# Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Intro</td>
<td>3</td>
</tr>
<tr>
<td>Messaging Guidance</td>
<td>4</td>
</tr>
<tr>
<td>Visual Identity</td>
<td>11</td>
</tr>
<tr>
<td>Type Treatment</td>
<td>12</td>
</tr>
<tr>
<td>Color Palette</td>
<td>13</td>
</tr>
<tr>
<td>Photography: Technology</td>
<td>14</td>
</tr>
<tr>
<td>Photography: Consumers</td>
<td>16</td>
</tr>
<tr>
<td>Illustrations</td>
<td>17</td>
</tr>
<tr>
<td>Abstract Backgrounds</td>
<td>18</td>
</tr>
<tr>
<td>Icons</td>
<td>19</td>
</tr>
<tr>
<td>Creative Assets</td>
<td>21</td>
</tr>
<tr>
<td>Online Ads</td>
<td>22</td>
</tr>
<tr>
<td>Social Tiles</td>
<td>23</td>
</tr>
<tr>
<td>Signage</td>
<td>24</td>
</tr>
<tr>
<td>Print Ads</td>
<td>27</td>
</tr>
</tbody>
</table>

**Questions?**

Intro

To the SAS Marketer

This creative playbook will give you background on the Experience 2030 campaign and provide guidance to jump-start your CX-focused marketing initiatives. You’ll find creative headlines and copy that can be used across digital and print assets; visual identity guidelines and examples; and templates for live events, as well as online assets like landing pages and emails.

This playbook will give you all you need to deliver a cohesive, compelling message about SAS’ solutions for the future of customer experience.

Strategy

Today’s consumers expect a lot from brands. They’re also beginning to capitalize on immersive and emerging tech. This puts tremendous pressure on marketing organizations to be more agile and automated.

And that pressure’s not easing any time soon. In fact, the next 10 years will usher in exciting, disruptive changes to how brands and consumers interact. From smart IoT devices, to virtual, mixed and augmented reality, to AI and beyond, technological innovations are developing rapidly.

All these emerging technologies mean that brands must rethink their data management proficiency, analytical optimization processes and automated decision-making capabilities – to deliver multi-moment marketing that will continue to resonate into the future.

Are brands and consumers ready?

Our goal with the Experience 2030 is to highlight how SAS can help marketing organizations reinvent their operating models in a way that connects technology to strategy, data to decision and brand to consumer. That our advanced analytics and AI solutions and expertise are exactly what organizations need to offer a smarter, more immersive and more personalized customer experience. That SAS can prepare organizations for the future.

Background

The Experience 2030 campaign is an amplification of an extensive Futurum report, sponsored by SAS. Based on a survey of 4,000 marketing professionals, executives and consumers, the report explores today’s CX challenges, as well as what the future will bring.
Speak in a clear, consistent voice for Experience 2030.

The Experience 2030 report focuses largely on five themes. The following content can help you craft messaging related to each specific theme within the report.

Each section contains some overarching content that sums up many of the main takeaways of each theme. While you can repurpose this text verbatim to promote an asset or event, its main purpose is to act as a reference for crafting your marketing message based on your audience and/or call to action.

Please note that the report has a wealth of additional data-driven points and metrics that can be used to build a case for your message. Don’t be afraid to comb through the report to find additional takeaways and data points to incorporate into your content.

Our macro strategy proactively connects Experience 2030 (our core GTM platform globally) to SAS Customer Intelligence (CI) to amplify our relevance in customer experience (CX) now and into the future.

Experience 2030 was intentionally designed to raise SAS’ credibility in marketing/CX with executives, using themes they care most about. This enables us to deepen and expand upon those findings with a powerful SAS point of view: connecting the appropriate combination of specific CI differentiators and capabilities to each theme.

The CI-specific messaging/connection will be embedded into our overall Experience 2030 GTM initiatives: campaigns, web presence, sales collateral, assets, demos/videos, global brand initiatives and much more.

The five key themes surfaced in the report will fuel the Experience 2030 campaign:

• Smart Technology: Consumers Don’t Use Digital, They Are Digital
• Immersive Technology: Bridging the Customer Experience Divide
• Digital Trust: The Evolving Nature of Trust
• Loyalty in the Digital Age: Be a Loyalty Company, Not a Loyalty Program
• Agility & Automation: Better Engagement Through Technology
General Messaging

What will the future of customer experience look like? How will technology change the way we engage with content, customers, brands and each other? Drones, AI, IoT, smart devices, virtual and augmented reality – we don’t have a crystal ball to say exactly how it will all turn out.

But we do have the next best thing – Experience 2030.

Experience 2030 is the result of an ambitious, yearlong collaboration between Futurum Research and SAS. We used a plethora of industry, market and consumer data and spoke to 4,000 consumers, executives, marketers and tech experts about what the future will bring.

The report details five key themes — smart technologies, immersive technologies, digital trust, loyalty in the digital age, and agility and automation – that are driving the evolution of customer experience from now, through and into 2030.

Headline options:

• **Experience 2030**: The future of CX

• **Experience 2030**: Are you ready for the future of CX?

• **Experience 2030**: Set your customer strategy to stun.

• **Experience 2030**: The future of CX is bright.

• **Experience 2030**: A customer strategy that stands the test of time.

• **Experience 2030**: Future-proof your customer strategy.

• Customer excellence. At every stage of their journey. **Experience 2030**

• Offer a singular customer experience. Every time. **Experience 2030**

• The future is a certainty. Your customers are not. **Experience 2030**

• Go from customer interaction to customer satisfaction. **Experience 2030**

• Loyalty programs are out. Loyalty brands are where it’s at. **Experience 2030**

• Think customer expectations are high now? You haven’t seen anything yet. **Experience 2030**
Smart Technology: Consumers Don’t Use Digital, They Are Digital

The future of consumer behavior over the coming decade is more digital, more mobile, more social and more engaging. In fact, 59% of global consumers expect they will have more smart devices in 2025. And by 2030, 81% of consumers expect to be engaging with chatbots.

Powered by AI and real-time analytics, the proliferation of these and many other technologies will further enable brands to transform their data into valuable customer insights.

Applied in the right way, those insights can reveal the exact customer touch points that drive loyalty and profitability. Like why some potential customers leave a company’s website before purchasing. Or how to know the right level of engagement for specific customers.

Still, consumers are wary of technology and the potential for brands to pry too heavily into their personal lives. Brands must consider both the value of the technology they use, and how that technology may be perceived by their customers.

Key takeaways:

- Consumers are often ahead of brands when it comes to technology adoption.
- The growth of mobile and smart, wearable devices will make more information available to consumers and drive more immersive engagement.
- It’s critical to create a customer strategy that is both tech-focused and human-driven.

Headline options:

- Experience 2030: Smart technology needs a smart strategy.
- Experience 2030: Make every digital interaction count – today and tomorrow.
Immersive Technology: Bridging the Customer Experience Divide

The future state of customer engagement and experience might be hard to recognize compared to today’s. AI, IoT, virtual and augmented reality, automated chat bots and more. A host of new technologies will reshape how brands and consumers interact in the coming years.

Already, consumers are dipping their toes in immersive technology, whether they even realize it or not. From Snapchat and Instagram filters, to heads-up driving displays, to virtual environment dressing rooms or eye glass fittings – it’s all creating entirely new way for brands to engage with their consumers.

But there is a divide between consumers and brands. For instance, while 35% of consumers say they are uneasy dealing with technology in stores, 75% of brands say in-store automated robots are a good idea for consumers.

So, the question is, how can brands understand consumer preferences and use technology in a way that narrows the divide between them and consumers – rather than widen it.

Key takeaways:

• Brands need to reinvent themselves to keep up with tech-savvy consumers.

• Immersive technologies can help you create more contextual and real-time engagement for your customers

• Knowing the right level of immersive experience for your customer is critical to bridging the divide between brand perceptions and consumer behaviors.

Headline options:

• Experience 2030: Make your brand a bridge.

• Experience 2030: Build a bridge from B to C.
Digital Trust: The Evolving Nature of Trust

It’s clear that consumers consider personalization a key aspect of a rewarding customer experience. They’re also in front of most brands when it comes to new and immersive tech. There’s no doubt that those brands that can create personalized engagements will also boost both loyalty and profitability.

But there’s a catch. Customers have some serious concerns about how their data is being used, stored and shared. Out of 25 industries rated by consumers, nine had a higher level of distrust than trust. That’s why the integrity and security of customer data needs to be a top priority.

Key takeaways:

• Digital guardianship should be viewed not just as a data governance – but as customer differentiators.

• Data security must not only be at the forefront of every business strategy, but an integral brand promise to consumers.

• Effective model management and data governance is key for brands to retain consumer trust.

Headline options:

• You can't buy trust. But you can invest in it. Experience 2030

• Offer the perfect balance of trust and technology. Experience 2030
Loyalty in the Digital Age: Be a Loyalty Company, Not a Loyalty Program

Brands that succeed in the coming decade will be the ones that transform themselves into loyalty companies. This entails putting the customer first, providing the personalized services, features and technologies that deliver what they seek.

Yet 42% of consumers say that only three or fewer brands that they regularly engage with provide a high level of customer satisfaction.

Brands must deliver more moments of truth into the customer journey. It requires a significant effort that is infused into the entire brand, and not just limited to special incentives or loyalty promotions.

These moments of truth are built on offering both brand attributes that a consumer desires – like high quality, low costs, superior customer service – as well as technologies that enable a rewarding experience, like real-time order tracking and easy-to-use mobile apps.

Key takeaways:

• Loyalty begins before a customer becomes a customer.

• Don’t focus on loyalty programs – focus on becoming a loyalty brand.

• Brands must use technology to provide both a smooth engagement as well as to provide the intelligence behind the engagement.

• Contextualization, recognition and personalization are the impetus of loyalty.

Headline options:

• Loyalty programs don’t always lead to loyal customers. Experience 2030

• Be a Loyalty Company, Not a Loyalty Program. Experience 2030
Agility & Automation: Better Engagement Through Technology

Agility and extreme automation are driving the future of brand engagements and customer experience. By 2030, 69% of decisions guiding the customer experience will be handled by smart automation.

In a world where customer demands are rapidly changing, the speed of performance is considered critical to the creation of great customer experiences. After all, customers already expect a lot from brands: responsiveness, personalized attention, and premium product and service features.

To be competitive, businesses must embrace agility and use automation to address these customer needs. It’s about creating a future-proof customer strategy that speeds decisions, reduces risk and enables real-time customer engagements.

Key takeaways:

- AI-powered automation in customer service operations streamline processes and create more rewarding customer experiences.
- Brands must empower customer service agents to work alongside automation, adding a human element and empathy to customer communications and problem resolution.
- Accurate customer data is the linchpin to creating personalized experiences.

Headline options:

- Experience 2030: Make a great customer experience automatic.
- Customer Excellence. Set to automatic. Experience 2030
Visual Identity
Type Treatment

The Experience 2030 wordmark should not be treated as a tagline, nor should it be connected to, or act as a replacement for, the SAS logo.
Color Palette
Photography: Technology

Wearables

Augmented / Virtual Reality

These images can be located in the MARS library under “Experience 2030.”
Photography: Technology

Digital Assistants

Tablets and Phones

Drones

These images can be located in the MARS library under “Experience 2030.”
Photography: Consumers

These images can be located in the MARS library under "Experience 2030."
Illustrations

These images can be located in the MARS library under “Experience 2030.”
Abstract Backgrounds

These images can be located in the MARS library under “Experience 2030.”
Icons
Creative Assets
Online Ads
Social Tiles and Banners

- **experience 2030**
  - **The future of CX**
  - Smart technology needs a smart strategy

- **experience 2030**
  - **The future of CX**

- **experience 2030**
  - Smart technology needs a smart strategy
Signage
Signage
Signage

The future of CX
DID YOU KNOW?

FOR CROSS-CHANNEL CAMPAIGN MANAGEMENT, INDEPENDENT RESEARCH FIRM RANKS SAS A LEADER.

Mastering the individual touchpoint isn’t enough. Customer journeys are expected to be continuous—delivered in real time across online and offline channels. SAS® Customer Intelligence 360 and our unique hybrid cloud architecture give our customers cross-channel campaign management like no other vendor can.

sas.com/discover
