



MAKING SPACE TO GROW

VIDEO TRANSCRIPT

For Consumer Packaged Goods companies,

Digital commerce is a growing opportunity.

Growing and growing far beyond physical stores.

An explosion of channels, from ecommerce to social platforms,

all providing new paths to expansion.

It's all within reach.

Yet something is holding you back.

Traditional strategies, outdated operating models and legacy technologies,

mean you can only grow so far.

This calls for a radical rethink.

By building the right foundation,

Becoming digital on the inside and out

And taking back control of the brand experience.

So, don't let barriers get in the way of your business,

It's time to grow digital commerce.

Copyright © 2023 Accenture
All rights reserved.
Accenture and its logo
are registered trademarks
of Accenture.