

## DMNews, US: Cognizant's SVP and Global Head, Cognizant Interactive, Discusses the Impact of Technology on Marketing Strategies

[Cognizant Digital Business](#)



"We have seen a shift, fundamentally associated with the impact of technology," says **Donna Tuths**. "When I take a look at what that has wrought, over the last five to six years, I see a strong shift from marketing to experience. These are different things." Excerpts:

"For Tuths, marketing is 'what I say' — branding through messages and logos. Experience is about 'who I am as a company.' And it's more than just a buzzword, although 'I've been told it's 'fluffy,'" she laughed.

What's more, Tuths differentiates Cognizant from what she calls 'more traditional agencies.' For example, Accenture and Deloitte 'have DNA from accountancy, because that's where they came from. We were founded only 25 years ago. We were born at the advent of all of this change we're seeing, and we bring something very different to this space.' She describes Cognizant not as a consultancy or agency, but as a 'third actor.'

With the largest companies, the answer is often an in-house agency. What does that mean for Cognizant? 'The role that we have there is being part of that new, bespoke agency a lot of our clients are creating.' Whereas enterprises want to bring brand voice in-house, they don't necessarily want to bring everything that's necessary to operationalize it globally in-house too. 'They don't want to own studios around the world,' for example."

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