

# Industry: Advertising



## Context

A client who provides traditional advertising solutions needed to modernize its offering to maintain and grow its market shares.



## Challenge

Since COVID19 hit, traditional advertising solutions became less attractive to clients due to restrictive sanitary rules. This had a negative impact on revenue streams of the client.



## Solution

iTransform began by identifying the internal strengths of the clients and match them with market opportunities. Also, by analyzing the current challenges of the market due to COVID19 and client behavior changes. The identified solutions were outlined in an adapted digital roadmap that helped the client make quick & effective decisions related to their digital investment to maintain and grow market shares.



## Quick wins

- Identified new business model more adapted to digital reality
- Supported to secure funding for solutions implementation
- Created alignment within management team and digital investment decisions seamless

