

ACCENTURE GRADS 2018

Integrated Marketing Campaign



>
accenture

THE CHALLENGE:



ATTRACT GRADS ACROSS STEAM CATEGORIES WITH 50/50 MALE FEMALE APPLICATIONS

People power Accenture. However in trying to attract Grads, we weren't being as powerful as we could be. This was due to Accenture marketing itself in a fragmented way – as 6 distinct brands, instead of one (Strategy, Consulting, Digital, Technology, Operations and Security). As a result we were pushing different messages, often to the same students. In 2018 we resolved to unify as one Accenture, and communicate the same important and compelling messages:

We are diverse and need people like you.

Accenture is diverse not just in gender, identity, culture and background, but also in our thinking and doing.

We are making a difference in how Australia lives, works plays and grows, and you can too.

Accenture have some of Australia's (and NZ's) most iconic brands, and by joining us you'll be supported to make a difference working on them.

Our material was put in place to run across a variety of platforms for 12 months, with the specific goal of encouraging applications from Science, Technology, Engineering, Arts and Maths (STEAM).

THE SOLUTION:



SHOW HOW YOU CAN BE YOURSELF, AND MAKE A DIFFERENCE WITH US

We took our EVP: Be yourself, make a difference and brought it to life. By finding it in our people. We found individuals who were doing incredible things at work and in their play, and let them go for it! We also understood that students don't know how their degrees translate in the real world, and wanted to showcase that you should look outside what convention says you should work in. Whatever your degree, there is an opportunity for you here.

WE WENT FROM SELLING OPPORTUNITY > TO CREATING CONNECTIONS

Along the way we communicated clearly utilising 8 messaging pillars:

- Balance and flexibility (How you're recognised as a whole person with outside interests)
 - Meaningful work (How we help Australians & New Zealanders Live, Work, Play and Grow)
 - Sense of belonging (How you'll feel comfortable with us)
 - Real perks (How you'll be able to give back and be part of something bigger)
 - Entrepreneurship (How you can be part of our pride in innovation)
 - Training and Support (How you can continuously learn)
 - Cutting edge technology (How you'll never have to experience FOMO and miss out on the latest)
 - Diversity (How at Accenture live and breathe acceptance and being different).
-



A GUITARIST. A GAMER. A BREAKDANCER. A PHOTOGRAPHER. A DANCER.

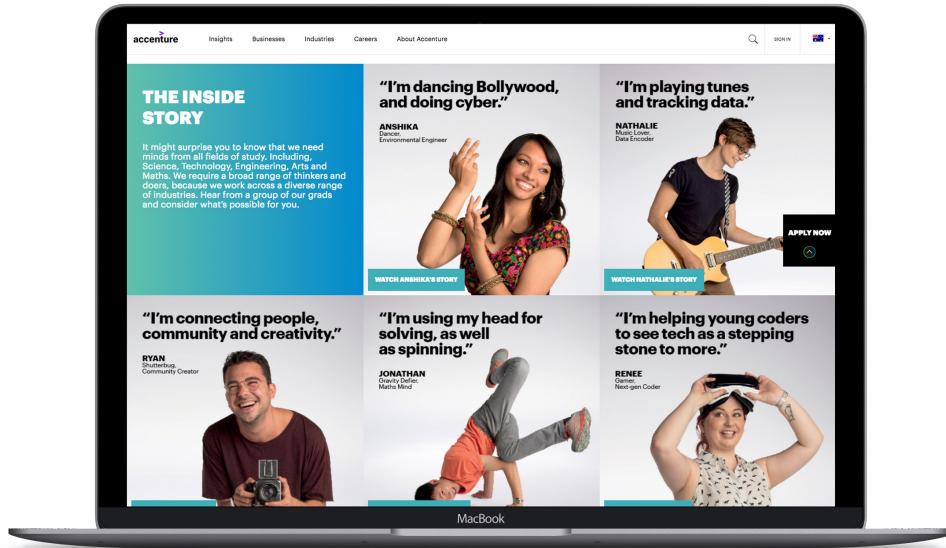
5 GRADUATE'S
PASSIONS, REFLECTED
IN WHAT THEY DO.

RESULTS:

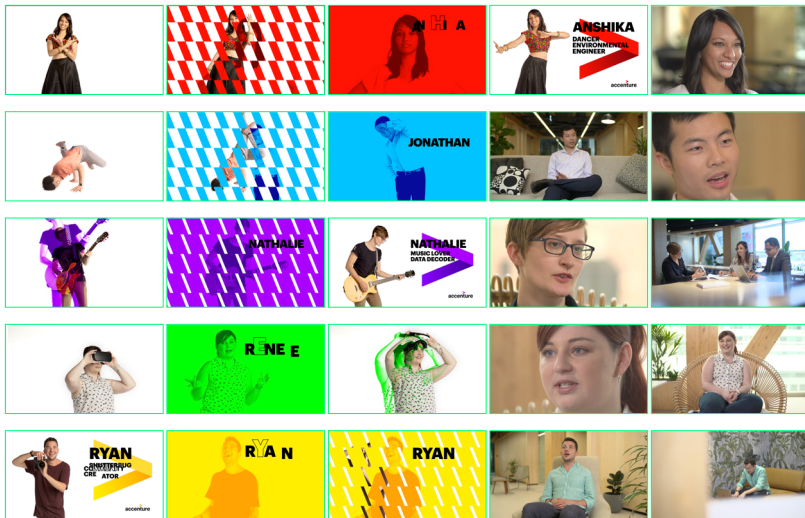
- **Web traffic is up 500% year-on-year.**
 - **75% of visitors are spending 2 mins on our page,** which is half a minute longer than last year.
 - **Blog content resulting in excellent conversions.**
 - **Social Media Engagement 200% higher for 2018** when compared to 2017.
 - **Overall our applications are on track to be a staggering 100% higher than 2017.**
-

THE WORK DIGITAL

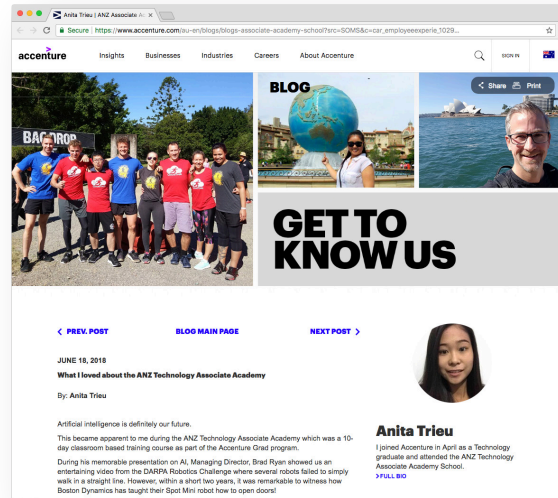
WEBSITE TRAFFIC 500% INCREASE YOY
AVERAGE VISIT: 2 MINUTES. 30 SECONDS LONGER YOY
VIDEO VIEWS 3,000% INCREASE YOY



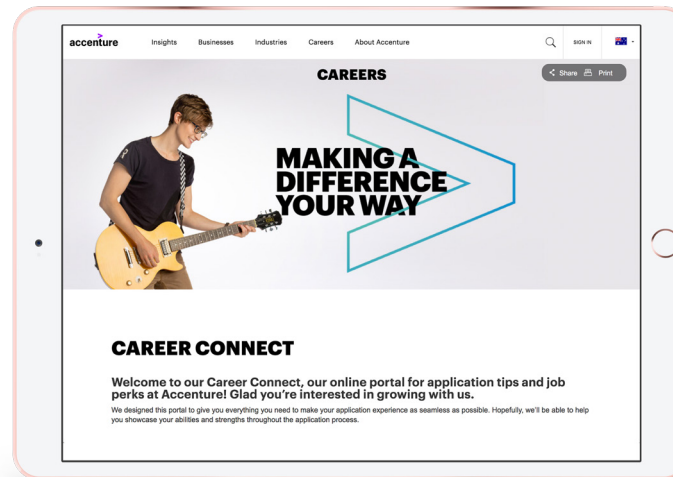
WEBSITE



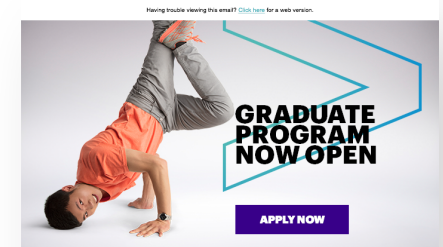
FIVE VIDEO PROFILES OF OUR GRADS



BLOG



CANDIDATE EXPERIENCE PORTAL



FINAL WEEK CLOSING MIDNIGHT FRIDAY

In just a few days, the opportunity to join us in an outstanding graduate role as part of our program will close. It's not too late to apply and still be considered for a position with us. Even if you're not graduating yet, don't forget we have a broad range of other programs that can help you to boost your abilities, knowledge and employability when you graduate.

REGISTER FOR THE GRADUATE PROGRAM NOW

[FIND OUT & APPLY](#)

It's the best career move you'll ever make. As a valued member of our team, you'll get to see your ideas become reality and gain hands-on experience across projects that matter.



APPLY NOW

View our full Graduate & Student Program information and registration details.

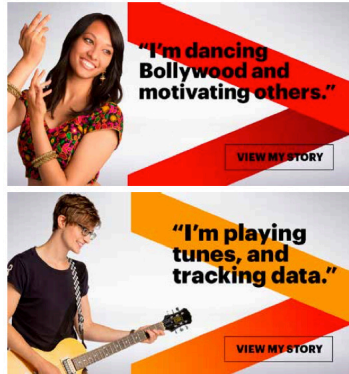
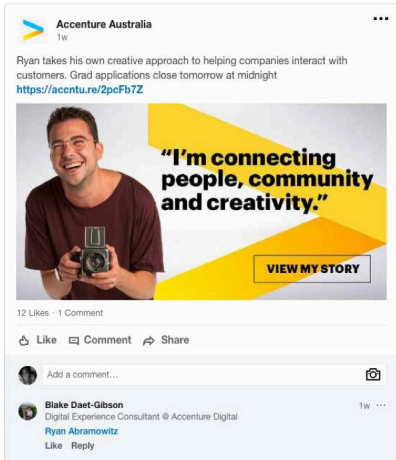
[APPLY NOW](#)

accenture

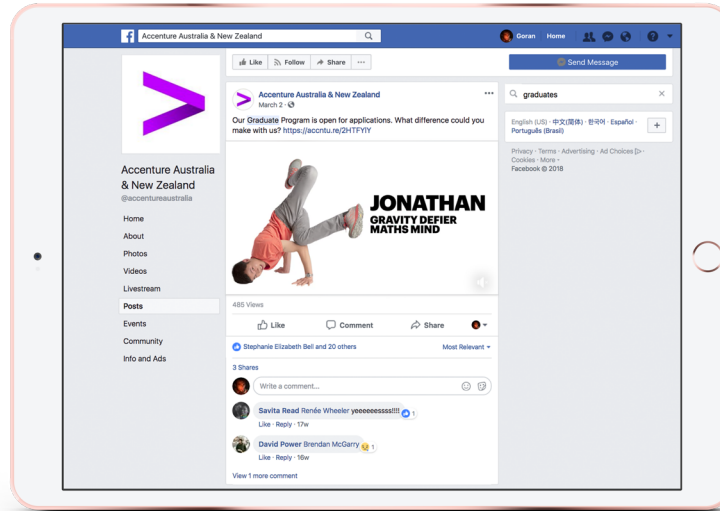
eDMs

THE WORK SOCIAL

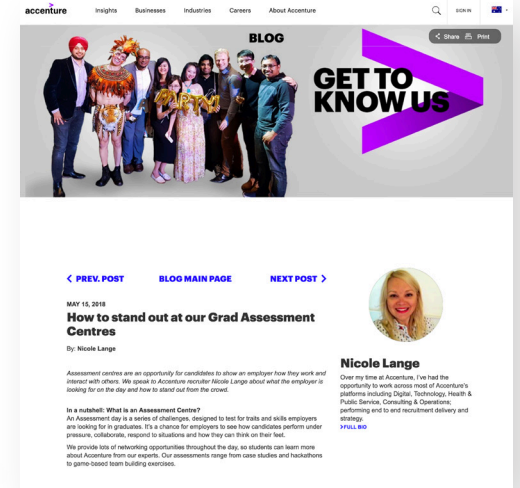
ENGAGEMENT 200% INCREASE YOY



LINKEDIN TILES



FACEBOOK PROMO POSTS



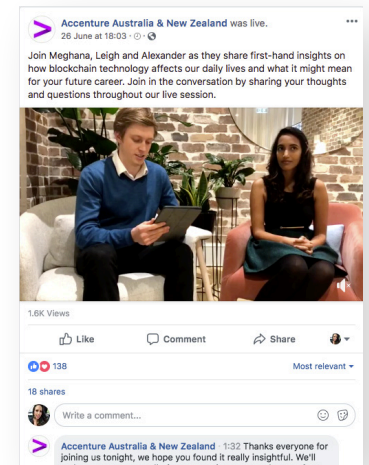
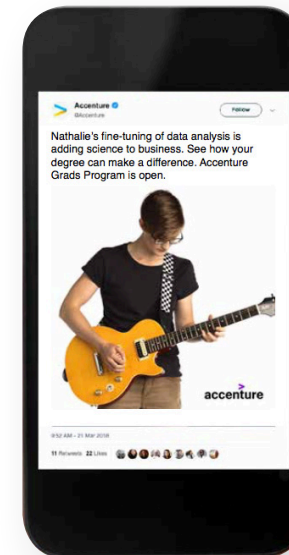
RECRUITER BLOG



FACEBOOK CAROUSEL



TWITTER PROMO POST



FACEBOOK LIVE SESSION

THE WORK PRINT/EVENTS



PULLUP BANNER



BROCHURE



PRINT ADS



EVENT



WALLET CARDS