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Reimagine Demand Generation

How AI hubs unlock growth, creativity & speed



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A True Global *Powerhouse* 70+ awards



BRONZE
AWARDS



CLIOS
GOLD AWARDS



MOST EFFECTIVE
MARKETER 2025



- Health & Wellness Grand Prix
- Social & Creator Grand Prix
- Titanium Lion
- Creative Strategy Grand Prix
- Glass: The Lion for Change Grand Prix

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Does any of this feel *familiar*?



Spending too much
time on
transactional,
admin-heavy tasks



Project
management
taking priority over
strategic thinking



Consolidating data
rather than acting
on insights



Teams operating at
full capacity, but
not always on the
highest-value work

Efficacy

Getting things done

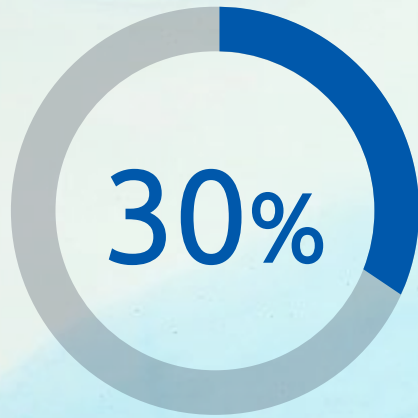
Efficiency

Doing the right things

Effectiveness

Doing things right

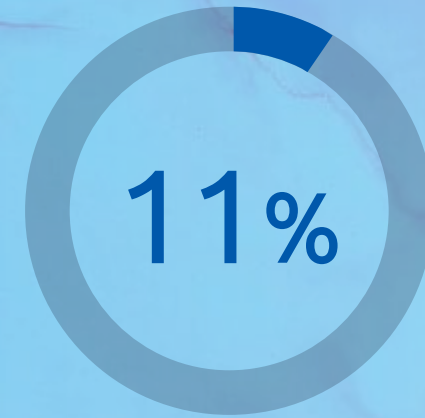
The *Paradox* of Modern Marketing



of marketing work is non-marketing in nature — admin, duplicative, transactional.



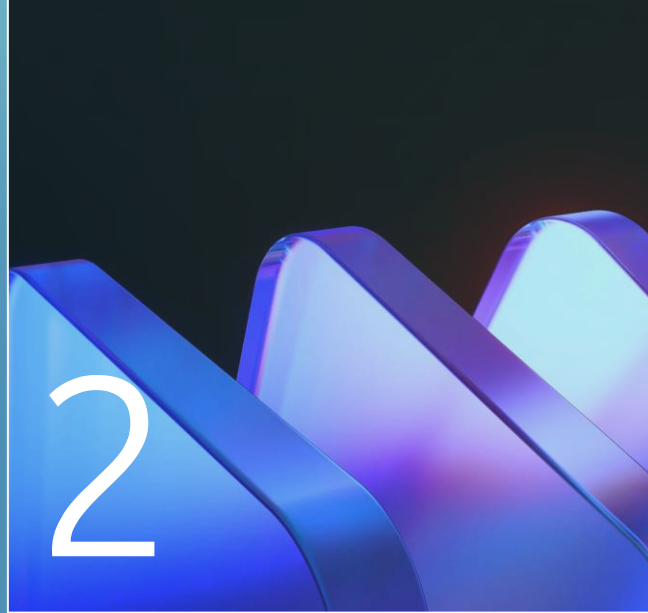
of marketers completely agree that their organisations are set-up for success.



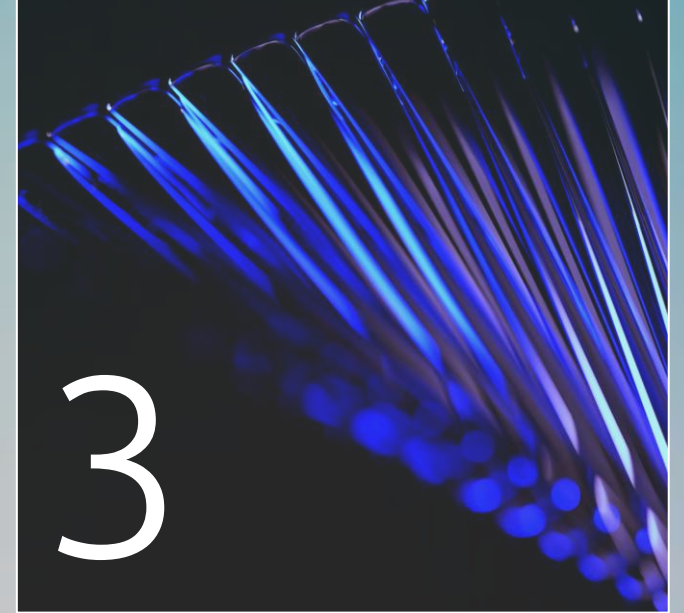
of marketers completely agree they partner effectively with other functions.



What work should
marketers never be
doing?



What work can be
scaled and
industrialised?



Where can AI truly
create leverage?

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Intelligent Marketing Hubs

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One *ecosystem*
infinite opportunity

Built on partnership: Turning bold
ambition into real outcomes

Strategy. Technology. Operations. AI.

Made real.



Intentionally *Designed* for the Future

Speed

Scale

Savings

Satisfaction

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Built for
What's Next

Built on
Trust

Unilever x Capgemini 

Making it real



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