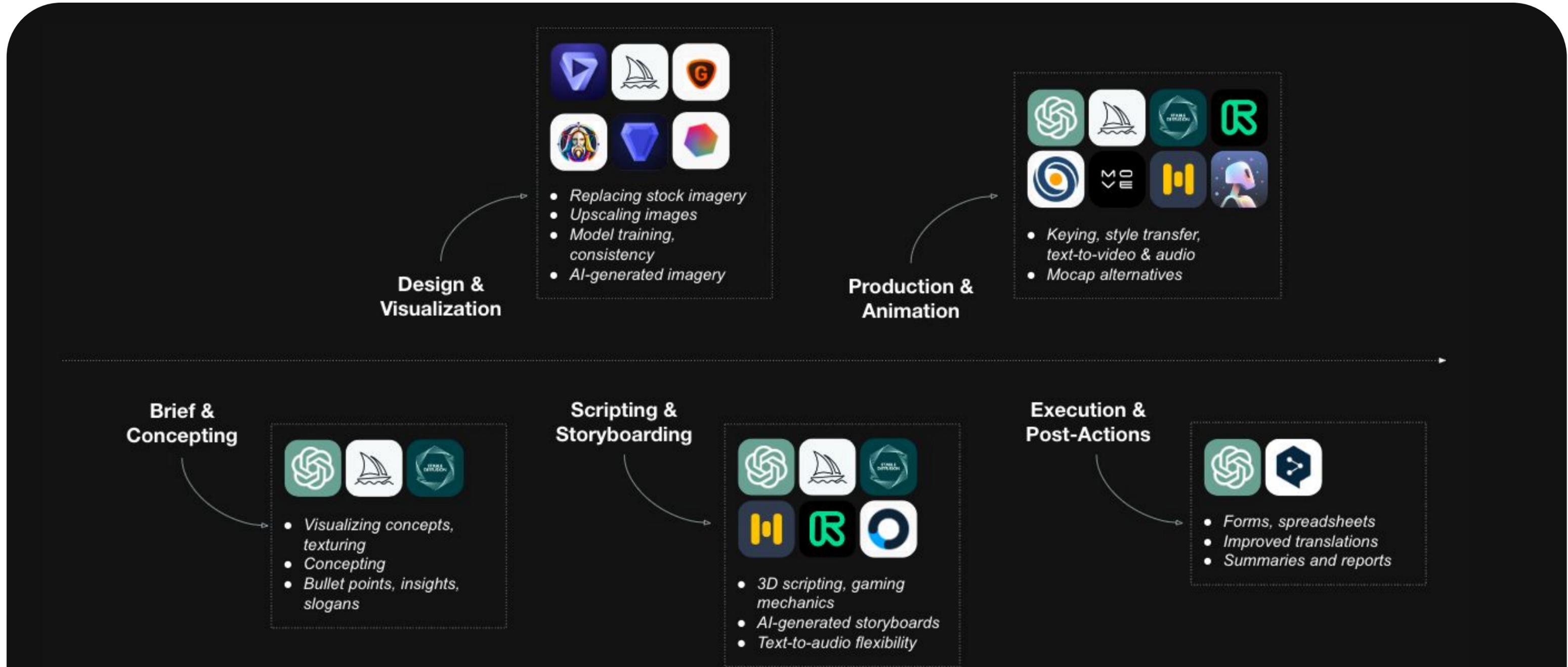
Tens of thousands of assets,
34 cities,
19 markets

It's driving
orders

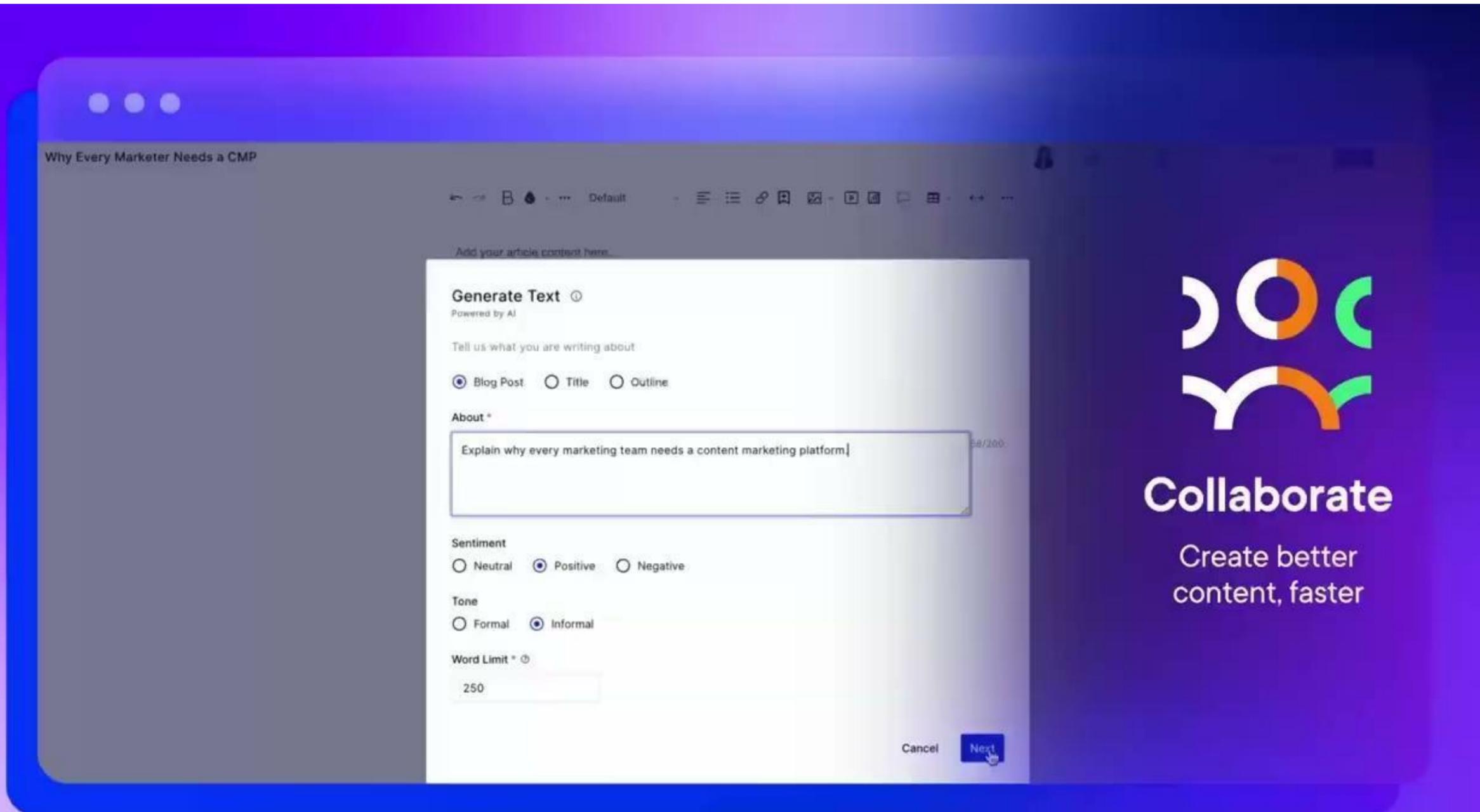
Project Sundae is consistently
a best performer against benchmarks
and other live campaigns



We're using AI tools to disrupt the creative process



Generative AI to produce and optimize content



Why Every Marketer Needs a CMP

Add your article content here.

Generate Text Powered by AI

Tell us what you are writing about

Blog Post Title Outline

About *

Explain why every marketing team needs a content marketing platform

Sentiment

Neutral Positive Negative

Tone

Formal Informal

Word Limit * ⊕

250

Cancel **Next**



Collaborate

Create better
content, faster

AI driving QA efficiency





DEPT®