

McKinsey Implementation enabled our client to launch a digital marketing transformation to market a restaurant delivery app

Client context

- Changing market dynamics created **business growth uncertainty**, especially with significant **new market entrants**
- Current marketing capabilities **relied almost completely on traditional channels** such as print, in-store, and out-of-store signage
- **Lack of effective digital marketing** capabilities was limiting their ability to compete

Client name: X
Team set-up: X
Fees Structure: X

Approach

- Industry experience to **co-create solutions tailored to clients' environment** and capture buy-in
- Individualized **coaching supporting key change agents** across the organization
- **Empathy and experience required** to support complete functional retooling of individuals amidst **competing internal incentives**
- Ability to **guide leaders in evolving the company culture** through trust-based relationship
- **Capability building focus from modeling behavior** through client-led execution of Agile digital marketing best practices
- Team of **MI practitioners** able to **effectively role model** desired huddle behaviors
- **Piloted and stood up** (module 9) a full Agile digital marketing war room with new marketing organization structure including 10 new roles
- **Upskilled capabilities** (module 6) through intensive coaching and **defined competencies required to support** (module 3) the new Agile war room
- **Modernized marketing** through Agile marketing tenants and a new customer segmentation
- **Scaled and launched the new Agile marketing operating model** and **introduced KPIs** to track campaign performance with clear revenue goals (module 7)

What was unique: X

Impact

- Expected sales impact in 2019 is \$25MM+ from 5 digital marketing channels
- Fully staffed Agile War Room with dedicated employees from multiple functions
- **Agile team self-sufficiently running Agile ceremonies** and developing digital marketing tests that drive sales and discover learnings about customer segments
- **90% shorter email campaign time-to-launch**
- **Sustainable process defined** to support additional channels (e.g., SEM, Social)
- Early buy-in on all dimensions is critical with **the right people in the right roles**
- **Coaching and support** will define success and sustainability
- **Leveraging proven frameworks** and workshops **increases speed to impact**
- **Communicating key principles** and best practices repeatedly and through various mediums is **crucial to changing behavior**