

USER STORY

One Platform for 18 Brands, 45 Markets

How a global CPG company replaced agency fragmentation with a client-owned content operating system — starting with compliance.

The Situation

A top-10 consumer packaged goods company operates 18 major brands across 45 markets. Each brand works with its own roster of local agencies — hundreds globally — creating marketing copy, social content, and paid media assets in dozens of languages.

The result is exactly what you'd expect:

- **No system of record for what goes live globally.** Nobody can answer the basic question: what content is live, in which markets, approved by whom, and when? Each brand, each agency, each market operates its own workflow. The CMO's office is flying blind.
- **Compliance and regulatory review is a bottleneck.** Every asset must pass through legal and brand compliance before going live. The process is manual, inconsistent across markets, and adds weeks to every campaign. In some markets, compliance delays cost more than the media spend itself.
- **Brand inconsistency everywhere.** Each agency interprets guidelines differently. Tone, visuals, and messaging drift across markets with no central oversight or enforcement.
- **40+ hours per month lost to agency management.** Regional marketing leads spend more time coordinating handoffs, reviewing decks, and chasing deliverables than doing actual marketing.
- **Translated content underperforms.** 80% of local market content starts as English copy run through translation. It's technically accurate but culturally flat — and performance data proves it. Content built around local idiom and context consistently outperforms direct translation.
- **Unmanaged AI adoption is creating new risk.** Individual teams have started using ChatGPT, Midjourney, and other AI tools on their own. No guardrails. No brand governance. No audit trail. Legal and compliance are raising red flags weekly.

"We're not anti-AI — we're pro-control. Our teams want to move faster, and we want to let them. But not like this."

What They Needed

Not another creative tool — a **Global Content Operating System** that could:

1. Serve as the system of record for the entire content lifecycle — what's created, what's approved, what goes live, where, and when
2. Automate compliance and regulatory review — faster approvals, full audit trail, zero off-brand assets reaching market
3. Work with their existing agencies, not replace them — a client-mandated platform that every agency operates within
4. Support dozens of languages with content that feels native, not translated
5. Give the CMO's office visibility into what every brand is producing, spending, and achieving
6. Bring AI into the workflow in a governed, auditable way

How AURA Solves This

Phase 1: Compliance and Orchestration

AURA enters as the execution layer for content lifecycle and compliance — the audit trail for what goes live globally and when. Before touching creative generation, **AURA** solves the compliance and orchestration problem that slows everything down.

Every asset — whether created by an agency, an in-house team, or an AI tool — flows through **AURA**'s compliance engine. Brand guidelines, regulatory requirements, and market-specific rules are enforced automatically. The approval process that took weeks now takes hours. Legal gets a full audit trail. Marketing gets speed.

Neutral Platform — Agencies Stay, Chaos Goes

AURA is deployed as a **client-mandated ecosystem**. The company's agencies — all of them — are invited to operate within the platform. Agencies continue to create, plan, and buy media. **AURA** ensures everything executes flawlessly: correct, compliant, and measurable across every market.

The agencies don't resist because **AURA** isn't competing with them. It's making their work scale globally with less friction — fewer production delays, automated localization, version control, and better media ROI. **AURA** is the system they can't live without.

AI Agents Trained per Brand

Each of the 18 brands gets its own **AURA** agent, loaded with brand guidelines, tone of voice, visual standards, and compliance rules. When a regional marketer in Brazil creates content for a skincare line, the agent ensures it's on-brand before it's ever published — no manual review cycle needed.

Local Content Creation, Not Translation

Instead of translating English copy, local teams use **AURA** to generate content natively in their market language. The AI agent understands the brand context and the local market nuances. The result is content adapted for local audiences from the ground up — built around local idiom, cultural context, and search behavior, not translated from English.

Portfolio-Wide Visibility

The CMO's office sees a single dashboard: what each brand is producing, what it costs, how it's performing, whether compliance is enforced, and whether AI usage is within policy. For the first time, there's a real-time view across the entire portfolio — the single pane of glass that never existed before.

The Impact

- **Compliance speed:** Weeks of manual review to hours of automated enforcement
- **System of record:** First-ever unified view of what's live globally, by whom, approved when
- **Agency coordination:** 40 hrs/month to near zero for routine content — agencies work within the GCOS
- **Content production speed:** Weeks to days for multi-market campaigns
- **Local content performance:** Measurable engagement lift over direct translation
- **Brand compliance:** Automated enforcement, zero off-brand assets reaching market
- **AI governance:** Full audit trail across all 18 brands, all 45 markets
- **Cost reduction:** 50-60% lower creative production costs across the portfolio