



Are You Ready for Marketing's Next Chapter? Platforms, AI & What's Ahead

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Recently had a *baby*

Time matters differently now

Tired and *overwhelmed*

Responsible for *new decision*

Now, *nutrition* matters differently

Doesn't think in *brands, campaigns*

Looking for *advise* that she can *trust*

We often talk about personalization, relevance, engagement.

But from the consumer's point of view, the expectation is actually *much simpler*:



"Do you understand where I am?"



"Do you remember what I've already told you?"



"And are you showing up in a way that makes sense right now?"

That expectation exists whether we are ready for it or not.

Our consumers can not experience silos.

They need to experience ONE CONVERSATION that feels connected.



↑ Trust ↑ Relevance

But, how do we do this for all our consumers *at scale?*

It's not about doing more—it's about *connecting better*.

Let data travel.



The dream of a marketing platform is actually very simple:

- ➊ Digital touchpoints sharing the same knowledge.
- ➋ Collaborating and becoming smarter together.
- ➌ Interaction taking benefit from everything we already know.

The value emerges when *signals come together*.
When they form understanding.

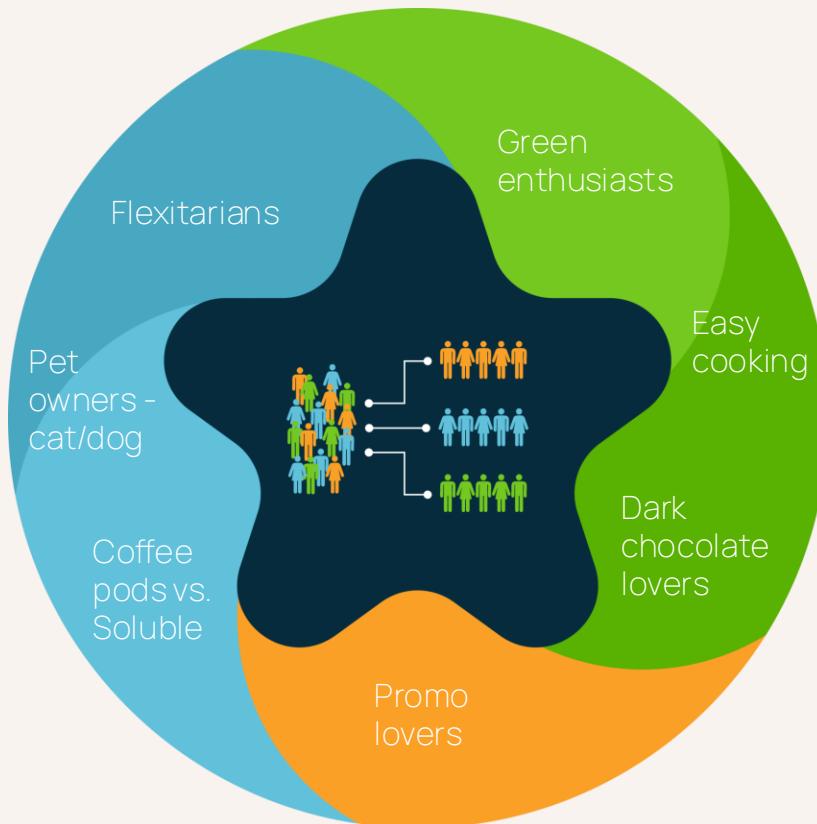
So that when a conversation happens, it happens with context.



Data collection & enrichment

- Each campaign is linked to a form to collect data progressively and continuously
- Creation of precise segments

From *data collection to activation.*



Activation

- Data pushed in real time to the database
- Data used to build lookalike audiences and extend campaign reach

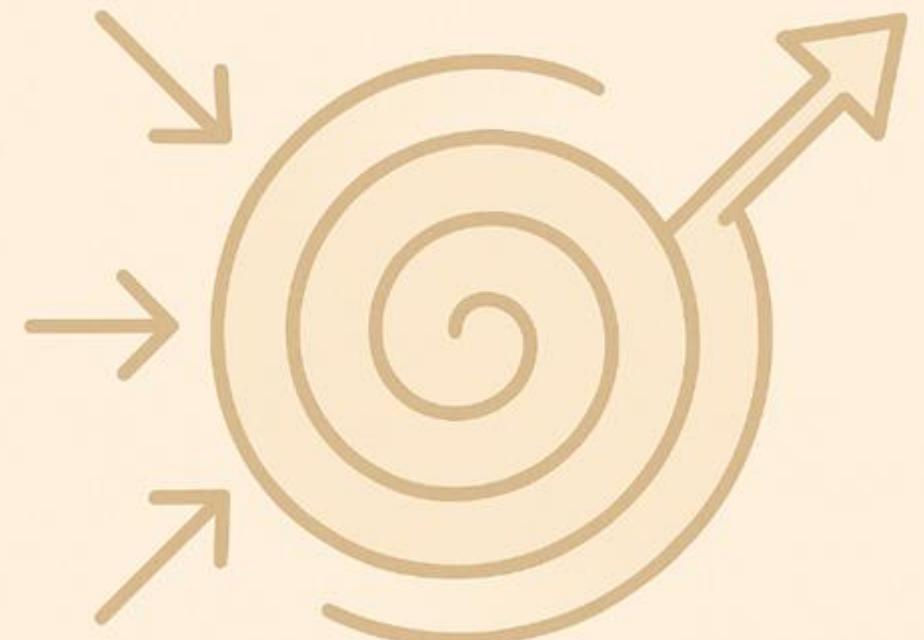
Audience
knowledge &
personalization



Audience
engagement &
retention



What do we mean
by Marketing Platform?



Beyond Personalization: Delivering Continuity at Every Touchpoint

From “Hello” to “I’ve Got You”: Continuity That Cares



- ✓ She receives one coherent message – not a burst of disconnected ones.
- ✓ She gets support that adapts to her journey.
- ✓ Her preferences and signals travel with her.
- ✓ She feels continuity.
- ✓ Behind the scenes: teams, systems, and markets are finally connected.

She asks once; *we remember*. She grows; *the conversation evolves*

We build it the same way we build trust: step by step, with strong foundations.

1 Define the *data foundations*.

2 Build a *scalable ecosystem*.

3 Enable the *right capabilities on top* that help activate intelligence consistently.

And finally: strong governance and the right operating model

AI is an accelerator

- ⌚ It helps us connect signals faster
- ⌚ See patterns earlier
- ⌚ And sharpen decisions at scale

...but only if the ***foundations*** are there you can make great ***impact***.

Without them, AI just optimizes fragments.

Nestle is a food & beverage company—not a tech company



We partner for tech and we own the consumer experience.

When you enable the *right marketing platform*,
marketing stops being noise and *becomes a service*.

Thank you

