

Campaign Title: "Accenture Strategy and Accenture Digital Launch"

Brand: Accenture

Category: Professional Services

Summary

Accenture launched two new capabilities in a highly competitive market: Accenture Digital and Accenture Strategy. Accenture needed to drive awareness of and content engagement for these capabilities to a hard-to-reach C-Suite audience. Extensive research with the target established the marketplace perception of these capabilities and ensured the ads were relevant and differentiating. A focused media strategy featured airport domination and engaged the audience through digital, social and print. Advertising creative ignored B2B conventions of bland headlines and dull stock images: Accenture Digital ads featured striking visual metaphors and highlighted key business outcomes; Hard-hitting, all-type Accenture Strategy ads boldly used black, white and red to break through the clutter. Results were significant: Accenture dramatically increased traffic to Accenture Strategy and Accenture Digital content; thousands of executives from across more than 600 client companies visited web pages for each capability, including over 84% of its top Diamond Clients; and requests for services for these capabilities increased by more than 3X.

Marketing Challenge

Accenture competed against a broad range of players for massive contracts across a plethora of industries. A large and diverse set of competitors targeted Forbes Global 2000 “C-Suite” executives who were notoriously hard to reach, difficult to impress and were bombarded with messages.

Anticipating the changing needs of clients in today’s dynamic landscape and driving growth in high-demand areas, Accenture expanded its suite of services and launched two new capabilities: Accenture Strategy and Accenture Digital.

From extensive research with C-Suite executives, Accenture learned that its key clients are very familiar with its technology and operations capabilities. However, Accenture wasn’t always considered first in Strategy against pure strategy consultancies. Similarly, Accenture wasn’t always considered first for Digital in what had become a very fragmented marketplace. The landscape was fiercely competitive with pure technology players that had built strong awareness in digital as well as marketing agencies.

Launching two new capabilities in a highly competitive market presented a daunting challenge. From naming and branding, to a fully integrated communications plan, Accenture needed to drive awareness of and content engagement for Accenture Digital and Accenture Strategy to deliver its brand promise: ‘High performance. Delivered.’

Methodology

Accenture’s target spends limited time across multiple media and channels. With a budget that was just a fraction of the marketing investment made by their key competitor, Accenture needed a highly focused media strategy to stand out.

Because C-Suite executives travel extensively Accenture leveraged a unique media strategy: dominating airports.

Accenture also engaged the audience digitally, given that most C-Suite executives own a tablet and mobile is their preferred media source for news (Source: Millward Brown, 2013). Accenture did this via online, tablet in-app, mobile web and smartphone advertising. To further surround the target, Accenture leveraged social and print channels.

Creative Execution?

Accenture ignored the B2B conventions of bland headlines and dull stock images in order to reach the C-Suite audience in a fresh, new way. Extensive testing with C-Suite executives ensured the advertising was relevant and differentiating.

For Accenture Digital, Accenture created three executions featuring striking visual metaphors to highlight key business outcomes relevant to its buyers— attracting new customers, driving growth and being ready for the future. Moths being attracted to the light of a smartphone demonstrate interactivity and connectivity attracting new customers. A dandelion constructed of tablets and smartphones spreading metaphorical seeds illustrates new growth in the digital age. And a stunning photograph of Gardens by the Bay Park, in Singapore, helps visualize the future that awaits every client. Collectively, these executions exemplify the idea that Accenture Digital can help its target innovate and compete to win in the increasingly digital marketplace.

For Accenture Strategy, Accenture created a series of hard-hitting, all-type advertising executions. At every touch point the target was met with smart, direct messages that spoke directly to Accenture Strategy's unique, technology-enabled approach to strategy. Simple headlines delivered key messaging in an instant. The bold use of black, white and red helped the messaging break through the clutter while conveying a premium feeling. The graphic use of Accenture's distinctive "Greater Than" symbol ensured the branding was front and center. This proprietary design was integrated across all branded elements: from a new signature logo to business cards to social media and collateral.

Business Impact

Accenture dramatically increased traffic to Accenture Strategy and Accenture Digital content, driving consideration of these capabilities and its expertise in these areas: There was a 2.5X increase in traffic to Accenture Strategy content (pre- & post-launch) and a 3.8X increase in traffic to Accenture Digital content (pre- & post-launch)

Accenture reached its niche: For Accenture Strategy and Accenture Digital, thousands of executives from across more than 600 client companies visited the respective web pages more than 7,000 times, representing an average of more than 11 visits per client company.

Accenture engaged its top Diamond Client base: more than 84% of Diamond Clients visited the Accenture Strategy and Accenture Digital pages after launch.

Accenture increased requests for new capabilities: Using lead generation via requests for services through accenture.com to determine interest and demand, Accenture Digital saw a 4X increase in requests; Accenture Strategy saw a 3.1X increase in requests. Given the small target, this increase in requests represented a significant achievement for Accenture in generating additional revenue and key target engagement in Accenture's broader proposition.