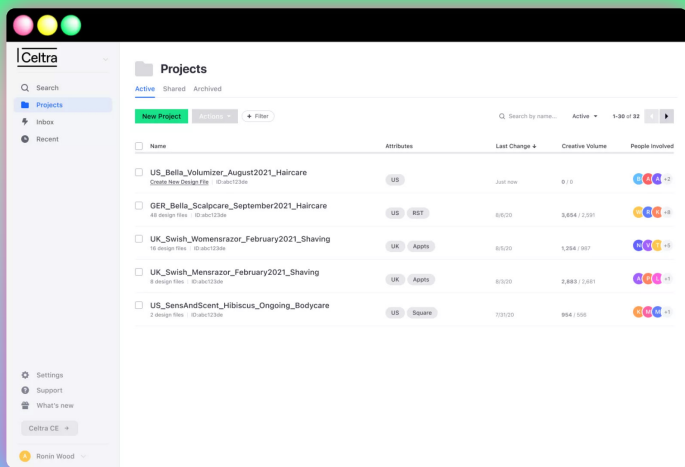


# Transform Your Creative Workflow and Production with Celtra

Turn to automation to drive creative excellence and maintain brand voice across brand and performance advertising creative.



## Volumes of Brands, Products & Retailers = Exploding Creative Demands

From global-to-local workflows, to new product and brand launches, to localization, and personalization, to local retailers, CPG brands need to produce troves of on-brand creative assets to keep campaigns performing around the world.

With increasing content demands, manual production can't keep up. These traditional methods are cumbersome and increase the error and inconsistencies within a global marketing organization.

Give your brand creative scale and variety that never sacrifices on brand equity. It's time to consider Creative Automation.

CPG Leaders Create With Celtra



Talk to us about CPG creative - [Celtra.com](https://celtra.com)

Get in touch to discuss how Celtra Creative Automation can help your CPG brands grow.

**“We touch 2.5 billion consumers everyday, we operate in 180 markets. And we need a player like Celtra to allow us to have one place for creative consistency for all of our brands.”**

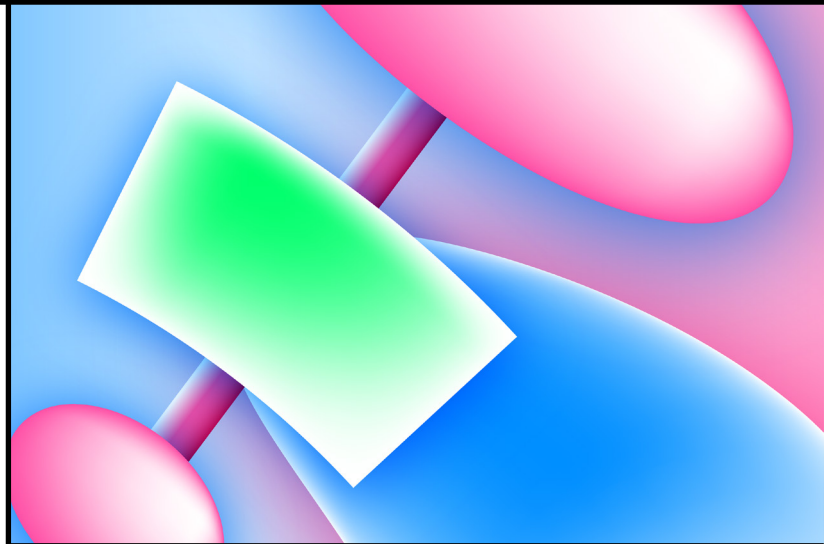
Luis Di Como, Executive Vice President Global Media, Unilever

### **Celtra: Creative Software for Global CPG Marketing Organizations**

CPG marketers run fast-paced marketing calendars that require toolkits for new product launches, evergreen marketing, performance campaigns, and personalization.

That’s a lot of content. How can central CPG organizations get on top of creative production while ensuring that regional teams stay on-brand and consistent with their creative? With Celtra Creative Automation, CPG brands have one centralized platform for collaboration:

- Create and distribute global toolkits
- Gemplatize campaign creatives for personalization and performance
- Govern your brand across regions and languages



**70%**

of marketers spend more time creating digital creative than they’d like.

**74%**

of shoppers are more likely to be loyal to a brand with consistent branding.

**Celtra**

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