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**

Dwell time reached 193.1 secs

89% respondents agreed

**BBC was the right place for Accenture to advertise**

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