

Accelerating Creative Production and Boosting Asset Quality with C5i Incivus

CLIENT

A global technology
company based in UK

INDUSTRY

Technology



BUSINESS IMPACT

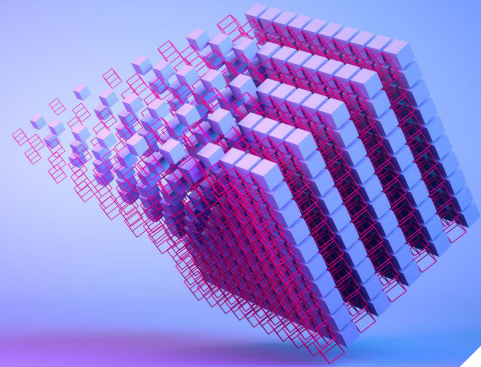
- Improved overall creative quality, leading to better audience resonance and higher campaign success rates.
- Leveraged C5i accelerators to drive speed and scale while reducing overall delivery time.
- Ongoing refinements and optimizations to enhance overall efficiency.



BUSINESS REQUIREMENT

The client operates within a complex creative content production ecosystem, where multiple moving parts contribute to asset creation. Their needs span a diverse range of tasks, including quick-turn sub-edits, localization, and customization - each requiring agility and precision. To streamline this process and enhance efficiency, the client sought C5i's expertise in producing creative assets while integrating a technology-enabled layer for smarter, scalable execution.

C5i'S SOLUTION APPROACH



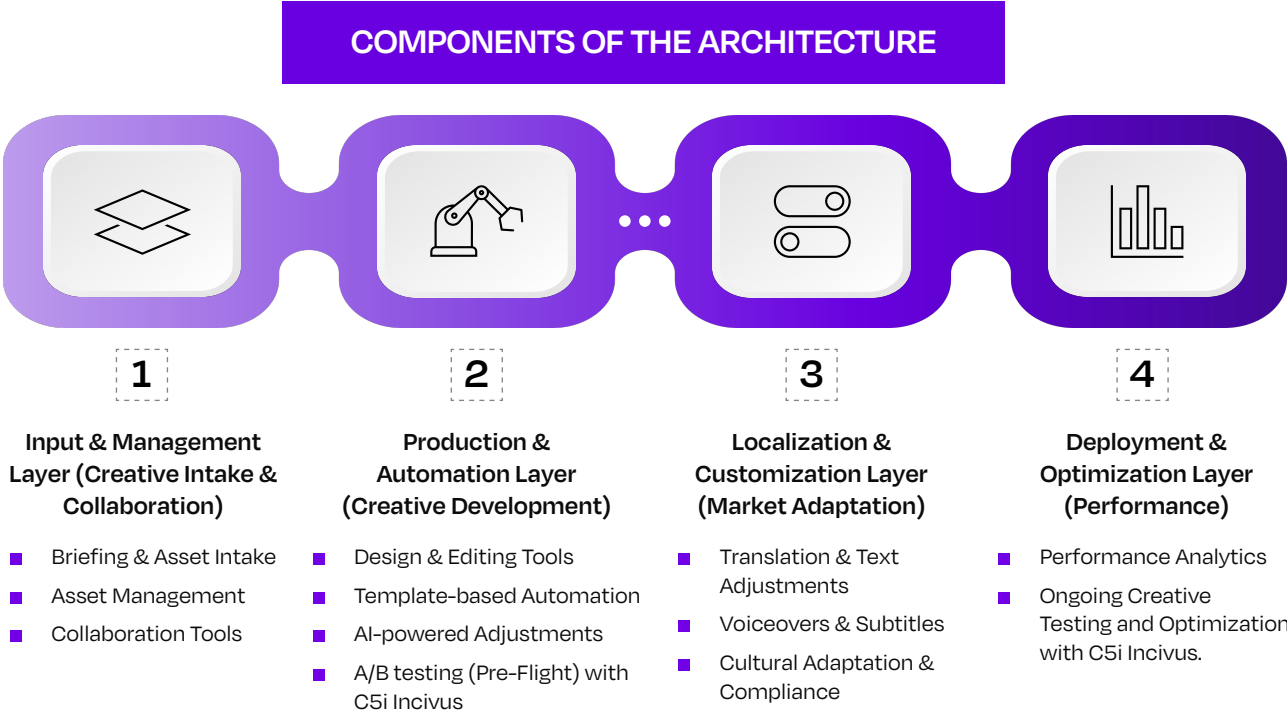
We developed a robust, flexible, and scalable creative production solution leveraging C5i Incivus (our GenAI-powered ad-tech platform), other accelerators, and human expertise to provide:

- **Automated Sub-Editing** – Streamlined quick-turn edits using AI-powered automation.
- **A/B Testing** – With Incivus, we enabled pre-flight variant testing with predictive insights for optimized creative effectiveness.
- **Template-Driven Customization** – Enabled rapid asset variations using AI-driven design frameworks.
- **Scalable Localization** – Standardized workflows ensuring seamless and culturally relevant regional adaptations.
- **Centralized Asset Management** – Implemented a system for efficient storage, retrieval, and version control.
- **Workflow Automation** – Reduced manual effort, improving speed and consistency

OUTCOMES

- **Faster localization and adaptation**, ensuring creative consistency.
- **Reduced manual effort**, allowing creative teams to focus on high-value tasks.
- **Higher ad effectiveness**, with predictive analytics ensuring better engagement and ROI.

COMPONENTS OF THE ARCHITECTURE



ABOUT US

C5i is a pure-play AI & Analytics provider that combines the power of human perspective with AI technology to deliver trustworthy intelligence. The company drives value through a comprehensive solution set, integrating multifunctional teams that have technical and business domain expertise with a robust suite of products, solutions, and accelerators tailored for various horizontal and industry-specific use cases. At the core, C5i's focus is to deliver business impact at speed and scale by driving adoption of AI-assisted decision-making.

C5i caters to some of the world's largest enterprises, including many Fortune 500 companies. The company's clients span Technology, Media, and Telecom (TMT), Pharma & Lifesciences, CPG, Retail, Banking, and other sectors. C5i has been recognized by leading industry analysts like Gartner and Forrester for its Analytics and AI capabilities and proprietary AI-based platforms.



www.c5i.ai

