



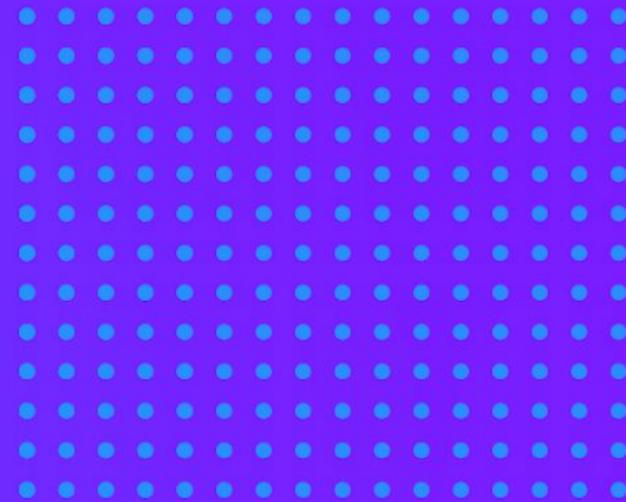
# Harnessing platforms, tools & processes for creativity: content creation in a non-linear world

**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.)*

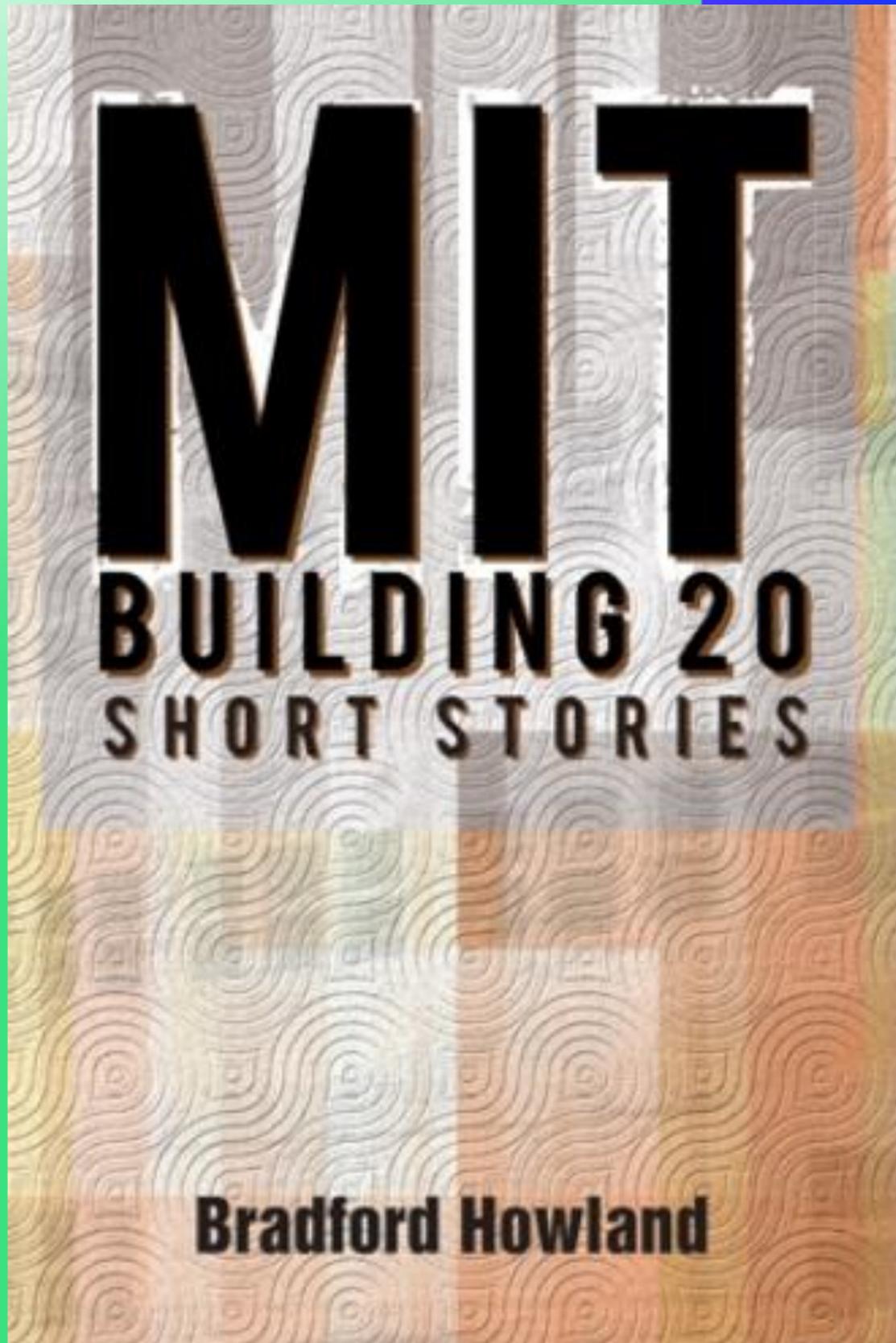
SHARE



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?**



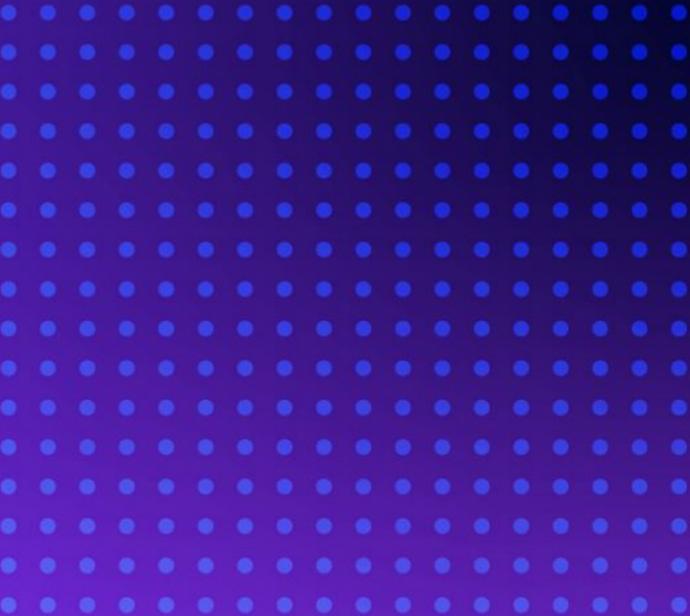
Inspired by the original Building 20, building\_20 was created as a start-up organisation within Dimension Data that aims to challenge the way we think, work, create, and help our clients.

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

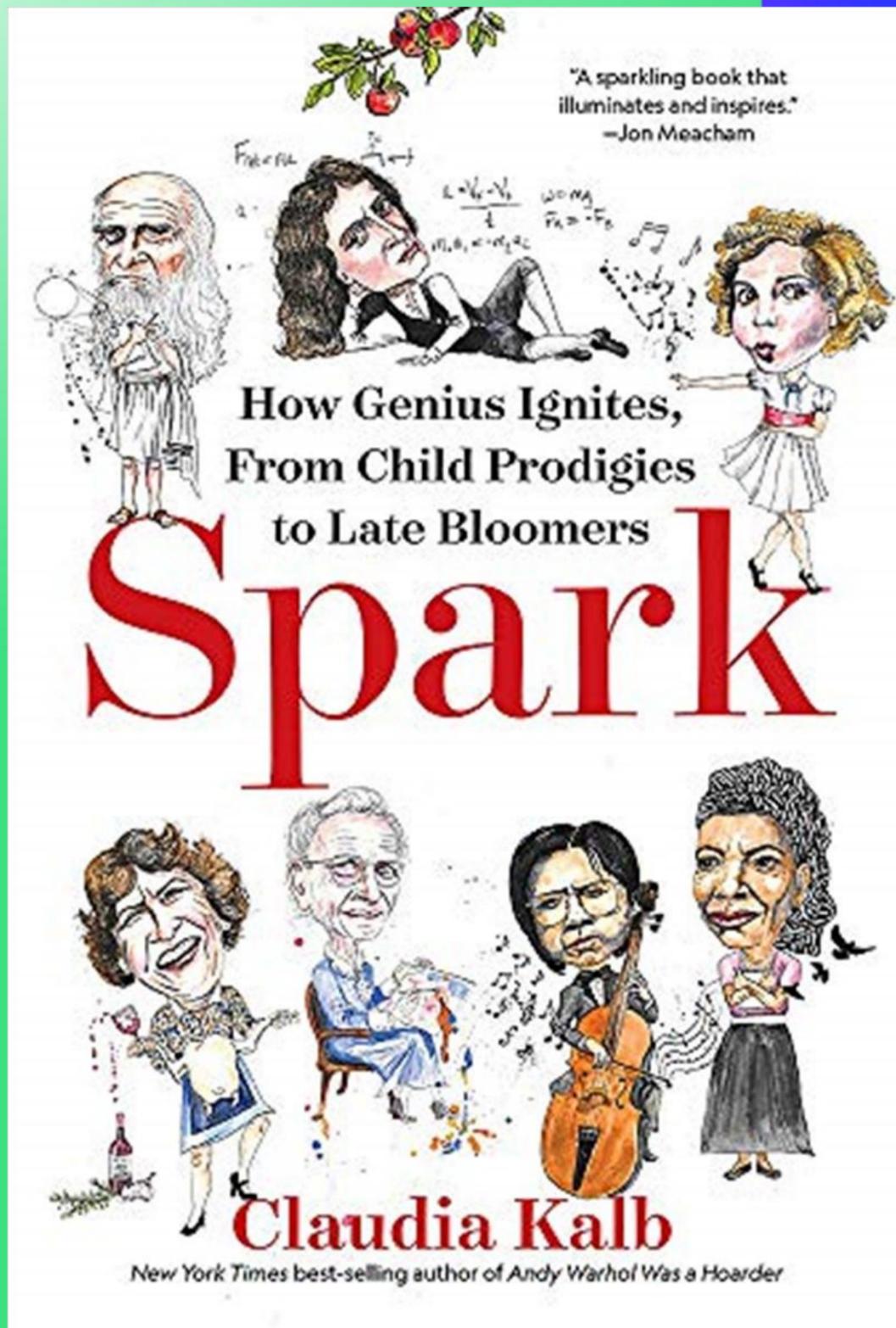
## WHERE GOOD IDEAS COME FROM

### 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*

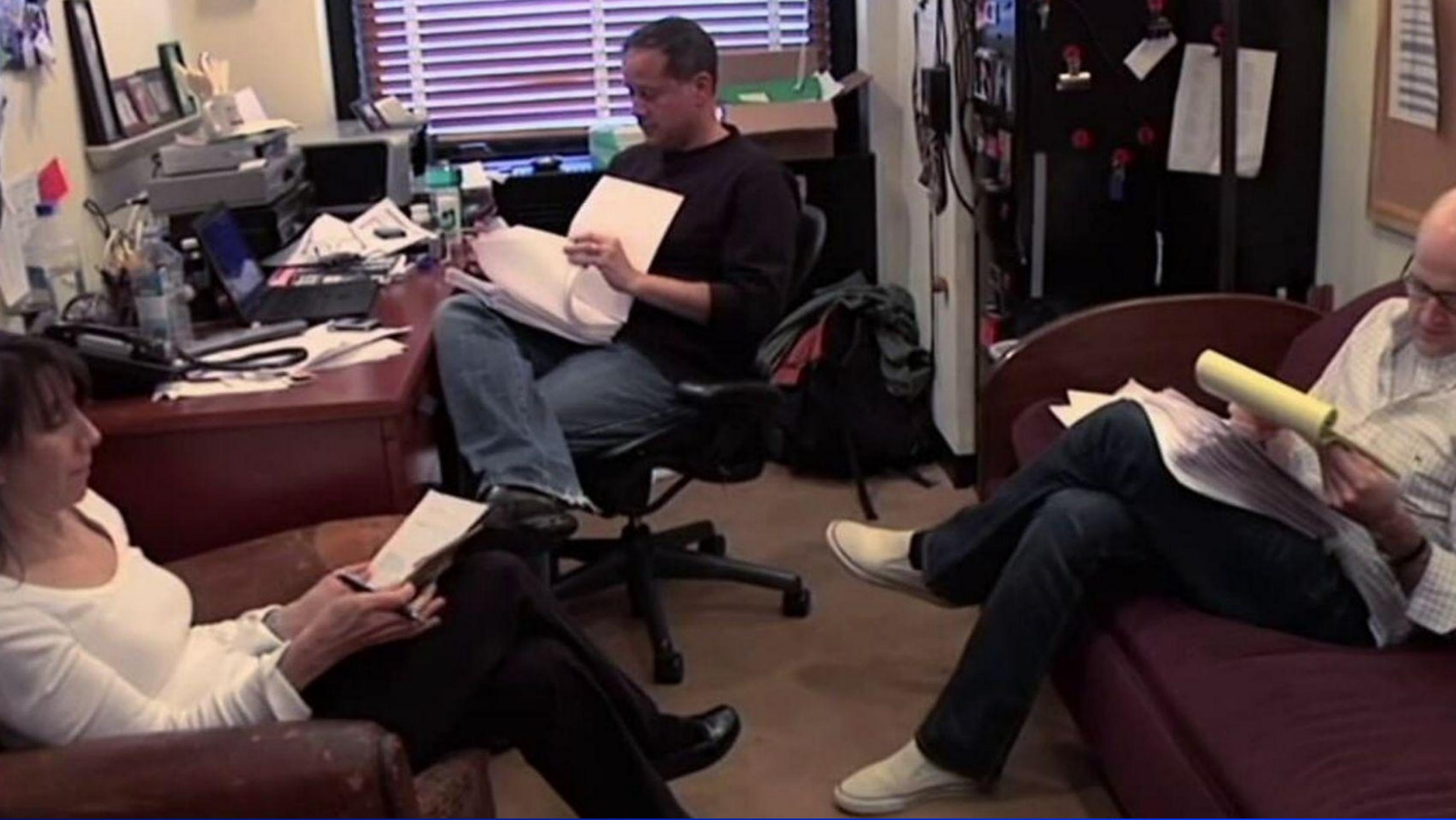
*People / Networks*

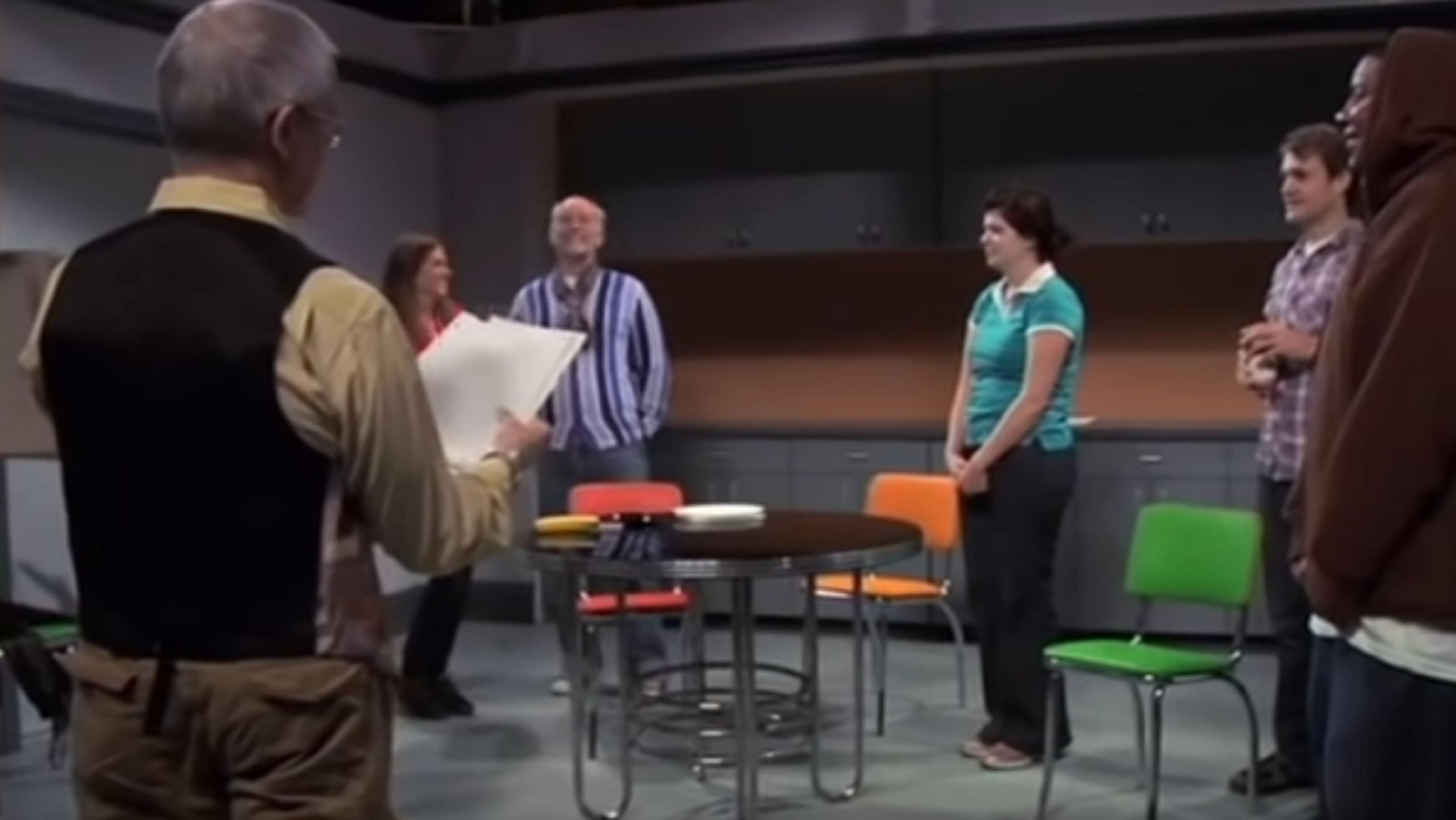
**SATURDAY  
NIGHT  
LIVE**











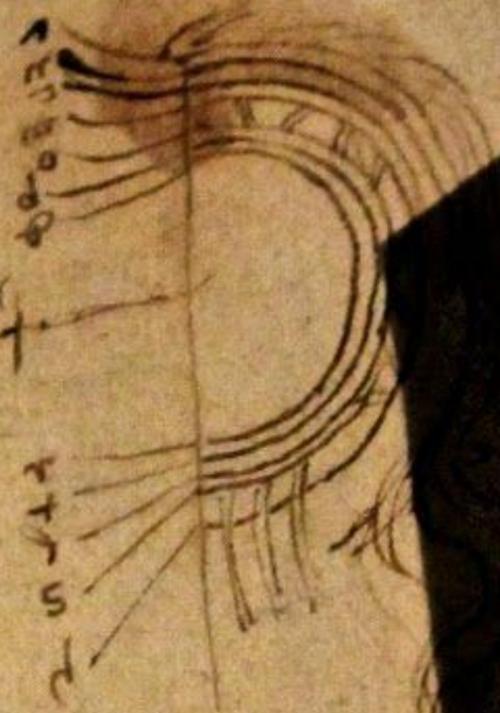
*Externalization*

*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.

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.



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



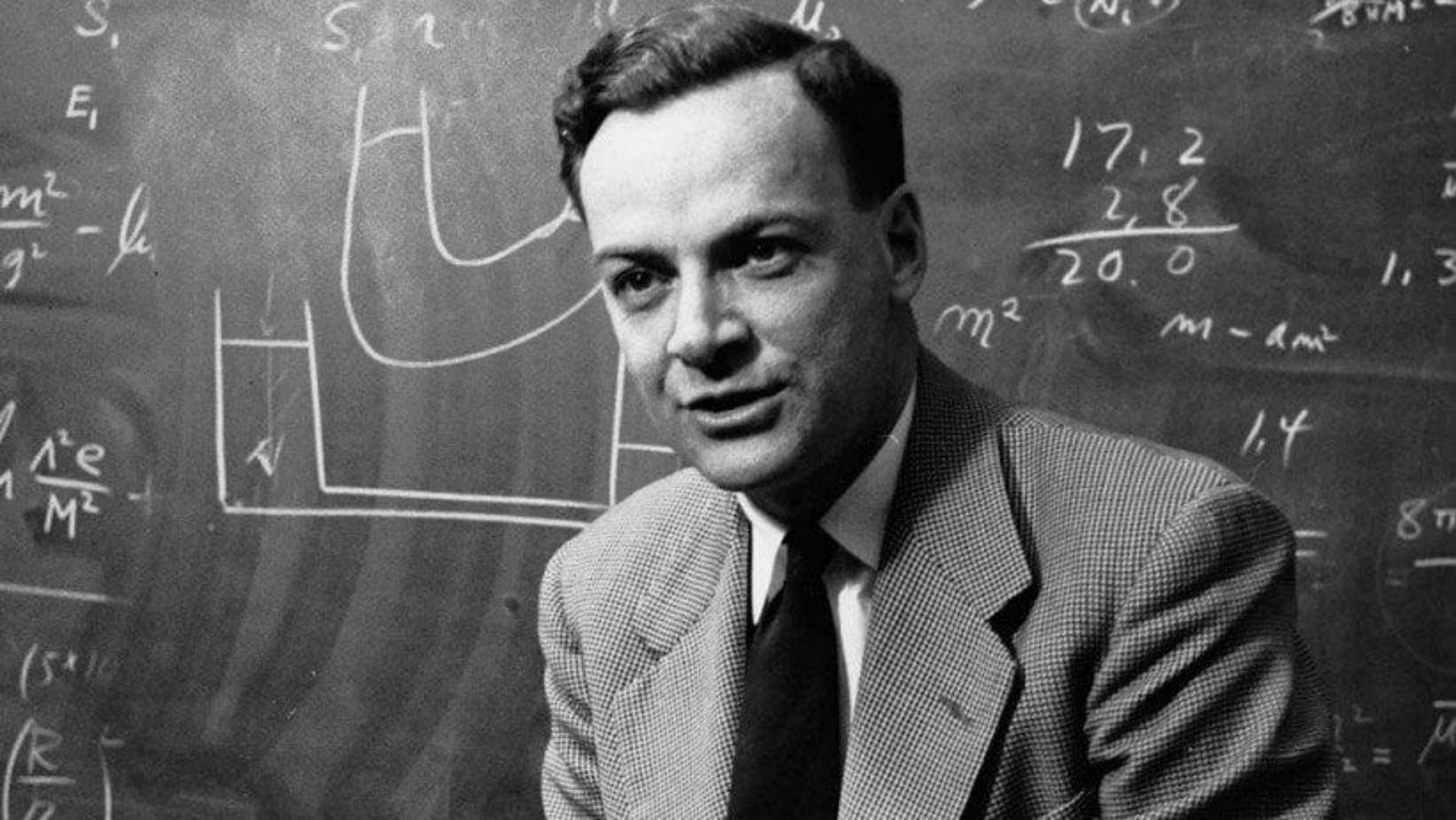
DANIEL  
KAHNEMAN

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.”***





MEXICAN RESTAURANT

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z







***“...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**  
A FILMMAKER FROM THE COMMUNITY OF GREEN HILLS, TN HAS REQUESTED PERMISSION TO FILM AT THE BLUEBIRD CAFE. THE FILMMAKER'S NAME IS [REDACTED] AND THE FILM IS [REDACTED]. THE BLUEBIRD CAFE HAS AGREED TO THIS REQUEST AND HAS GIVEN THE FILMMAKER ACCESS TO THE CAFE AND ITS PREMISES. THE FILMMAKER WILL BE RESPONSIBLE FOR OBTAINING ALL NECESSARY PERMITS AND INSURANCE. THE BLUEBIRD CAFE HAS THE RIGHT TO REFUSE OR WITHDRAW PERMISSION AT ANY TIME. IF YOU HAVE ANY QUESTIONS, PLEASE CONTACT THE FILMMAKER AT [REDACTED].

**NO SMOKING OR VAPING ALLOWED**

DOORS OPEN AT 8:30PM

**NO SMOKING OR VAPING ALLOWED**

**PLEASE DO NOT LEAN ON THE GLASS**

**ACCESSIBLE PARKING**

**BLUEBIRD CAFE**  
EST. 1992  
1104 W. GREEN HILLS BLVD.  
NASHVILLE, TN 37203

**SH LOU**  
NASHVILLE  
& HOME



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

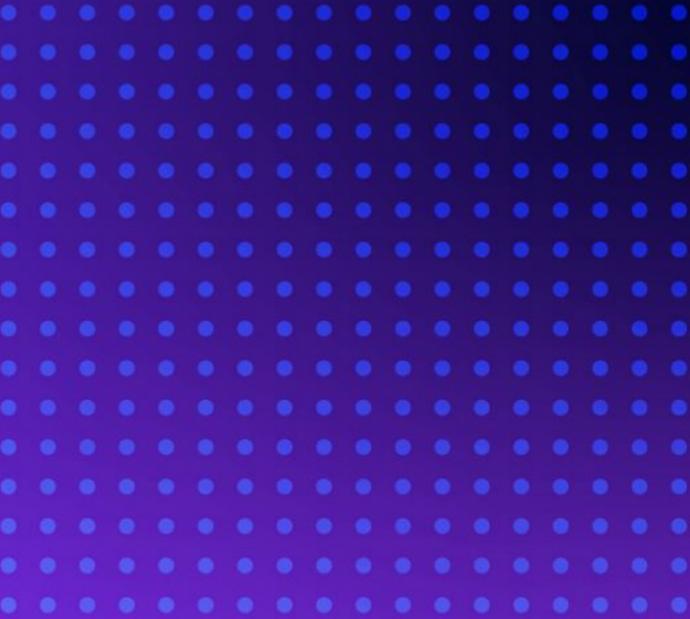
A woman with long, wavy blonde hair is performing on stage. She is wearing a black top and is playing an acoustic guitar. She is singing into a microphone. In the background, there is a dark wall with some text, including the word "AL" visible. The overall lighting is warm and focused on the performer.

*this is my first time playing at the Bluebird*

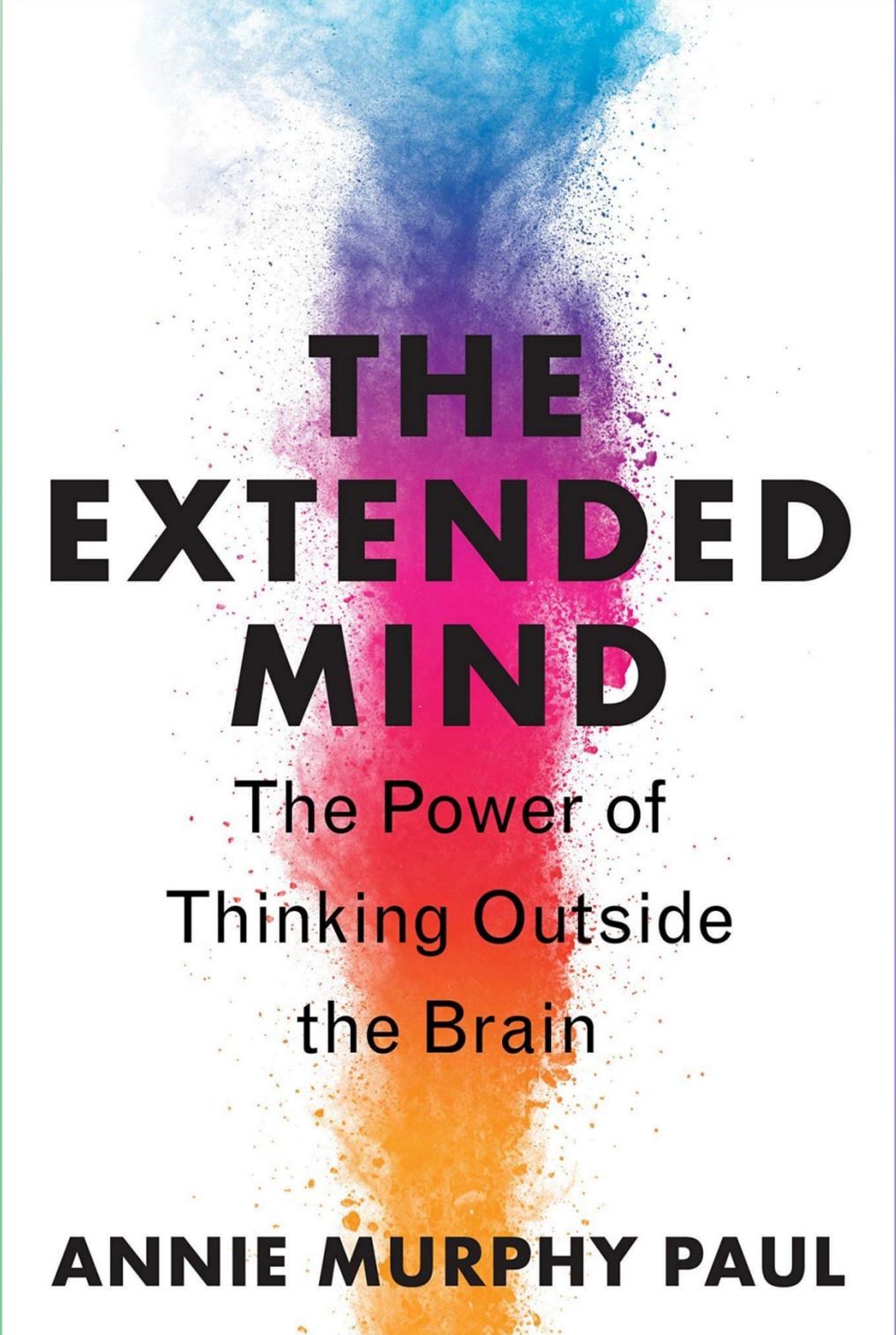
*Externalization*

***Feedback***





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



# **THE EXTENDED MIND**

The Power of  
Thinking Outside  
the Brain

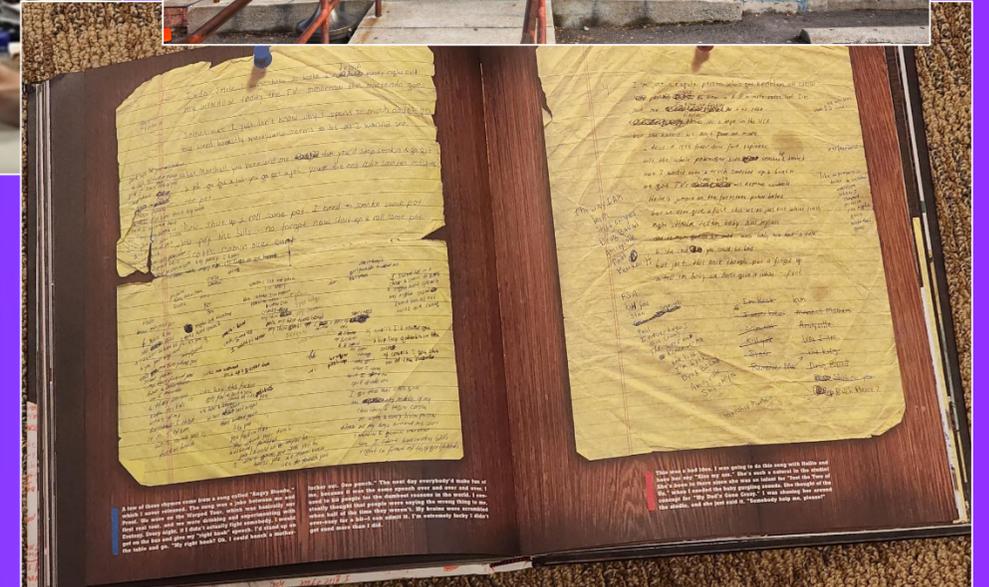
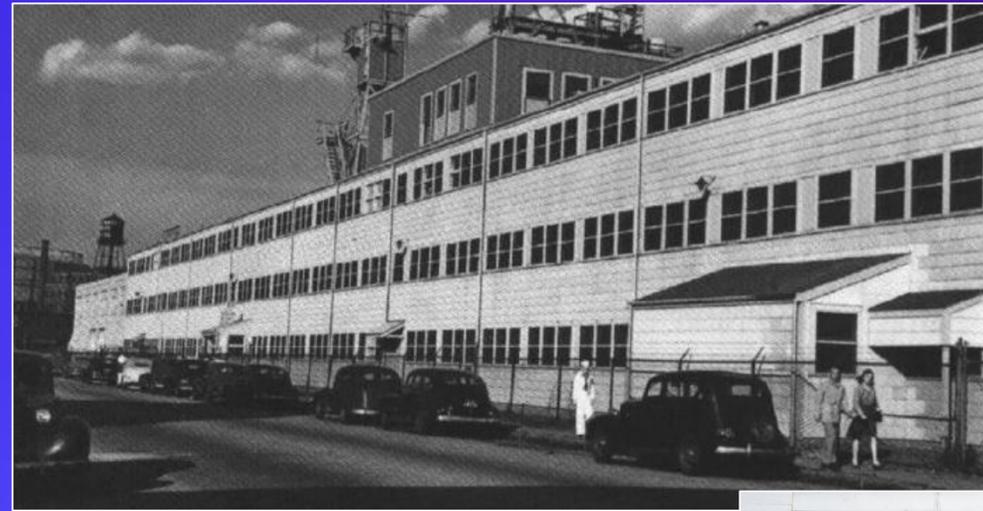
**ANNIE MURPHY PAUL**

- 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

Mike Monteiro

---

# DESIGN IS A JOB

---

FOREWORD BY Sam Cabrera

*“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**<sup>®</sup>

 **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

The screenshot displays a software interface with a sidebar on the left containing navigation options: Home, Plan, Library, Marketplace, Idea Lab, Analytics, and Requests. The main area shows a table of campaigns and tasks. At the top of the main area, there are view options (List, Calendar, Timeline, Board, Saved Views), a search bar, and buttons for 'Save View' and 'Share'. A 'Show hierarchy' checkbox is checked. The table has columns for Title, Type, Status, Owner, End/Due Date, Current Step Name, Current Step Due Date, Depends On, and Parent Campaign.

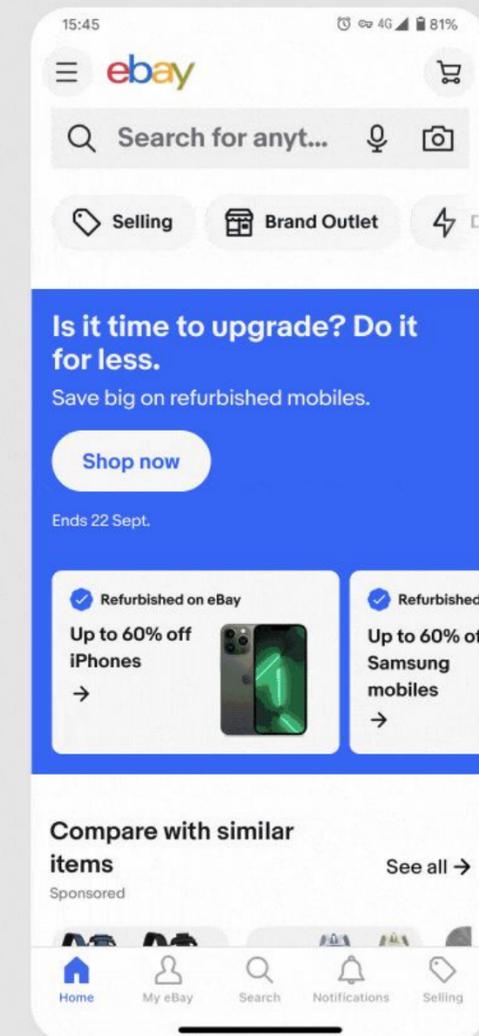
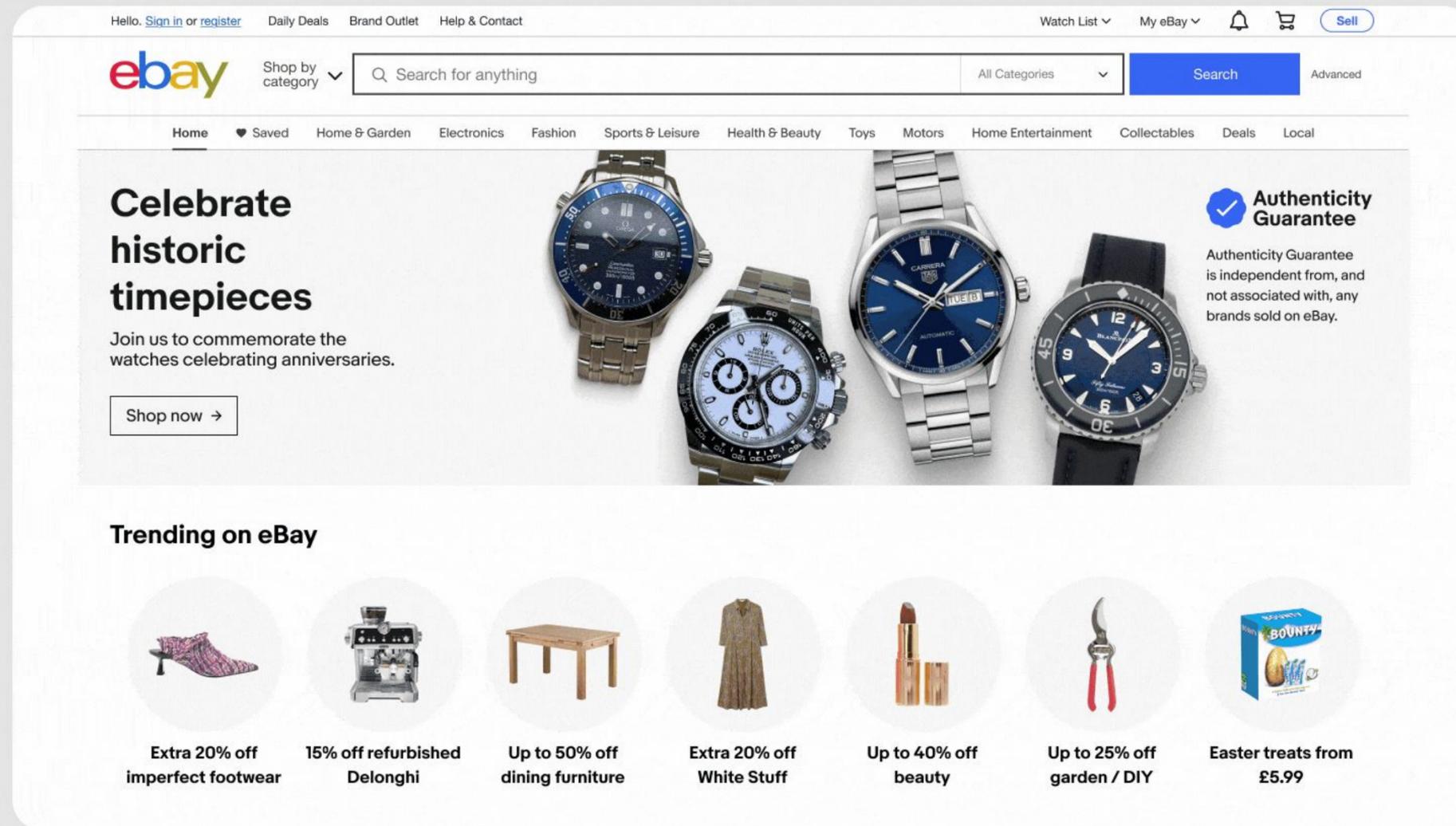
Title	Type	Status	Owner	End/Due Date	Current Step Na...	Current Step Due Date	Depends On	Parent Campaign
▶ [Q2'23] SellingSimplified Programma... 14	Campaign	Not Started	Vivien Wong	Jun 29, 2023	—	—	—	Big-bet 23 Promote a crystal-c
▶ [Q2'23] CX Summit - Sydney 4	Campaign	Not Started	Vivien Wong	Apr 29, 2023	—	—	—	Big-bet 23 Promote a crystal-i
▶ [Q4'23] CX Summit - Melbourne 5	Campaign	Not Started	Vivien Wong	Dec 31, 2023	—	—	—	Big-bet 23 Promote a crystal-r
▶ Etomos - CX Summit - Sydney 2	Campaign	Complete	Vivien Wong	Apr 12, 2023	—	—	—	Big-bet 23 Promote a crystal-c
▶ [Q1'23] eBook: New Way of Working ... 43	Campaign	On Track	Maximilian Sidamgrol	May 31, 2023	—	—	—	Big-bet 23 Promote a crystal-c
Localize SEO Blog	Task	Completed	Maximilian Sidamgrol	Jan 19, 2023	promote post	Jan 19, 2023	—	Big-bet 23 Promote a crystal-c
▶ [Q1'23] Acquisa   E-Commerce-Wee... 15	Campaign	Complete	Maximilian Sidamgrol	Mar 31, 2023	—	—	—	Big-bet 23 Promote a crystal-c
▶ [FY'23] Deane Barker - Thought Lea... 6	Campaign	On Track	Deane Barker	No end date	—	—	—	Big-bet 23 Promote a crystal-c
▶ [Q1'23] AMA Email Campaign 10	Campaign	On Track	Maria Luisa Covarrub	Jun 30, 2023	—	—	—	Big-bet 23 Promote a crystal-c
▶ [Q1'23] Content Marketing Institute ... 6	Campaign	Not Started	Elizabeth Donahue	Feb 28, 2023	—	—	—	Big-bet 23 Promote a crystal-c
OCMP   GE Healthcare / GEHC	Task	Completed	Maximilian Sidamgrol	Jan 31, 2023	Answer Britt?	Jan 31, 2023	—	Big-bet 23 Promote a crystal-c
[Q2' 23] How fit is your marketing organ...	Task	Completed	Maximilian Sidamgrol	Apr 4, 2023	Check Text CMO R...	Apr 4, 2023	—	Big-bet 23 Promote a cr

# Total visibility to focus on doing the work

The screenshot shows the Optimizely Marketing interface. The left sidebar contains navigation options: Home, Plan, Library, Marketplace, Idea Lab, Analytics, and Requests. The main content area displays a list of campaigns under the heading 'Optimizely Marketing'. The interface includes a search bar, 'Show hierarchy' checkbox, and 'Save View' and 'Share' buttons. The table below lists various campaigns with their respective statuses and owners.

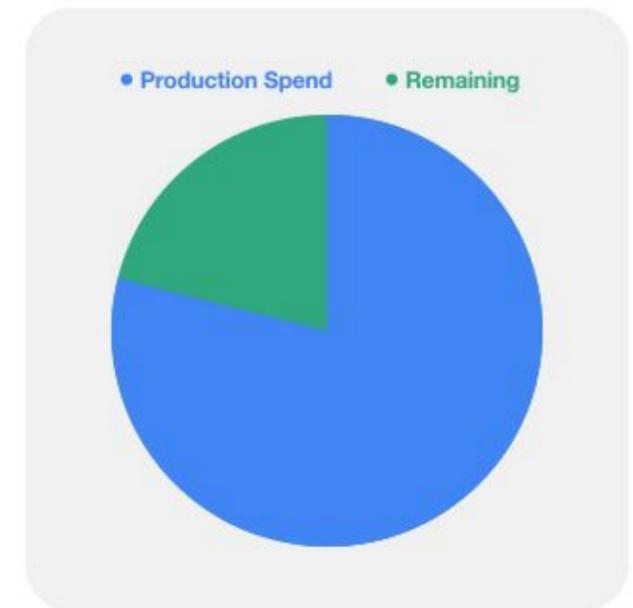
Title	Type	Status	Owner	End/Due Date	Current Step Na...	Current Step Due Date	Depends On	Parent Campaign
▶ Big-bet 23 Re-establish our swagger -- 873	Campaign	On Track	Shafqat Islam	Dec 31, 2023	—	—	—	—
▶ Big-bet 23 Regain trust of our Feature ...178	Campaign	On Track	Julia Maguire	Dec 31, 2023	—	—	—	—
▼ Big-bet 23 Promote a crystal-clear m... 376	Campaign	Off Track	Julia Maguire	Dec 31, 2023	—	—	—	—
▶ [Q1'23] MKTG.LIVE 13	Campaign	Complete	Vivien Wong	Mar 30, 2023	—	—	—	Big-bet 23 Promote a crystal-
▶ [Q1'23] Marketing Strategy Summit -- 6	Campaign	Complete	Vivien Wong	Mar 30, 2023	—	—	—	Big-bet 23 Promote a crystal-
▶ [Q2'23] SellingSimplified Programma...14	Campaign	Not Started	Vivien Wong	Jun 29, 2023	—	—	—	Big-bet 23 Promote a crystal-
▶ [Q2'23] CX Summit - Sydney 4	Campaign	Not Started	Vivien Wong	Apr 29, 2023	—	—	—	Big-bet 23 Promote a crystal-
▶ [Q4'23] CX Summit - Melbourne 5	Campaign	Not Started	Vivien Wong	Dec 31, 2023	—	—	—	Big-bet 23 Promote a crystal-
▶ Etumos - CX Summit - Sydney 2	Campaign	Complete	Vivien Wong	Apr 12, 2023	—	—	—	Big-bet 23 Promote a crystal-
▶ [Q1'23] eBook: New Way of Working --43	Campaign	On Track	Maximilian Sidamgrof	May 31, 2023	—	—	—	Big-bet 23 Promote a crystal-

# Reimagine project scoping saving time to focus on the work

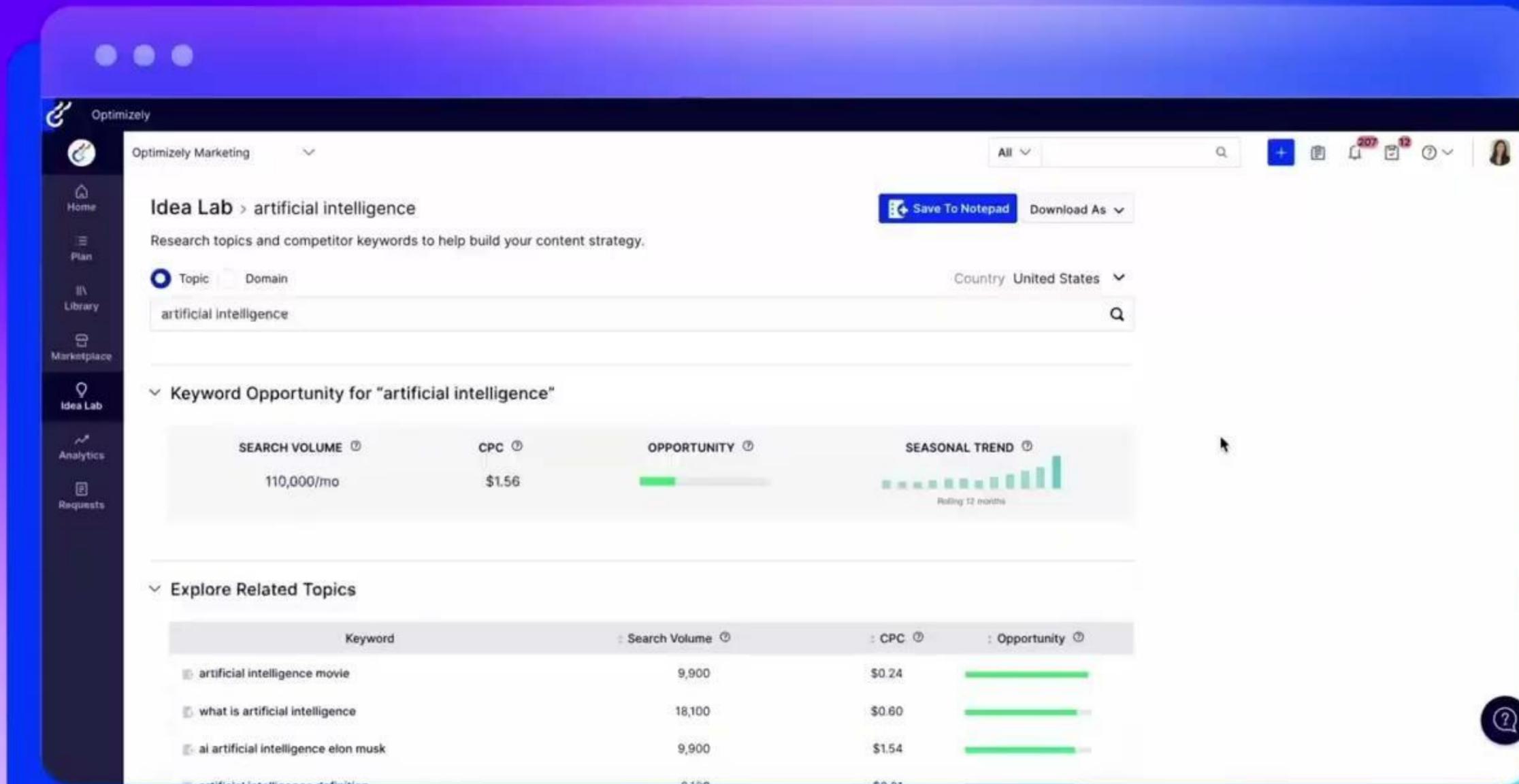


# Reinvent how projects are tracked

<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

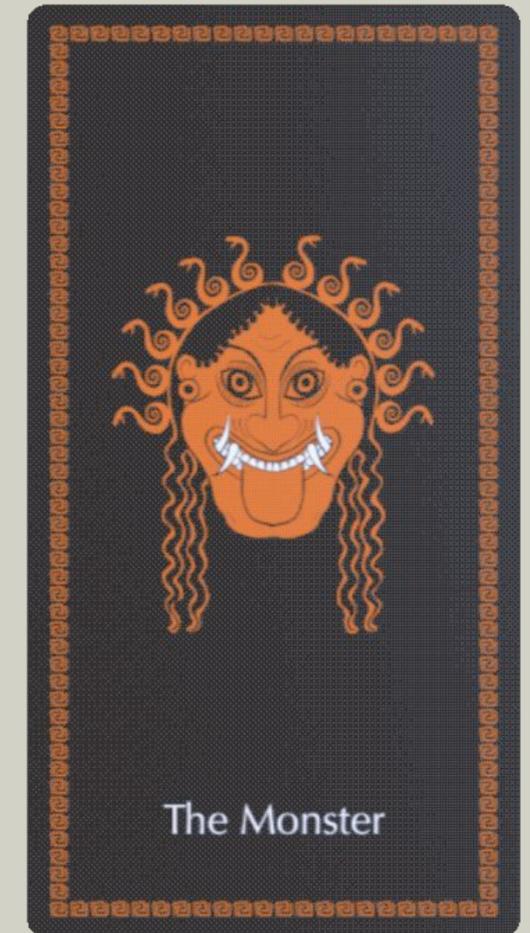
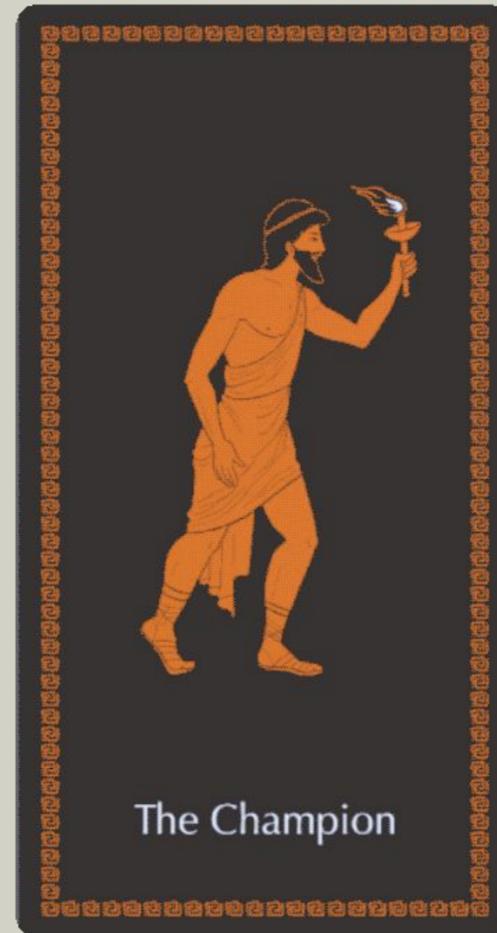
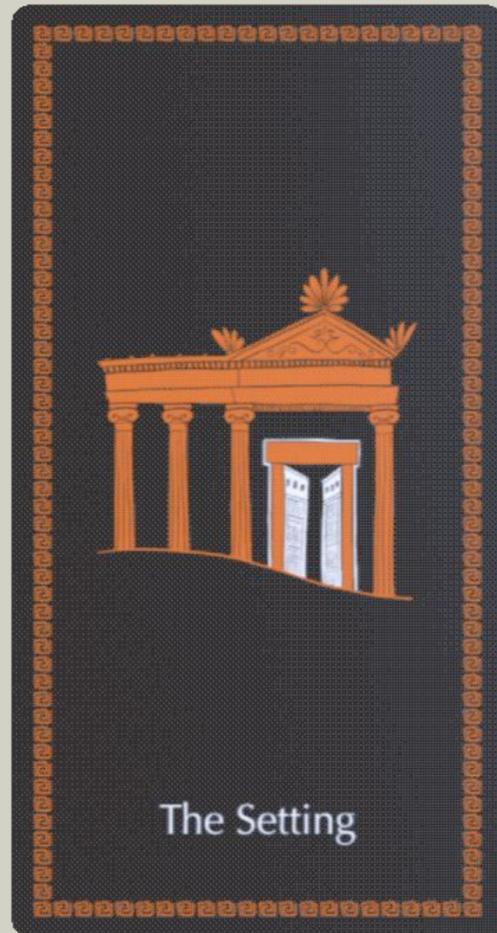
How can we manage an ever growing body of work that is needed more effectively?

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

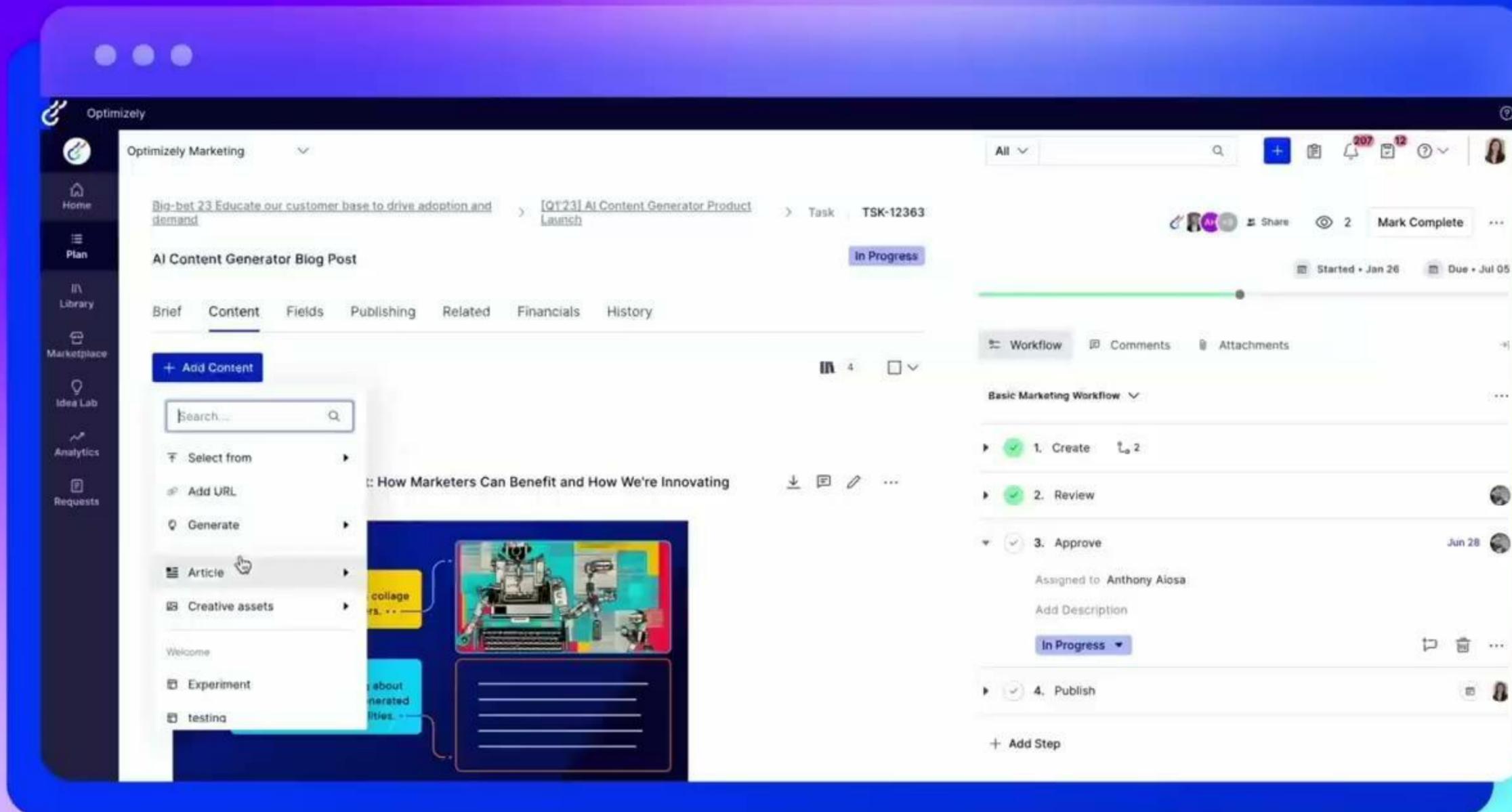
The storyboard includes 10 cards—each card represents a popular storytelling trope and corresponds to a section of the marketing brief.

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

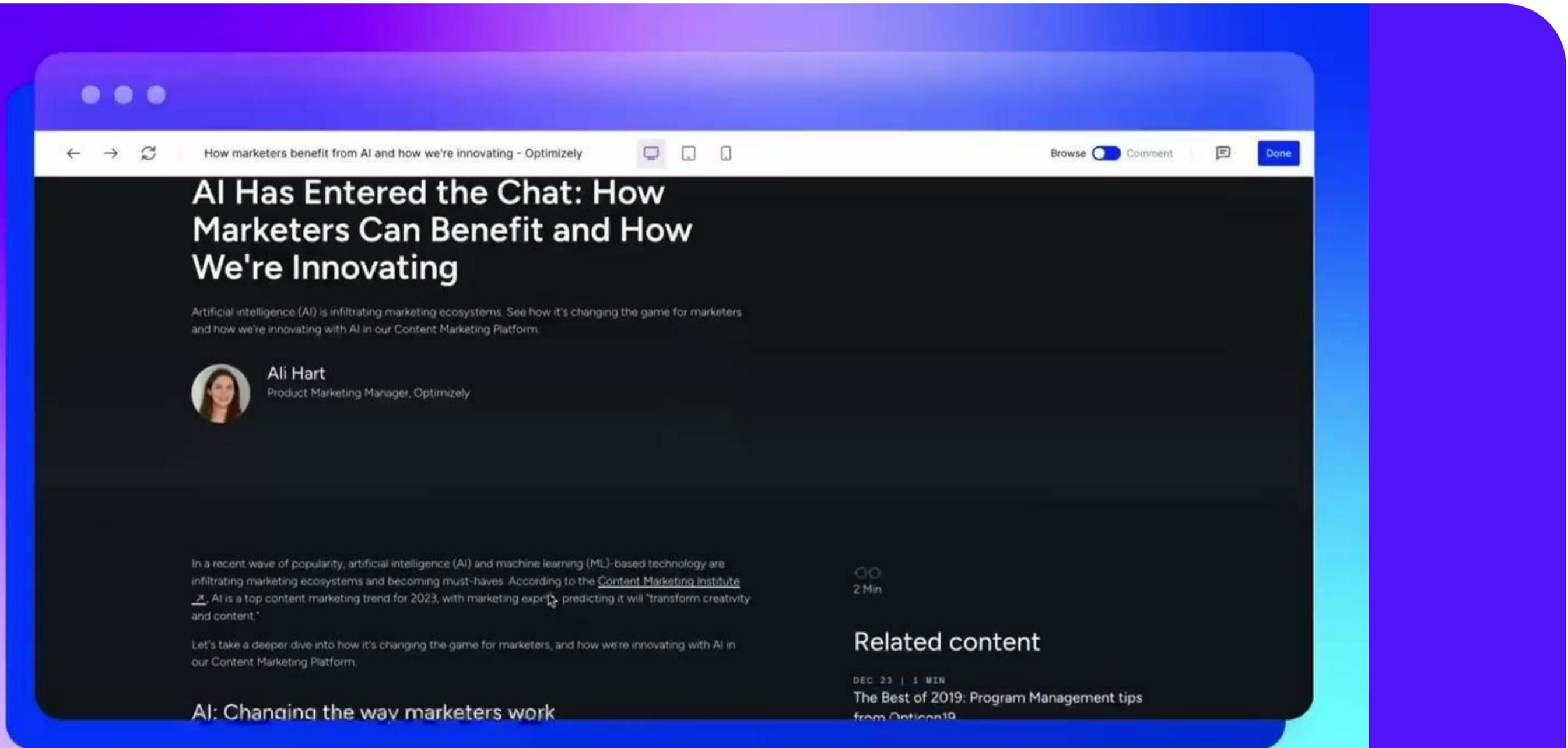
### Rules

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

# Enabling in situ feedback across multiple campaign stakeholders



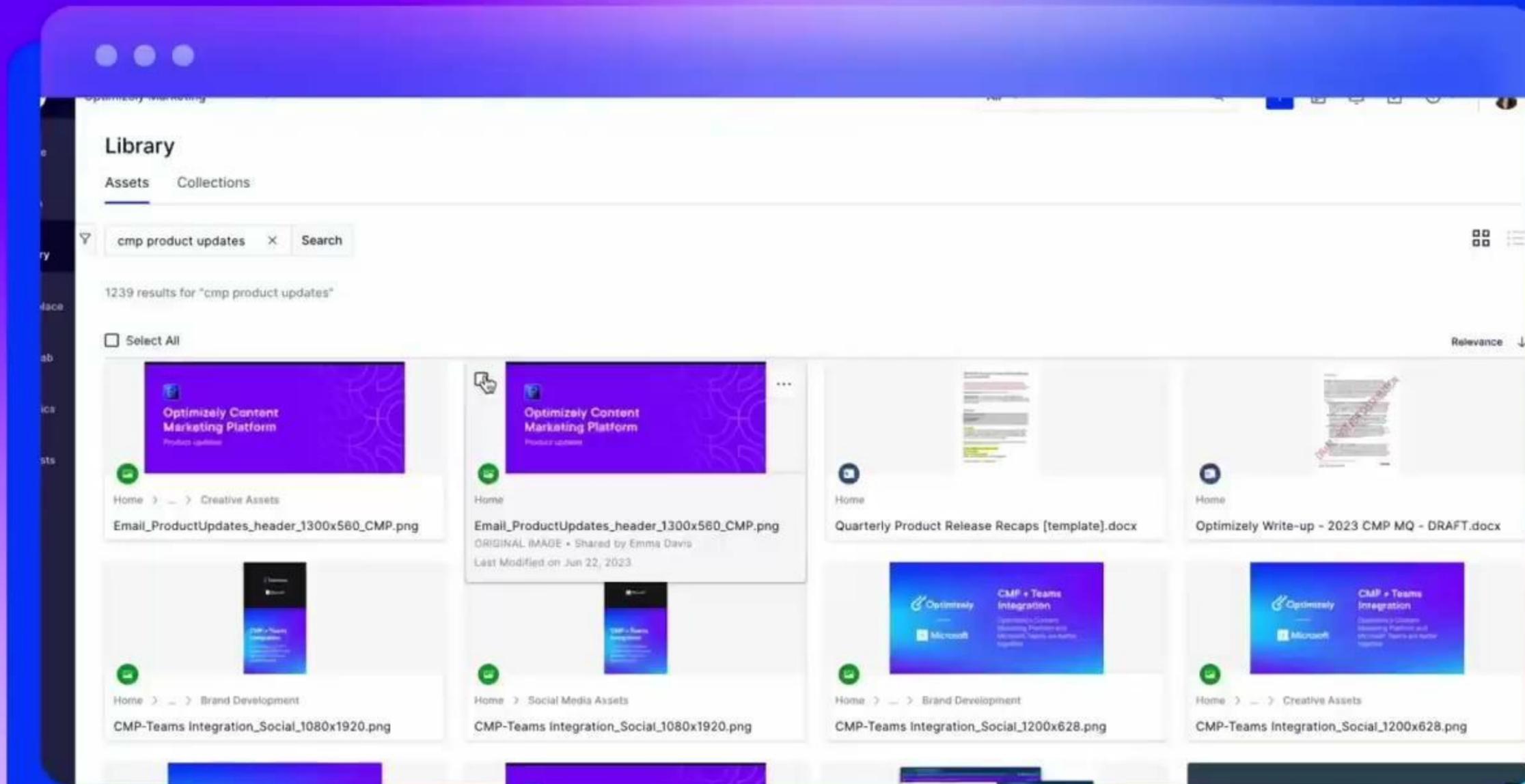
# Collaborate with ease as if you were in the same room



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

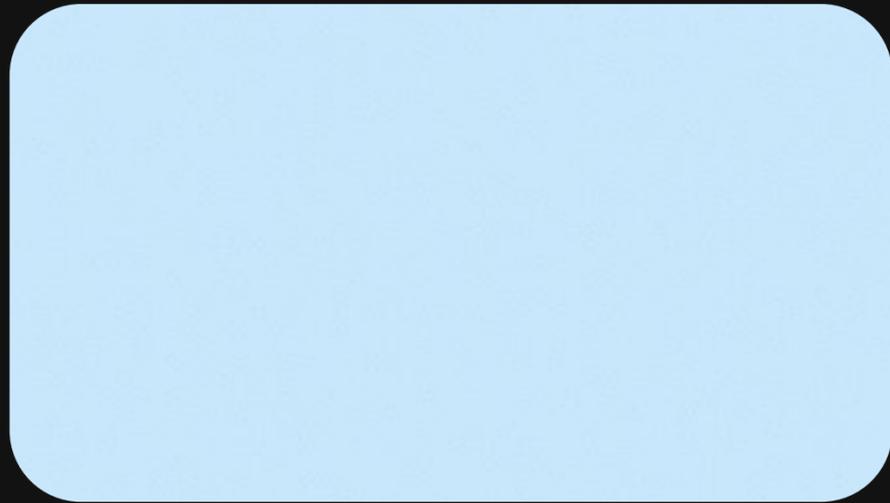
How can we use tools and process to collaborate more seamlessly and remove barriers for creativity?

03

Execute

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

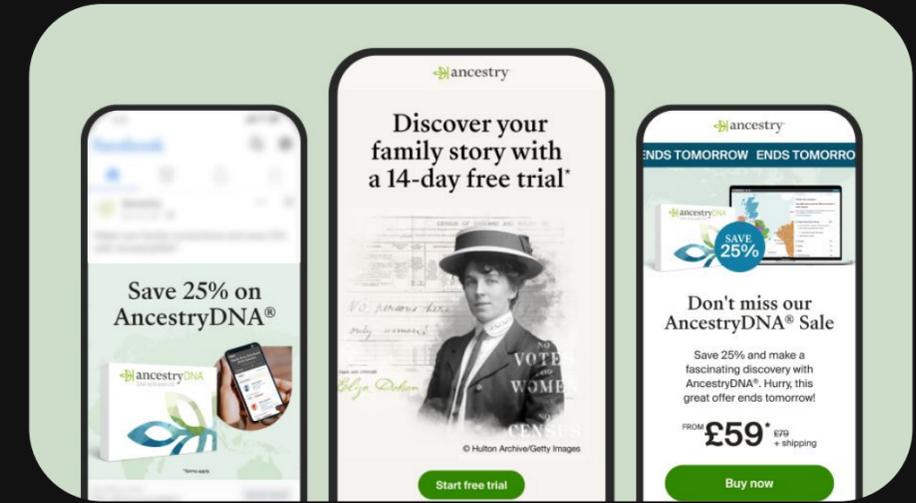
# Standardized frameworks & toolkits to streamline workflow, reduce error rate



Creative frameworks



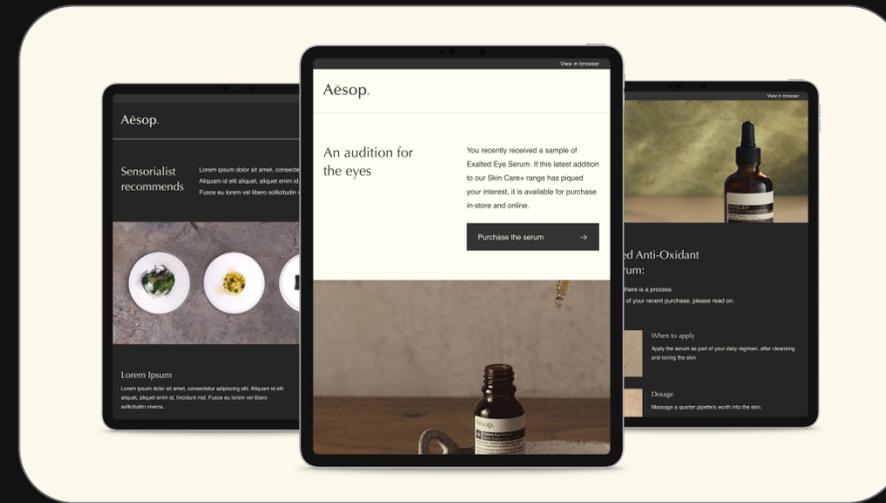
Bespoke module libraries



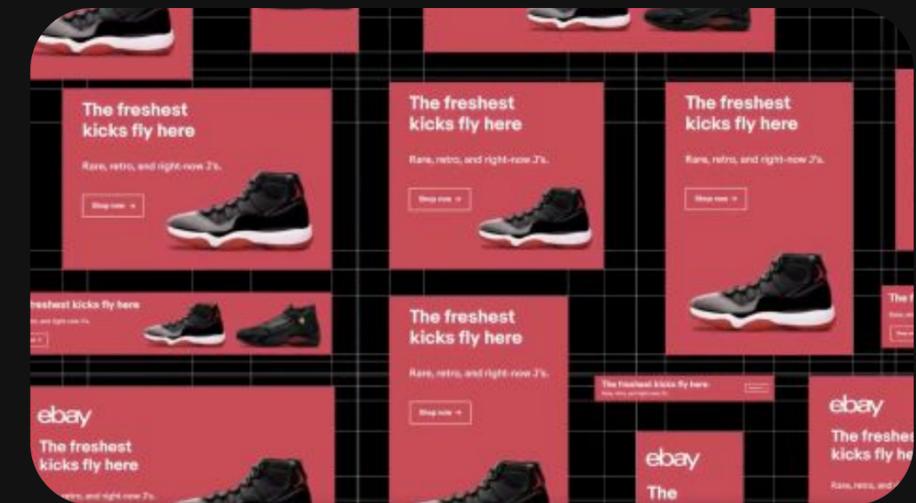
Channel templates



Campaign type templates

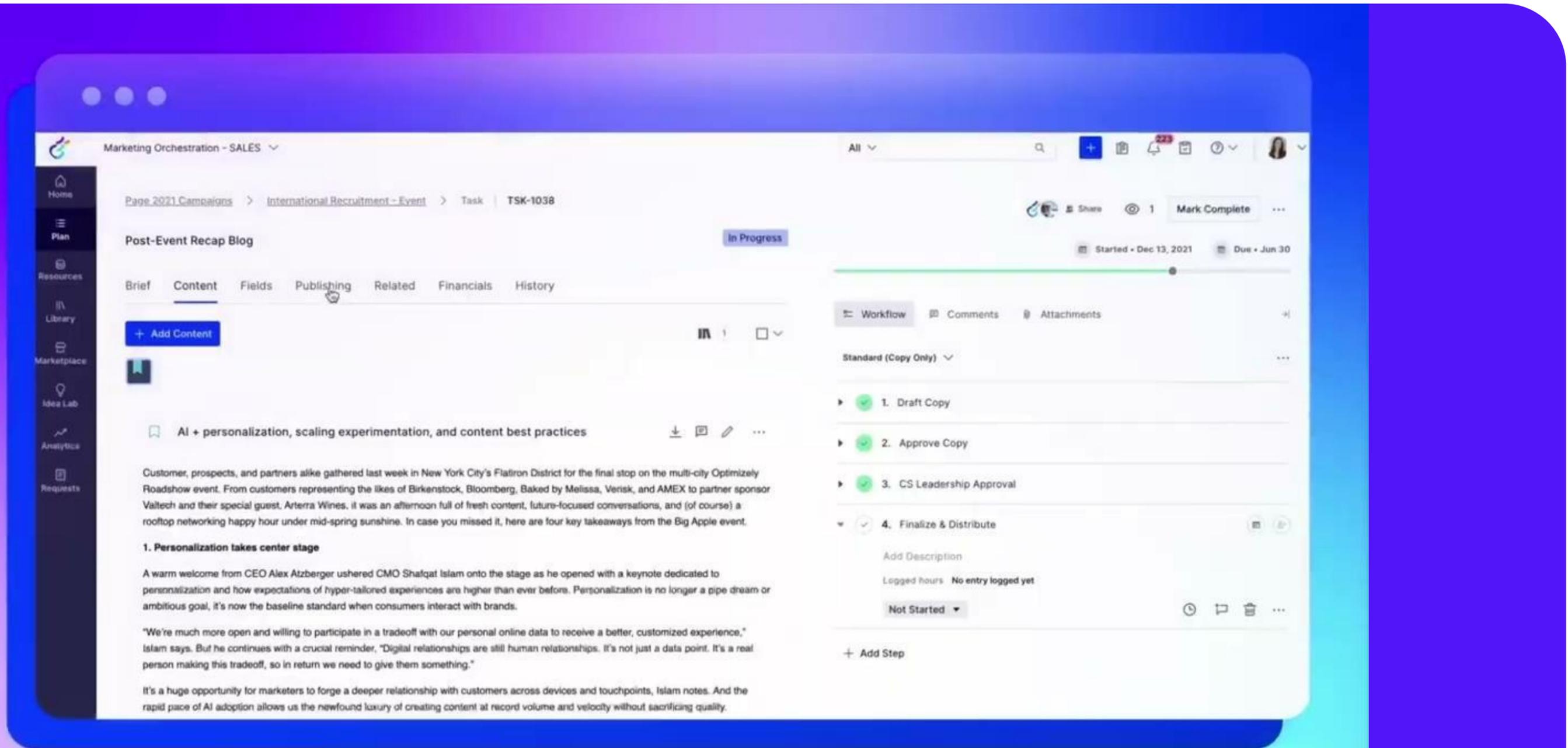


Toolkits



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. Below this is a table of content items with columns for Article, Publish Date, Pageviews, Unique Visitors, and Avg. Attention Time. A large 'Execute' watermark is overlaid on the right side of the dashboard.

Article	Publish Date	Pageviews	Unique Visitors	Avg. Attention Time
<b>900 Articles Viewed</b> +20% over prev. period				
1 Once a Running Joke, LinkedIn Is Suddenly a Hot Soci... Adweek - By Dan Tynan 1792 words	Sep 18, 2017	467,600	1,845	2:14
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 797 words	Sep 22, 2017	2,109	1,568	2:30

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



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



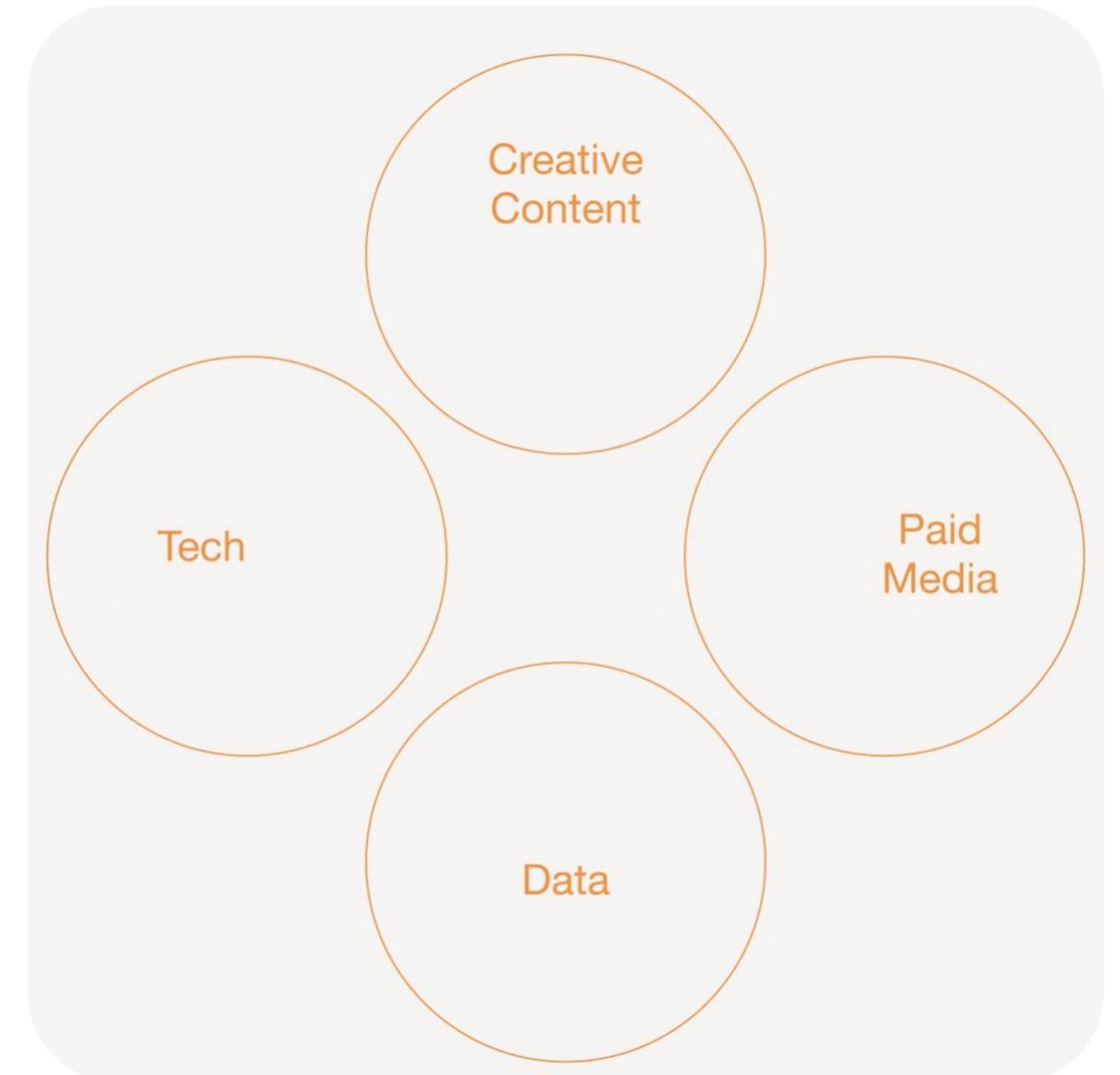
It was fundamental to find a solution  
**to accommodate each markets needs**

### Requirements;

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

### Challenges;

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

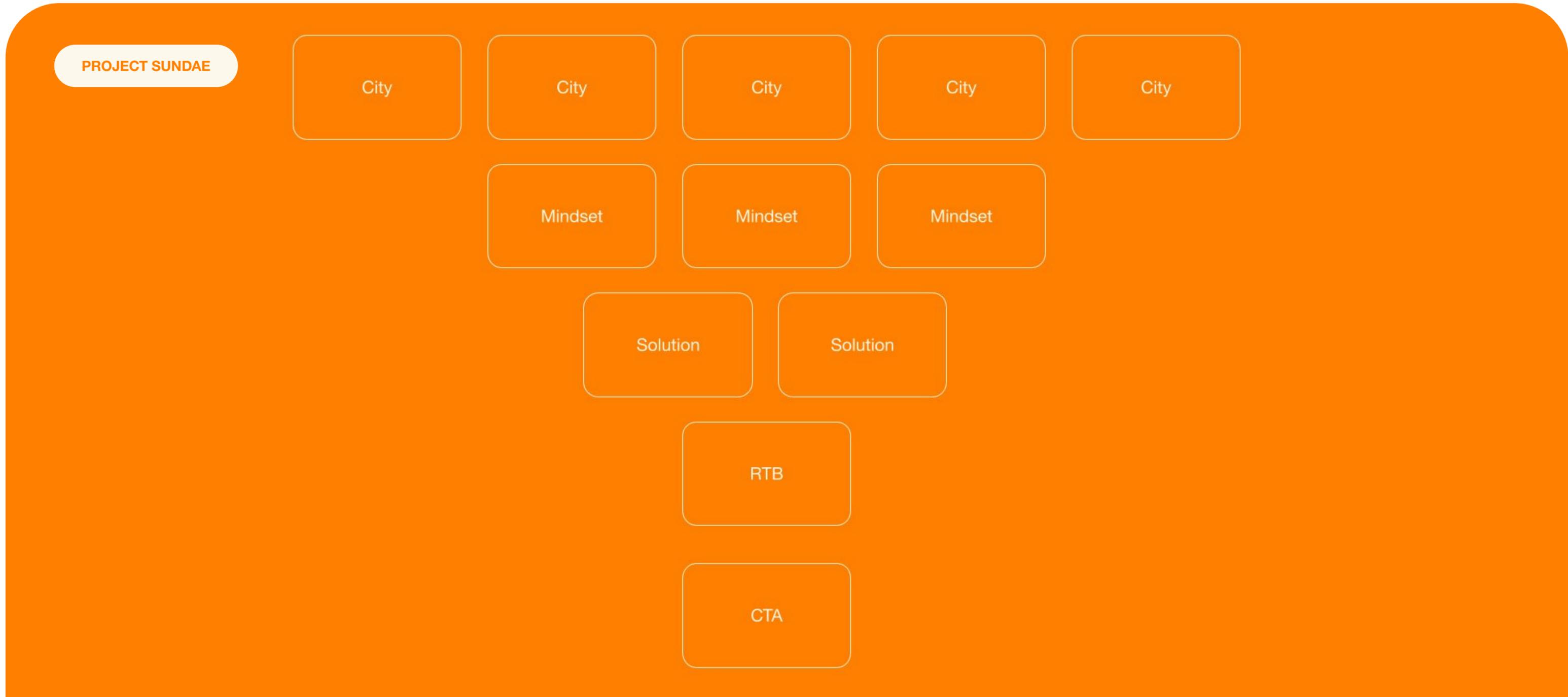


# This is how it works

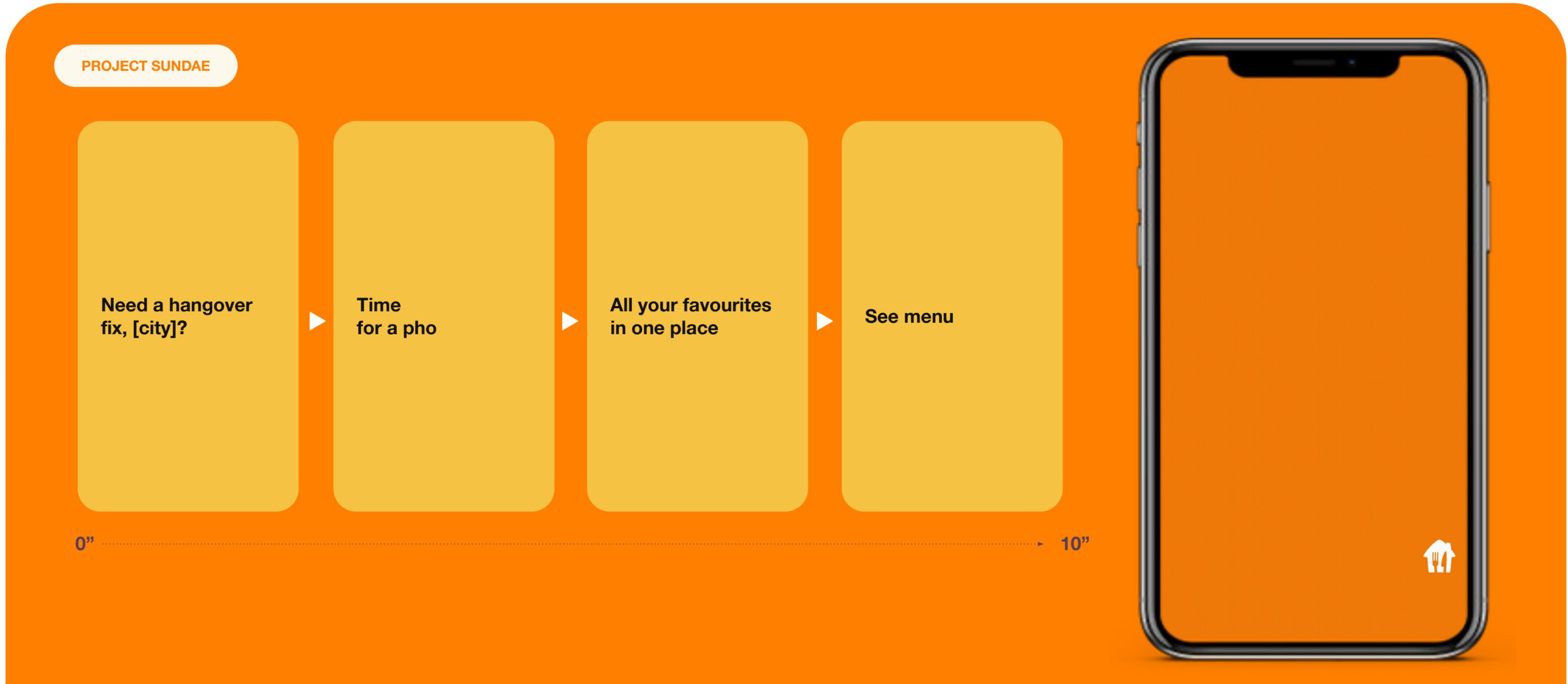
PROJECT SUNDAE



# 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

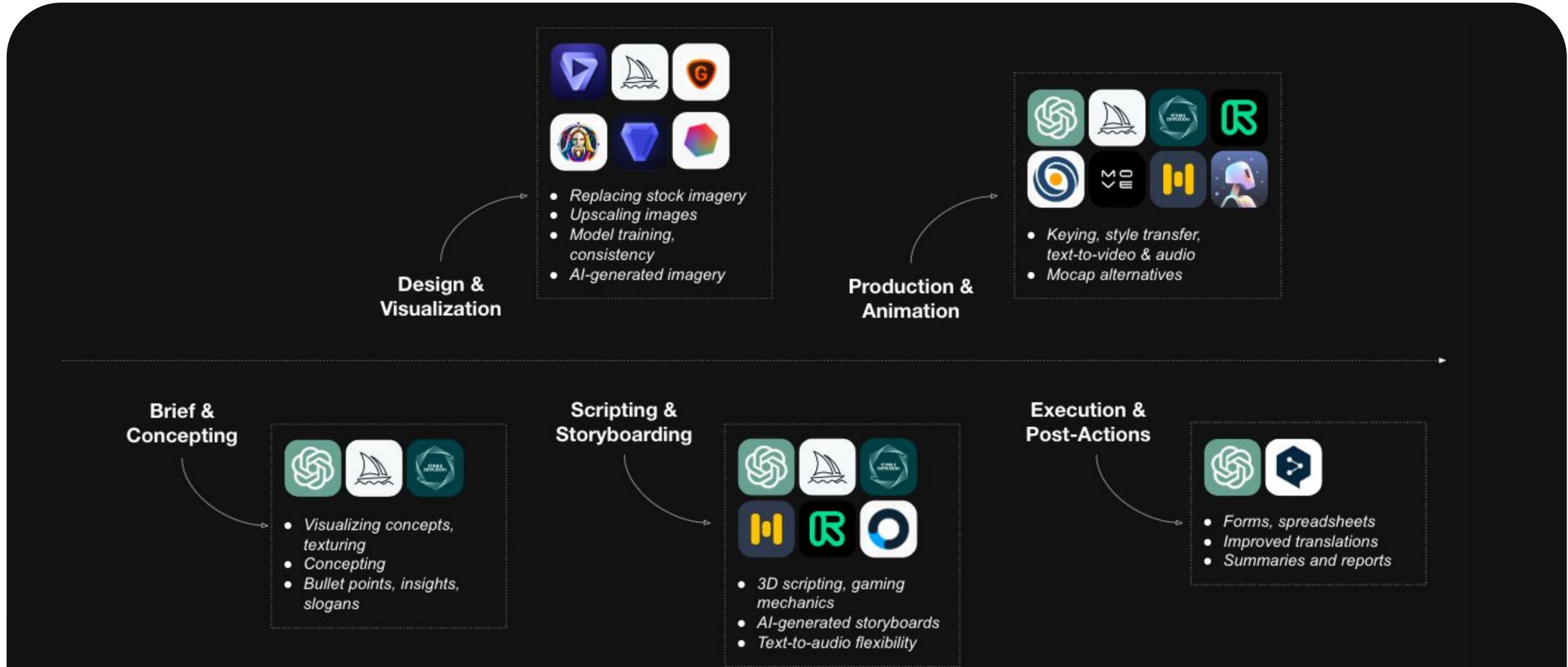
Tens of thousands of assets,  
34 cities,  
19 markets

It's driving  
orders

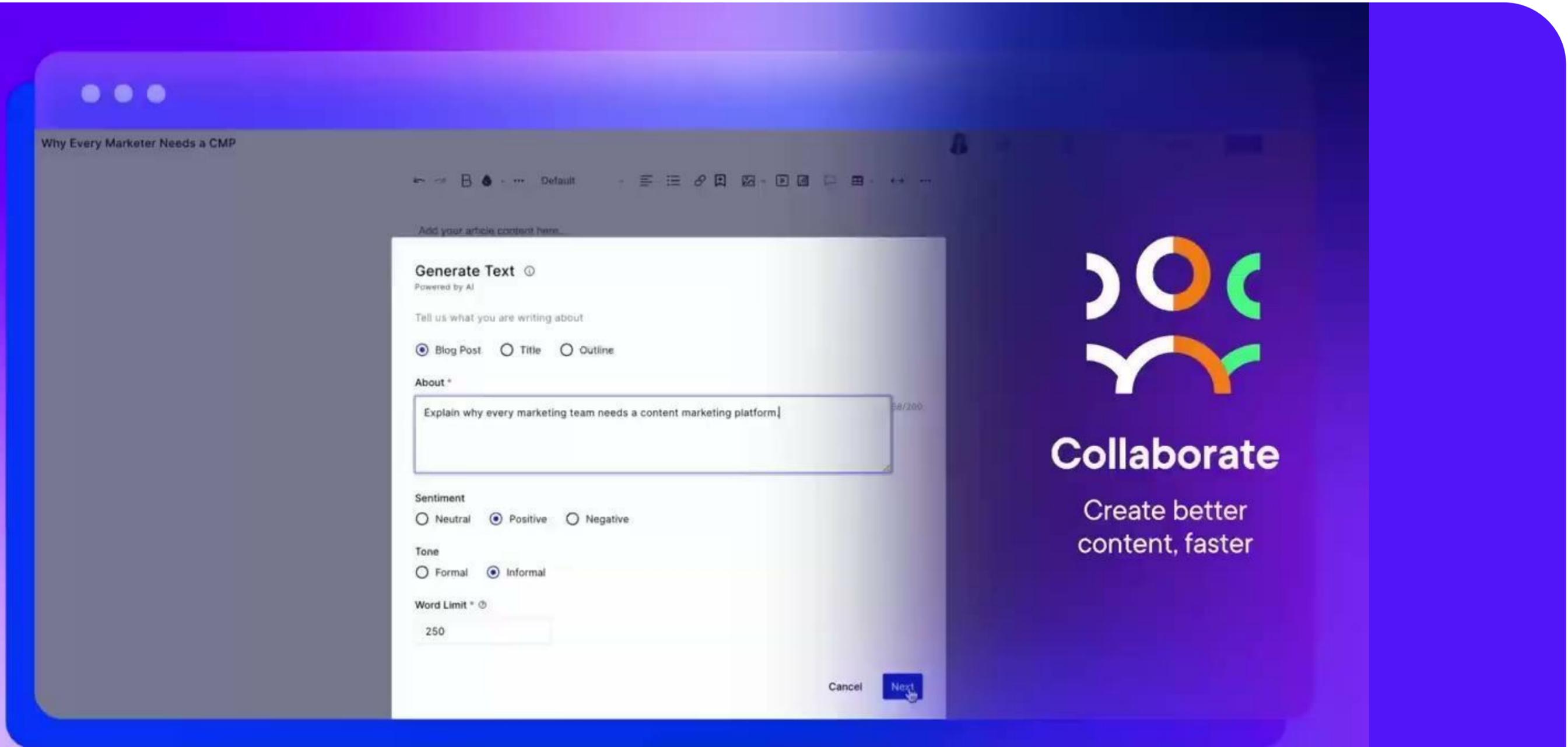
Project Sundae is consistently  
a best performer against benchmarks  
and other live campaigns



# We're using AI tools to disrupt the creative process



# Generative AI to produce and optimize content



The image shows a screenshot of a content generation tool interface. The main window is titled "Why Every Marketer Needs a CMP" and contains a "Generate Text" dialog box. The dialog box is titled "Generate Text" and is "Powered by AI". It prompts the user to "Tell us what you are writing about" and offers three options: "Blog Post" (selected), "Title", and "Outline". Below this is a text input field with the placeholder text "Explain why every marketing team needs a content marketing platform" and a character count of "58/200". The dialog box also includes "Sentiment" options (Neutral, Positive (selected), Negative) and "Tone" options (Formal, Informal (selected)). A "Word Limit" field is set to "250". At the bottom right of the dialog box are "Cancel" and "Next" buttons.

  
**Collaborate**  
Create better content, faster

# AI driving QA efficiency





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