

Yeah. No worries. Just give Charlene a minute to join.

INTROS

Karan Rao

00:01:32

Hi, Charlene. Hi. How are you? Good. How are you doing?

Charlene LAimable

00:01:37

Yeah. Not too bad. Thank you. Hey, Charlene. Hello.

AGENDA

Karan Rao

00:01:43

Okay. Cool. So should we get started, Charlene? Sure. Okay. Cool. So we've met. We we had that call earlier where we kind of walked you through an overview of our platform. I wanted to introduce Avinash as well from my team. So Avinash primarily looks at solutioning, setting up the instance, and all of that. So I thought it'll be good for him to join today's conversation, which is primarily I I don't know if Julie mentioned to you, but she she said, you know, we'll we'll manage the evaluation across a few different tracks. So with the technical team, I'm trying to prove out the the the technical evaluation with you. It was more around, you had requested an instance where you could get access, you could make some changes, edit, etcetera. Right? So that was the intent of today's conversation, just to understand a little more about your requirements, your workflow, and then kind of, you know, help you with the setup so that we can we can conduct the evaluation. Is that okay?

Charlene LAimable

00:02:43

Yeah. That sounds great. Thanks so much for putting this time in.

Karan Rao

00:02:46

Yeah. No. For sure, and I suggest sure.

Charlene LAimable

00:02:50

Sorry. Sorry. What did you say? I missed that. I was gonna say it was a quick turnaround. So thank you so much for put popping this time in for us. Yeah. No. For sure. And.

Karan Rao

00:02:59

I I think Julie mentioned you weren't well as as well maybe the last week. So I hope you're doing better now.

Charlene LAimable

00:03:05

Oh, yes. I am. Thank you. Yeah. Feeling much better.

AGENDA

Karan Rao

00:03:09

Okay. Cool. So, Charlene, the way I wanted to structure today's conversation was in in two parts. One, is just get a sense from you in terms of, you know as you think about this evaluation about this project that inside of sphere we want to enable self service creation. Potentially, for your team, we want to kind of help speed up, you know, creation of assets, etcetera. So the first part, I wanted to just understand your goals specifically to from the perspective of the design team and and you know, how it's structured, and then I want to understand a little more about your current state so that the instance that we set up closely aligns with that. So those were the two parts of discussions that I wanted to have and then obviously answer any questions for you.

Karan Rao

00:03:57

Once I have this information, I'll go back with can set up the instance, and then do a subsequent call where we, you know, give you a little bit of a training, have your, you know, system set up, and then answer any questions you might have. Is that okay?

Charlene LAimable

00:04:11

Yeah. Absolutely. That's fine.

Karan Rao

00:04:14

Okay. So maybe we start, Charlene, a little bit about I wanted to understand how your team is structured. So I mean, clearly, I understand you're on the design side, but across like, if you think about Julie's team and then there are a few developers and then there's you. So I just wanted to understand how this entire system works at your end.

COMPANY / PEOPLE OVERVIEW

Charlene LAimable

00:04:37

Yeah. Absolutely. So with our teams, we've got two teams at the moment. So we've got a UK based team, a design team, and we have a supporting external third party team that work in the WNS who work in India a UK based team. We're a team of 5 designers, and we service all of the digital media and sometimes we also do. The in store physical media as well, but our our main serviceable design output is digital media. So that's all of the on site, banners that you've seen, and we've gone through on tesco.com, and also we do off site as well now each one of those and digital screens in store and each one of those have for on site and off site.

Charlene LAimable

00:05:27

They have two serviceable routes. One, of them is managed service and one of them is self serve now throughout this year. I know you've probably heard from Julie. We're trying to increase the amount of self serve clients that we bring on board with dunhumby and over time increase that volumes those volumes within within the next year. So the reason why that we need to explore this route with you guys is to hopefully find an a solution for us to make, banners on tesco.com for either clients to make them or for internal users to make them faster than what we can currently. So that's where we need support. It's for mainly for our self serve clients.

Karan Rao

00:06:15

So you mentioned two things. You mentioned that one, is the self serve piece, and did you also mention internal teams if they had to do it faster? That's also the use case you want to look at.

DEMO

Charlene LAimable

00:06:26

Yes. It would be really great. I mean, karan one of the demos that you a part of the demos that you showed us was really interesting about the brand safety function. I believe it's called that was really To me because I didn't realize that that would be an option or something to explore so at the moment, but currently the way that we work in a team is that the banners are physically made. So we use the Adobe suite for that and then it goes on to a team for it to be QA and that's a physical thing that a human would need to do in order to look over the banners to check that everything's okay. So it's a very manual human interaction that it needs to go down and if we.

Charlene LAimable

00:07:09

I was thinking that we could potentially go down two routes. There's one, route where we could use this tool to help us with QA. So that's checking the quality of the banners and that they suit the brand safety, and then also the actual brand banner builds as well. So we could potentially use it for 22 things here or a mix of the two at the same time. Got it.

Karan Rao

00:07:37

Do you you know, because you've brought this up, Charlene, can we spend a few minutes on the brand guidelines themselves? Like, do you have, you know, a a guideline PDF or something that maybe you wanna spend 5 minutes on to say these are the kind of guidelines we have? This is what we check for. Anything that you'd like to share with us?

Charlene LAimable

00:07:55

Yeah. I can just give you the kinds of high level overview guidelines that we kind of go by. The banners are not the banners that we're in the majority of the banners that we have on site are non iab size, so they're native to the tesco.com so they have to be a specific size so where we have a self so if I'm going to focus down on self serve the challenge that we have at the moment is brands who've never worked with Tesco before or brands that have never worked with to before are not familiar with the dimensions of these native banners. So one, of the things that we have to do as a you know as a team as a human team, we have to physically check the size of these banners.

Charlene LAimable

00:08:36

So if we could have a system to check that, that would be ideal. So that's one thing, the dimensions of the banner. So, obviously, I'm talking about self serve only. We also do things like checking the content positioning, and I know, have this is something that we've spoken about during the demos. The position of the product, how it is set, the position of the price, and the position of the CTA roundel which. CTA arrow are Tesco elements. They're non movable, so they can't move position, and they can't change colors like. I'm sure you've seen the Tesco club up price. It's a set brand color by Tesco, so it has to be the same every time some of the challenges we have is that brands will create creative and the those colors, which are core colors will not be the correct blue will not be the correct yellow. So those are the kind of things we're visually looking out for, and then we also steer down the route of web accessibility so checking that everything makes. Accessibility for people who are visually impaired color blindness. Anything that would create any kinds of.

Charlene LAimable

00:09:52

Would stop the viewer from reading the banner easily font that is too small, so we have a pixel size, which is on site. It's 10 pixel minimum for font. We ensure that everything is run past the color contrast checker as well for color contrast to make

sure that all the colors have enough contrast in order for shoppers to visually see things.

Karan Rao

00:10:16

How do you do this, it The color contrast, all of these checks, are they done manually today?

Charlene LAimable

00:10:23

Some of them are. Yes. So our designers do it during the process of their designing, and then so they so we have a a few points of checking these things. It's upon the designer to actually look at the brand guidelines that are sent in from brands and question anything that looks as if it could not meet the color contrast or the accessibility. They then go down the route to make decisions on the design and being able to rationalize that as well. For example, if the brand colors are XYZ and they want to change it to ABC, they have to say why they need to do that and it could be we can't use these brand colors in this instance because people with visual impairment won't be able to read this on site.

Charlene LAimable

00:11:07

So that's the kind of thing we're doing at the moment is we check the brand guidelines when they come in the designer checks them and then lays out the design if it doesn't really work, then it is a manual check that we're doing and we also use web aim as well. So that's a website we've we've pump in the hex colors and just check those to to double check that the contrast works. So, yes, it is a very manual thing. But whether or not your platform could do that extent, I'm unsure of. So I would love to hear more about that.

Karan Rao

00:11:42

Yeah. So, you know, we'll we'll we'll see what Docu the can help with, cannot help with, and we'll be very clear about that. So so that we we can definitely provide. But a lot of things that you mentioned, which is size, position, accessibility, pixel size, even color contrast, a lot of these things we'll be able to cover. Maybe not in the

pilot, but at least we what what my plan is that in the evaluation phase, based on the rules that we have, we kind of set up a couple of them so that you, you know, you get comfort because, typically, that's the way we do it. We set up a couple of rules, give you comfort, and then let's say you wanna move forward.

Karan Rao

00:12:21

We actually are contractually obligated to build the other set of rules. So we will not sign up for something we know we can't do. Right? So we'll consult with our product team and say, okay. This is the requirement. This is how we think we'll implement it, and then we'll validate it with you.

Charlene LAimable

00:12:36

Okay. Sounds good.

Karan Rao

00:12:38

As it relates to the guidelines, do you have or would you mind sharing that guideline document that you mentioned? Because we can look at that and figure out what all we can do, not do, and also set it up in the pilot itself.

Charlene LAimable

00:12:52

Yeah. Absolutely. I can send that to you, and I think what would be really great, Karan, I don't know if you'd be able to do it at this stage in the pilot, but if I could supply some assets to you Yes, and then I think it would be really good to get, like, a real life test case Yes to see how the the platform interacts with actual banner creation with the guidelines in place and just see how that that flows and.

Karan Rao

00:13:16

Works. Actually, I should have been a little more clear, so apologies about that. But today's call actually leads into AAA sort of custom evaluation. Right? Which means we will take we will understand your process. We'll understand a lot of the points that we are discussing right now. Ask for your assets. Set up the instance with that

entire workflow, and then yeah, you know, have you use it and so it it will be exactly like you mentioned.

Charlene LAimable

00:13:41

Oh, fantastic. That's good. Okay.

Karan Rao

00:13:46

Okay. So so as so so we kind of spoke about the the QC check. Let's take a step back. Right? Let's talk about just to kind of close out the point on the team. So you said you have designers here in the UK, and then you have the team in India as well. So what does the team in UK do? What is the team in India helping with?

Charlene LAimable

00:14:08

So the team in the UK work on how we split it up is the team in the UK work on more complex campaigns. So I don't know if anyone's explained to you about our different tiering system that we have. We have tier one to 4 and that's a type of booking that we have across digital. One, one is very simplified. So that's a very template driven and we use do matic has anyone shared BANA MATIC with you and how they so BANA MATIC is a self built tool by dunhamby We create banners on there, but they're very simplified banners. They're not branded. So for you guys, we'd be really focusing on brand, but, we create very simple banners on matic And what we need to focus on is our brand, and how we can make that faster but with our teams the UK design team we do anything that is we have to collaborate with Tesco, anything that's very complex.

Charlene LAimable

00:14:59

So it could be a multichannel campaign across all of our different channels. It's a way that we can work across all the different channels and integrate our campaign together. The team out in India work on our BAU campaign So that's the things like very simplified banners that it's high volume but very low input needed. Very not a lot of design input needed. There's no kickoff calls. There's no need for clients to be involved. It's just very set and very prescriptive, but there's lots of it.

Karan Rao

00:15:34

And you mentioned there is it's WNS. So that's an outsourced sort of partner, right, that you have?

Charlene LAimable

00:15:40

Yes. That's correct.

Karan Rao

00:15:41

And how big is that being?

Charlene LAimable

00:15:44

I believe the it fluctuates. So it fluctuates based on volume. But at the moment, I believe they're a team of 12.

Karan Rao

00:15:52

Got it. So if you had to say across the you you because you mentioned there are 4 tiers of campaigns. Tier one, being the most simplest, which is done on home What what is tier two, 3, 4? Just so I close the loop there.

Charlene LAimable

00:16:08

There is something about that that is pulls in an API from tesco.com, and it's able to build the banner. Tier two is something where brands provide information to in and we create a banner for them on on dunnhumby. Tier 3 is fully branded. So that's something that the design team in the UK and WNS do as well, and then Tier 4 are things like events where we're working alongside Tesco integrated campaigns very long term projects. Yeah, so this could be projects that we work on for 6 to 8 weeks creating, like we call them brand zones, but they're effectively web pages on tesco.com. So long term projects. So more complex.

Karan Rao

00:16:51

Understood. So tier 4 is what your UK team seems to be working on then And and a little bit of tier 3. Okay. Got it, and then does does the India team do any of tier one, and two?

Charlene LAimable

00:17:04

They do. Yes. So they they well, tier one actually is our campaign managers are able to do it because it's just pulled in through an API as soon as they get their TPN number, which is a unique identifier to the product, which is on tesco.com. They pump it into the system and then the banner is created for them. So that is an automated system. Tier two is something that WNS actually service so they take the brief. There is an external brief from a brand or a supplier. They then take the brief and build out those banners. Sometimes they have to amend pack shots. So there is a little bit of design in there, but it's very minimal. So WNS take on all of that content because it's very BAU. It's very prescriptive, but there is quite high volumes of that. So they take care of that for us.

Karan Rao

00:17:49

So to that point, like, for your, let's say, US, UK team, what would be the volume of creatives, and for the India team, just approximately, is it in the one, or 1,000 How many brands? How many campaigns? If you can just drop that volume statement for me.

Charlene LAimable

00:18:05

So in the in the UK, well all in all, we have around we took across the team. We to her around, I would say, at the moment around the one, campaign mark per week, that can be got that can really flex. That can go really up and down. Sometimes, some weeks, it can be 80, some weeks it can go up to one. So it really depends on the promotional time, the time of year, like around Christmas is extremely busy. As you can imagine, the biggest retail, part of the year. Easter is another one that's really big. Mother's Day, Father's day anytime there's like a national holiday or a national event. That's when we have increased in volumes and increase in numbers so that can really really flex between you know the 100 to 150 down to like 80. Got it Teacher so on average, I'll say, you know, teaching around the 100 mark campaigns.

PRICING

Karan Rao

00:19:04

Got it. So when you say 100 campaigns, then we said around 5 to 7 banners per campaign. Right? So one, 100 sort of unique creators per week is the number, and what would you say is the split? Again, complete approximation between what is handled by your team versus what is handled by WNS?

Charlene LAimable

00:19:23

The majority goes over to WNS.

Karan Rao

00:19:26

Okay. So almost 80, 20, let's say.

Charlene LAimable

00:19:28

Yes. The vast majority go over WNS because we the UK team work on long term projects. So our projects are over in several weeks. WNS work on projects which are campaigns which can be turned around within the day.

Charlene LAimable

00:19:50

48 hour turnaround time, but we work on campaigns which.

Charlene LAimable

00:19:56

Are longer term, but then sometimes can be integrated, which means that we have a mix of for example, a brand may come along like Coke and say we want to do an integrated campaign. It's an event on site. So it could span across to two, two, 3, and a little bit of 4, and we and the UK team will combine all of that together. Liaison tesco with the brand, have kickoff calls, have meetings, all of those kind of things. Whereas WNS don't do that. They just do the prescriptive work that is just in and out. Okay.

Karan Rao

00:20:30

That's that's perfect. So, by the way, this lean team handling so many campaigns, that's really cool because it seems like if one campaigns are going out a week, I

think y'all are managing the ops in a pretty tight way because getting one campaigns out every week is definitely, I can imagine, a challenge.

Charlene LAimable

00:20:51

It is at some point. Yeah. Especially around Christmas, you should see how how creative we come trying to get all those campaigns out, but we make it work. Okay.

Karan Rao

00:21:01

Okay. So, Charlene, let's talk about the process a little bit. Right? Because by the end of this discussion, I want to get to, like, where are you Rocketium to help across tier campaigns, across workflows, internal team, direct band, and and we'll come to that. But if we had to kind of just talk about the workflow saying that, okay. This is how let's say the account management team, and again, I'm not very clear about your, you know, your team, but here is the sales team who does this. Here is the account management team that works with us, shares all the requirements. So I'm curious how, that entire workflow works.

Charlene LAimable

00:21:37

From start to finish. So, really, for the for the. And.

Charlene LAimable

00:21:45

For you guys. We really wanna focus down on our self serve proposition so we kind of we're we're making strides in the other areas within the business to service and improve on our efficiencies on tier one to 4 and that's on our manual. Managed service where we really need. A bit of assistance or to explore that root is sphere and self serve and sphere and self serve work in a completely different way than our managed service sphere and self serve is the ability for brands to log on to to have an account made and go on to sphere and put all of their booking information in. So it's what we're trying to do at the moment is we do have Sphere running, but it's very manual in the background.

Charlene LAimable

00:22:39

Parts of it are very manual in the background, and and that is from the point of the creative side of it, so the booking side of it is great. It works really well, and it's that component that we need help with is that component where we need brands external brands to go on to sphere put all of their booking details in and load up their creative and for the creative to be checked and for it to move into our ad ops department for them to just load.

Karan Rao

00:23:07

It. So, Charlene, when it comes to let let's I know this may not be our scope, but just from my understanding, if you are to quickly walk me through the workflow for the managed services today, like, which team comes in with the request, who who are your internally, and what does that workflow look like?

Charlene LAimable

00:23:25

Okay. Cool. I can walk you through that quickly. That's fine. So Dunhamby work predominantly for tesco.com and all of their brands that they service so all of the brands that they service they make bookings with our media sales team, and then from there it goes on to a campaign management team who then collects all of the content together and make sure that everything is all good. The booking works.

Karan Rao

00:23:49

Yeah.

Charlene LAimable

00:23:51

Then once all the content is fully collected, it comes on to the design team the design team then take all of those assets have a look at the booking, and make the creative for it. Once that's approved, the campaign manager that well, the campaign manager organizes all of the approvals and all of the clients. Sorry.

Karan Rao

00:24:08

When when you say when you say approvals Is it internal and brand approval?

Charlene LAimable

00:24:14

Yes. So we have two approval approval processes, and sometimes you also have a Tesco approval process. That is very that is very, very limited in that when we do have an approval process with Tesco because majority of our channels are self governed. Because we work at the start of anything that's new. We work very closely with Tesco to set the guidelines, and then from there, it's self governed, and if there's anything over and above that that doesn't fit within those guidelines, then we go to Tesco and say, hey, guys. You know, we've got this. It doesn't meet guidelines. What do you think, and then we work together to come up with a solution. So, yes, the campaign managers then send you onto the design team.

Charlene LAimable

00:24:51

The design team create those creatives. The campaign manager will then take the creative and get it signed off by internally by the design team where we run an internal check, and then the brand would then sign it off. It comes back to the campaign manager, and once that's approved, by the external client, then it goes on to the ad ops team who then prepare it for loading.

Karan Rao

00:25:16

And when the brand is actually sharing these files, right, or or let's say the campaign management team comes and tells you that, okay. They bought this package. For that, we need, like, these 5 placements. Do you get on a call with the brand to say, okay. What what is it that like, how how does that interaction happen? How do you know what needs to be created?

Charlene LAimable

00:25:36

So the media sales will actually talk to the brand about what it is that they want to what the purpose of their booking is. Okay. What it is they want to promote, when they want to promote it. Like, it could for example, it could be it could be, you know, Cadbury wanting to advertise a chocolate, which is linked to Father's Day or linked to Mother's Day and if that is the case they need to make a booking that is a set time away from the live date so that you work so whenever you know the live date

is you work backwards and it's the media sales and the campaign manager who work together to get that all set they work with the brands to find out what it is that they want, and they have a look at the assets and just advise the.

Charlene LAimable

00:26:25

The brand one what can be done and what can't be done and then they once they're okay. With that. They will then make a booking and the assets are sent. We do have a sometimes we do consult the design team do consult on assets prior to a booking being made because some brands want to align with what they have done with other retailers, which can't be done with Tesco. We found So, for example, they may come and say, hey, we've done some advertising with Amazon, and they've done x, y, and zed, and sometimes Tesco can't do that because of guidelines or platform restriction.

Karan Rao

00:27:05

And that's where I was getting to, does the brand pro like, for example, for the design team to work on these assets, and I'm guessing I'm I'm leaving tier 4 out of this because obviously, there there it's much more involved and there is much more part going into it. But when when you talk about, let's say, tier 3, right, is the brand giving you PSD files to kind of as a starting point one and then kind of your team or WNS kind of aligning it on the guidelines, or is it completely, you know, from scratch?

Charlene LAimable

00:27:38

So it depends. Some brands know exactly what they want down to the pixel. Okay, and they request that. Some brands know exactly what the guidelines are so they will send us exactly what they want. We then have a look at it and we're just literally able to load it and that's it's all good to go because we've worked for them for many years and we've worked with the teams and then on the other hand, you could get brands that have never worked with us before need a lot more hand holding or don't know what they want. So they know, for example, we want to advertise a

water bottle or you know a new spring water, but we don't know what the we want the banister to look like. We don't know what what fonts we want to use. We don't know anything. We just we want your guidance. So that can happen as well.

Karan Rao

00:28:22

Okay, and I mean, would you say that those sort of because, like, if you have a spectrum of the banner provided to you in the perfect form and zero things provided and there are peep and brands across that spectrum. Would you say that where zero things are provided and you have to almost come up like an agency with the thought concept, that only happens for your top sort of tier brands or like, even if someone is spending a small amount, you would extend that service to them.

Charlene LAimable

00:28:54

No. So it's actually our our top tier brands know exactly what they want, and we and some of them, we're like for example, that you know Coke and Pepsi. They always know exactly what they want because they always make a booking on an integrated campaign. So they've made you know ads they've spent their ad budget in other places with Dunhamby and other you know places that we don't service as well, so it all has to be integrated in the overall look and feel. But then you know some of our brands who are still the largest spends they want to consult on things as well, then they have to make a booking which allows for that. We charge them for that service. Okay. Okay.

Karan Rao

00:29:43

Yeah. Okay. Okay. Got it, and typically, across these one, 500 campaigns, right, what will be the range of spends per campaign? Like, approximately from the lower end to the higher end?

Charlene LAimable

00:29:55

I'm not too sure. I don't hold the, budgets and what's, on what is actually spent in terms of what is charged between each tier. The media sales are the only ones who hold that, and I believe. I could try and get that for you as a follow up.

Karan Rao

00:30:15

No. No. That's okay. I I was just curious, like, you know, how do you kind of judge which which teams to deploy for more bespoke service? Okay. So which is fair. Now coming back to the workflow then all of this that you mentioned, the media sales team, campaign manager, then the design team, and the brand, all of the communication here happens over email, or is there some sort of workflow management system that you all use?

Charlene LAimable

00:30:40

So at the moment, we're using Jira as our workflow system, and we communicate on there only.

Karan Rao

00:30:46

Okay. Okay. Understood. So Jira is your source of truth for all the workflow management. Right?

Charlene LAimable

00:30:54

Yes. Exactly. So it's also true for all of our briefing, all of our end to end processes from the point of booking all the way through to live so we can see the life cycle of the campaign.

Karan Rao

00:31:03

Amazing. Okay. Fine. So now let's come to, Rocketium. Right? Like, in terms of if we had to now carve out use cases where Rocketeum needs to help. Right? Because what I what I heard was there are these 4 tiers of campaigns. You have the Bannermatic one, which is just API driven. Right? So Rocketium would have zero involvement there. Is that fair?

Charlene LAimable

00:31:26

Yes.

Karan Rao

00:31:28

Then the second one is where brands, like, these are more maybe the second and the third tier is, you know, where where we could help. Because the 4th tier, I'm guessing, is extremely bespoke.

Charlene LAimable

00:31:41

Yes. Exactly, and where we would actually need help is on our standard brand. So I don't know if you've gone through, with Julia, our sphere platform. Was that shared with you?

Karan Rao

00:31:55

No. Do you mind sharing your screen and just maybe a quick walk through?

Charlene LAimable

00:32:00

I don't have access at the moment to it as a as a as a test. It's only external users and the media sales at the moment and some of the campaign managers that have access to sphere but really are the actual test case or the actual, thing that we need help with is sphere, and how brands build banners and how they load banners and how they checked. Perfect to enable self serve.

Karan Rao

00:32:33

Perfect. So so let's talk about the self serve piece now. Right? So let's say I'm a brand. Right? Now you told me that there are brands who are, you know, across the entire spectrum of giving you exactly what you want to not having any clue of what they want, just having the idea of the campaign. So when we are doing self serve, what sort of advertiser are we solving for here?

DEMO

Charlene LAimable

00:32:56

So one, self serve, it can be any advertiser that wants to put adverts on tesco.com at a fast pace so managed service is a lot longer because it's more of a bespoke. Service. We're self serve is something that it has mandatory requirements in order for your ad to go live so it isn't for a brand like upon initially. Onboarding, you know

brands are told that it's for quick branded solutions to put on to tesco.com, but if you want a more bespoke service, you go down the managed route. If you want something, for example, I want the ad to go live next week, and I'm like, I want I'm gonna load up my banners, and we're good to go, then that's the self serve route that we want to go down.

Karan Rao

00:33:45

Understood. So, basically, what you're saying is somewhere from you know, they have some content to maybe, like, you know, zero, you know, content of about their campaign. They can go on the self serve. They can quickly make banners using available templates and go live with the campaign. That's the space that we are operating in.

Charlene LAimable

00:34:04

Yeah. Exactly. So the first space we're operating at the moment is that they put all of their they put all of their information about the booking in and they have guidelines and templates which they're able to download and use. But that's very manual. It's for them to then take away for them to use for an internal team or an agency for them to build out then it goes back on the system but then for the Dunhamby internal teams to then receive a notification. That's a brand has uploaded something. The campaign managers then have to take that send it on to the design team for us to manually QA. So that's that's the challenge. It's the human interaction where the challenge is we want to take that part away so that brands can download the guidelines take that away, and know exactly what their ads are gonna look like and build their banners on site.

Charlene LAimable

00:34:58

For example, we would say to them add your branded background. Add your pack and your headline. Here's your price and they'd go on to the system like you showed us put their pack shot and everything in and it will build the banners for them. They would get a preview. They would then see and be like I love this is

great. Let's approve it then it would push through to us and we know that the system would then have approved it because it's gone through the set criteria of brand safety all of the template requirements. So it's little human interaction. That's what that's the key is that we want to remove the human interaction from it. Understood.

Karan Rao

00:35:38

So if I have to describe the ideal workflow, then it is a brand who holds it into a sphere. They do their booking and and whatever is needed, then they magically come into Rocketium, and we'll figure out what that process is. But they'll come into Rocketium. In Rocketium, they'll see a bunch of predefined designs. Right? Yes. Yes. In a way, those predefined designs are also optimized for guidelines, potentially performance as well because you kind of know what works well, what does not on your systems, and I select the sizes and the packages that I want, and then I just update that template with my content, my packshot, my line, my colors, all of those things, and then there is some check on the system to say, okay.

Karan Rao

00:36:22

Are those guidelines not only the template one, but the moment I make some changes, am I using some profanity? Am I you is is the contrast with or okay? A lot of those checks I'm doing, and then I'm passing it on for the exception based review process. Right? Is that a fair workflow?

Charlene LAimable

00:36:38

Yes. That would be a fair work workflow, and I think if if we could have something that is that or close to that, that would be great.

Karan Rao

00:36:49

Okay. Yeah. I I I won't I I won't promise a 100 percent workflow, but we'll try to get as close as to that that process as possible. One quick clarification, are we in this entire workflow, are we only talking about images, or would we talk about videos and GIFs as well?

Charlene LAimable

00:37:07

We're only talking about image based banners at the moment.

Karan Rao

00:37:10

Okay. So Rocketium I mean, just for your knowledge, Rocketium does videos and GIFs as well. So just in case we are future proof in that sense as as we kind of evolve into those formats as well. So this use case is specific to self serve. Right? Now when it comes to you also mentioned in the beginning of the call, there might be use cases where even your internal team might want to use it to maybe make multiple versions, edits, etcetera. Now I'm I'm assuming that's a more secondary use case. So we we try to solve for the self service one, and because Rocketium actually is used by even internal teams, large internal design teams to make their work faster work more efficient. But as it relates to this evaluation, seems like we'll be focusing on the self service piece. Is that fair?

Charlene LAimable

00:37:52

That is correct. So at the moment, we're only focusing on the self serve piece because that is the high priority piece that we need to solve, and then if this is successful, we could potentially use it for other parts within the business. It could help us in other spaces.

Karan Rao

00:38:10

Makes sense, and I just wanna make a side note here, Charlene, which is when so the self serve piece, obviously, is a more time consuming one. What I mean by that is once we kind of align that, okay, this works for you and you know, you you hopefully, you're happy and you give the green signal, it'll actually go into a development cycle because it has to go through that entire process of sphere integration into Rocketium, delivering back into sphere and stuff like that. Right? Now in the and and that has to be done because for an advertiser, that experience needs to look seamless. But, I mean, somewhere in parallel, your team can start using it because that's an internal use case anyway.

Karan Rao

00:38:47

Right? So if we are handling two different use cases and two different almost problem statements, right, that is also possible. Like, you don't have to wait for, you know, the self service to get over to get to your internal team streamlining and efficiencies, including potentially for the WNS team as well, or you could also argue that if your internal team can do more, then you can even reduce your dependency on WNS as well. Right? So I'm just putting that thought, but we will for the evaluation purpose, only focus on the self service fund.

Charlene LAimable

00:39:18

Yes, please. Yeah. If for the evaluation, it could be focused on the self serve because that is the actual one, push ahead with and then as a byproduct of that being a positive, you know being a positive result, we could then potentially use it for other parts within the business, but that would be secondary.

NEXT STEPS

Karan Rao

00:39:40

Got it. Okay. So last last couple of questions from my end, and I Avinash, anything. I know you've been silently observing. Did you have any questions? Nothing. No, and side. I think you've covered most of it. Had a couple of questions on the business impact of this entire activity for Tanambi. Maybe you can finish your thought, and then we can get into that. Yeah. I will ask that one, we can take offline because I had a chat with Julie on that. So so maybe that one that specific question we can take offline. But but, Shalin, to your point now, assuming we are kind of running this evaluation, right, and we've gone through this evaluation, like and I'm trying to figure out the success criteria to say, okay.

Karan Rao

00:40:20

If this happens, then I would be happy with the outcome. So seems like the first is getting close to the workflow that we described. Right? That becomes an important goal if we are able to kind of mimic the workflow that you just mentioned. What are

some other priority success criteria that you would say that, okay. If these things happen, then we would say that the evaluation is successful.

Charlene LAimable

00:40:42

For it to be successful, it would have to fully integrate with sphere and as you mentioned, appear to the external user as if it is one system. So for them not to push to another system, it would be all integrated in the visual appearance of it and it and also potentially the UI as well. So that would be one success criteria because we want to actually brand it as Dunghamby.

Karan Rao

00:41:09

And and Shalini, just to clarify that, like, when we take a, you know, broader view, like I said, we are working on different work streams. Right? So the, you know, technical evaluation work stream for sure, we will, you know, make sure this particular success criteria gets met. Because without that, even if the design works, then it kind of breaks down there. Right? So that we will definitely take care of. From your specific perspective, did you have any any blocker saying that, no. No. This, like, from an integration or from a UX perspective, it has to be a certain way, or or would you just trust that team to take that decision?

Charlene LAimable

00:41:48

We work along the the UX team and the UI team with the sphere development anyway. So we work very closely with them to make sure that everything makes sense. So and that's the part that we need to ensure because we know our brands we need to make sure that it it the UI. Is suited to users who have never made a booking before so it could be users who are admin based it could be users who are media sales people. So for a number of users, it's just the UI needs to make sense and and break away from technical talk technical speak. It should be very plain English So that that is something. So platform integration sphere is one thing. A success is to sorry. Sorry.

DEMO

Karan Rao

00:42:38

I'll just clarify a couple of points there. So you you made two good points. One is the UI of it should look like it's integrated. Right? Now I will be very candid here to say that, I mean, if you think about it, Sphere and Rocketium are two different products. Now we have capabilities in Rocketium to make it look and feel like it is integrated. In fact, when we are doing the evaluation, you'll still see it like Rocketium, but, you know, we'll we'll try our best to, one we see sphere, try try and change the colors, change the look and feel so that it feels like it's part of the same journey. Right? But you can imagine that, you know, how Sphere was built versus Rock integrated obviously is different. So there will be some of those differences. But that being said, the second point that you made, which is non designers should also be able to use it from a UX perspective, that we will make sure of.

Charlene LAimable

00:43:27

Oh, fantastic. Yes, and I'm I'm very aware that the the the two platforms are fantastic. So that's one successful criteria. Obviously the main one is the ability to upload. The required mandatory assets and that's the branded elements from a brand externally in order to one for them to upload it once and for the banners to build out like you showed in the demo, you added a headline you you have the user fill out the list functionality and then the banners were then built. They uploaded APAC shop. They put in a bit of copy they had a CTA. Yes, and then it built out that is that is what we need. We need minimal inputs and maximum amount of banners to be made.

Karan Rao

00:44:17

Amazing. So so workflow is the overall thing, and then you said specific success study also the banner being built easily by uploading these pack shots and whatnot. What else.

Charlene LAimable

00:44:28

That's perfect? For the banners, for the ability explained that exporting is absolutely a function that rocket team can do so that for me was another plus because we would need to be able to download those image based banners as well and have that flexibility so a function that is easy to do that, and also another success criteria is the brand's safety function that you guys have in order to feed in any all of the requirements that we have on the human based sides that we, you know, quality check for the system to be able to do that. That would be a success. Okay. But I can share them with you, what they are. Okay.

NEXT STEPS

Karan Rao

00:45:12

Perfect. So this makes a lot of sense, Charlene. If, you know, as you think through this, if some more success criteria come up, please share it with us. This is not set in stone. We want to think of this as a long term partnership. So as you come up with ideas, please do share it with us. But I think I have some really rich information from this call. Thank you so much. I know this felt like me asking questions, but I promise you I'll make it worth it when we talk next because this has helped me just visualize your workflow and figure out the best way to set up the system so that we are able to drive that value for you. Right? So with that in mind, there are 3 things that I need from you. One is the guideline document. 2nd is sample templates that we can set one, and 3rd is the sizes in which the templates need to be set up.

Charlene LAimable

00:45:57

Yep. Okay. Cool. So the guidelines will have that on there. So I will pop those over to you. No problem.

Karan Rao

00:46:03

Perfect. Cool. So that was efficient. Thanks so much, Charlene, for taking the time, and I'll be in touch in when, you know, on when we can set up the next session where, you know, we'll probably even have access made available to you, and then

we'll we'll do it like a workshop where we're showing it while you're doing it, and then we we could do it like an interactive session.

Charlene LAimable

00:46:25

Fantastic. That sounds really great, and thank you so much for your time, Karan and Avinash. I really appreciate your your time.

Karan Rao

00:46:33

No. Likewise, and Charlene, anybody else from your team who needs to be part of this evaluation?

Charlene LAimable

00:46:40

At the moment.

Karan Rao

00:46:41

No. Okay. Perfect. Okay. Thank you so much, Charlene. Have a good rest of the day, and feel better. Bye bye. Thanks.

Charlene LAimable

00:46:48

Bye bye.