

Sapient AI for Marketing

# Content Strategy & Planning

Transform insights into action at the speed of algorithms

## Offering summary

Traditional marketing planning cycles can't keep pace with cultural shifts and consumer behavior changes. Publicis Sapient's AI-powered Content Strategy & Planning solution transforms months of research into minutes of insight. By combining advanced large language models (LLMs) with contextual knowledge and pre-built prompt libraries, we enable marketing teams to develop data-informed strategies, find and optimize previously used content, identify high-value audiences and create compelling briefs fast enough to stay ahead of consumer behavior and their social media algorithms.

### Unleash the opportunity

Marketing teams today face an impossible challenge: deliver personalized, culturally relevant campaigns at scale while managing shrinking timelines and expanding channels. The traditional approach of lengthy research phases, static personas and annual planning cycles leaves brands perpetually behind the curve. We now have the technology to evolve: AI-powered planning that moves at the speed of your customers.



#### Analysis paralysis

Mountains of consumer data sit unanalyzed while opportunities pass by. Teams spend weeks in spreadsheets instead of crafting strategies.



#### Disconnected insights

Research lives in silos, separated from strategy and creative development. Valuable insights never make it to campaign execution.



#### Speed vs. quality trade-offs

The pressure to launch quickly means skipping crucial audience understanding and strategic foundation-setting.

# Our approach

**[Bodhi transforms marketing planning through enterprise AI that actually delivers.](#)** Publicis Sapient's Bodhi platform combines our proprietary technology with leading LLMs to analyze millions of data points across social, search, and behavioral signals.

But here's what makes it different: Bodhi surfaces actionable insights in seconds, not weeks. Dynamic personas evolve automatically as customer behaviors shift. Predictive modeling lets you test strategies against real market conditions before you invest. You get marketing intelligence that's both faster and smarter than traditional approaches. While competitors rely on quarterly reports and gut instinct, Bodhi gives you real-time intelligence that drives immediate action and measurable results.



## Our Offerings

**Topic discovery** - Analyzes audience behavior patterns and market trends to identify trending topics and generate fresh content ideas for marketers.

**AI-generated omnichannel briefs** - Creates comprehensive campaign briefs across multiple channels by analyzing audience data and past campaign performance.

**Smart asset discovery and reuse** - Intelligently searches existing content libraries to find and recommend previously created assets that can be repurposed for new campaigns.

**Predictive content analysis** - Uses historical campaign data to forecast audience responses to different content types, enabling data-driven content strategy decisions.

**Content optimization** - Evaluates existing content and provides actionable recommendations to improve search engine performance, readability and user engagement.



# A real-world success story

## The imperative for change:

A global biopharmaceutical company was under mounting pressure to reduce marketing costs while maintaining relevance in over 200 countries. Revenue shortfalls from expiring patents and increased competition made it critical to focus spend on content that would drive measurable engagement. Yet marketing teams struggled with limited visibility into high-performing topics, a shortage of personalized content and a heavy reliance on agencies. Content creation was slow, expensive and disconnected from market data – especially outside the U.S.

## The transformative solution:

The company implemented an AI-powered content strategy and planning approach inside its secure environment, enabling teams to:

- Pinpoint untapped opportunities with topic discovery that analyzed audience behavior, regional trends and competitive activity to surface high-value themes for each market.
- Build coordinated omnichannel briefs that aligned messaging, formats and timing across geographies based on proven audience preferences.
- Uncover and repurpose hidden assets by scanning existing content libraries for materials that could be quickly adapted for new campaigns.
- Predict performance before launch using historical data to forecast which formats, channels and messages would generate the strongest response.
- Refine for maximum impact with content optimization that improved search rankings, readability and engagement in priority markets.

## The business impact:

- 75 percent faster campaign planning and content creation
- 35-45 percent cost reduction in select content and copy creation tasks through asset reuse and reduced outsourcing
- 20-40 percent reduction in time for identifying actionable content trends
- Millions in cost efficiencies to enable higher content volume on reduced budget
- Foundation for future with AI systems designed to scale across brands and markets globally

# What sets Publicis Sapient apart?

We are part of Publicis Groupe, the world's third largest communications group. With deep expertise across creative, media data and technology, our unique position gives us unparalleled understanding of what actually transforms marketing organizations, not just what tools they need.

**We bridge the adoption gap that others miss.** While tech giants focus on building powerful AI tools, we focus on making them work in your specific organization. We've guided thousands of marketing teams through digital transformation, and we know the difference between having AI and using AI effectively.

**Our approach transforms your organization through four critical capabilities:**

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## Proven change enablement:

We don't just deploy AI tools, we transform how your people work. Our holistic approach and multidisciplinary teams ensure rapid adoption across your entire organization, from strategy and experience to data and engineering.

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## Real marketing expertise:

Because we've been in the trenches with brands like yours, we've built marketing workflows refined through thousands of campaigns. We know what works because we've done it.

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## Human + AI orchestration:

We've mastered bringing together human creativity and AI capabilities because we understand both sides deeply.

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## The Power of One with Publicis Groupe:

Access the collective marketing intelligence of our entire network. Through [Bodhi, our enterprise agentic AI platform](#), we've captured insights from thousands of successful campaigns and transformed them into proven frameworks your teams can use immediately.

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# Why Publicis Sapient

Publicis Sapient is a digital business transformation company. We partner with global organizations to help them create and sustain competitive advantage in a world that is increasingly digital. We operate through our expert SPEED capabilities: Strategy and Consulting, Product, Experience, Engineering and Data, which combined with our culture of curiosity and deep industry knowledge, enables us to deliver meaningful impact to our clients' businesses through reimagining the products and experiences their customers truly value. Our agile, data-driven approach equips our clients' businesses for change, making digital the core of how they think and what they do. Publicis Sapient is the digital business transformation hub of Publicis Groupe with 20,000 people and over 50 offices worldwide. For more information, visit [publicissapient.com](https://publicissapient.com).

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