CHANGING THE WORLD

To promote its key brand drivers in India, Accenture went beyond the enterprise marketing plan to deepen conversations and engagement. BBC StoryWorks was briefed to create a content campaign that dramatised how Accenture improves the way the world works and lives.

Embracing the new

Technology evolves rapidly and organisations need to replace linear processes with holistic solutions. The BBC StoryWorks campaign centred on The New Normal – for clients, employees and society – while positioning Accenture as a brand that is constantly growing, changing and innovating.

Getting people talking

Three dynamic articles, two static infographics and a bespoke animated infographic were designed to stimulate debate and meaningfully engage with audiences about the future of work and communities. The campaign launched during the pandemic, a time of great upheaval.

A POSITIVE OUTCOME

The campaign was a great success across key metrics. Authentic storytelling helped increase positivity by 40% and influence naysayers at the bottom of the negativity funnel, shifting the dial by 21%. Dwell time reached 193.1 seconds and 89% of respondents agreed that the BBC was the right place for Accenture to advertise.

Click to discover more and view the work