



AWARD: FORCE FOR GOOD, GRAND PRIX WINNER

**WINNER: ACCENTURE INC., #STORIESOFACCENTURE –
VERTICAL FILM FESTIVAL – GRAVITY**

BACKGROUND AND CONTEXT

Mental health became an increasingly relevant issue among the young workforce during the pandemic, especially within Business Process Outsourcing (BPO) companies.

To become the preferred employer among young professionals, Accenture sought to set itself apart from other BPO companies through an image campaign about how the company values its employees through the available benefits it offers, one of which is counseling services.

Knowing that the younger generation thoroughly researches potential employers, Accenture knew that they had to take a unique approach for this campaign. To stand out in the recruitment game, Accenture utilized a medium that would make it striking.



CAMPAIGN OBJECTIVES

With this campaign, Accenture wanted to not be seen as “just like any other BPO company”, by strengthening awareness and associations with characteristics considered hygiene within the category. This was done by showcasing how the company creates an environment where diverse people thrive – including people who are currently struggling with mental health – and innovate together to improve how the world works and lives.

CREATIVE STRATEGY

“Gravity” featured the tough realities faced by one of their employees, Camille. The video used a vertical format which required the viewer to rotate their phones to immerse them in the “gravity” of Camille’s mental health struggles. Towards the end of the video, it was shown that Camille was assisted by Accenture’s iTalk counseling services.

The strategy was **fit for the context** as it highlighted the realities of mental health struggles of a young adult, while it was **fit for the audience** as the younger generation deeply values their mental health. The strategy was **fit for the platform** as it is frequented by young professionals, can host long form content, and can realize the video’s rotating format - giving justice to the reality of those struggling with their mental health..

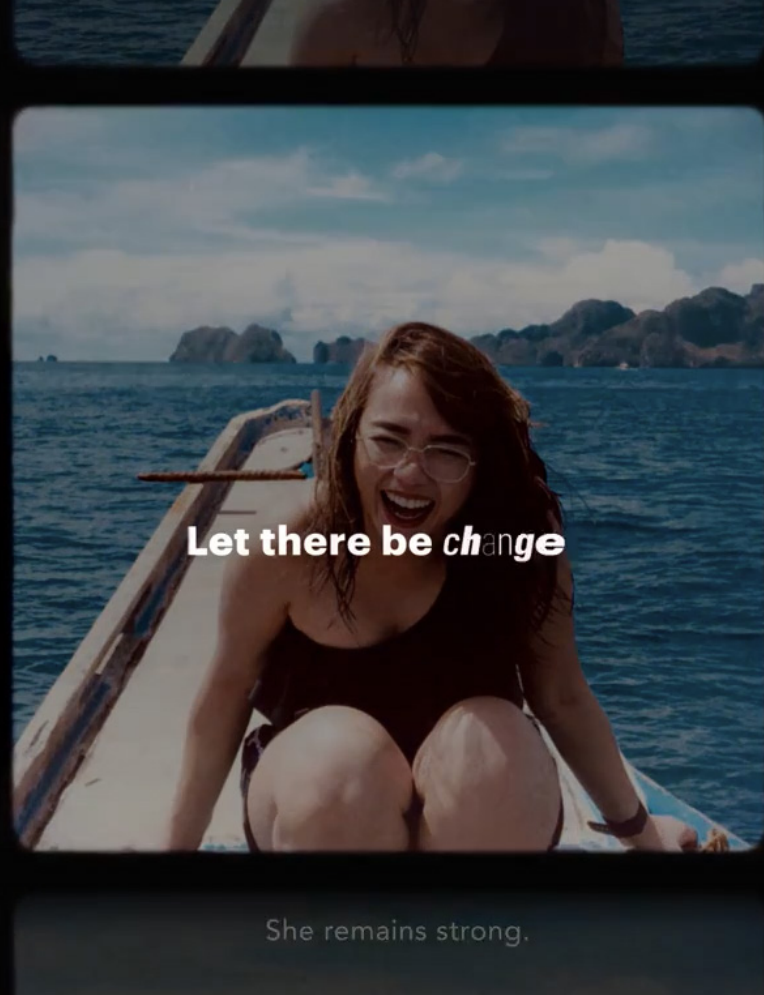
WHAT ROLE DID YOUTUBE PLAY?

YouTube played a key role in the success of its campaign - serving not only as the hosting site for the film, but with solutions such as TrueView In-stream and Companion Banners permitted accessibility to the campaign's landing page, which enabled viewers to learn more about Gravity (and the rest of the films), and ultimately about Accenture.

OVERALL EFFECTIVENESS

"Gravity" performed better than industry benchmarks, scoring impressively high especially in interactions with the film.

- Engagement rates of 38.78%, 2,181% higher than benchmark.
- Click through rates of 0.41%, 37% better than benchmark - and in efficiencies in cost - achieving cost per view of \$0.015, 69% better than benchmark and cost per mille of \$2.32, 34% better than benchmark.
- Overall, "Gravity" was deemed successful in increasing positive sentiment and creating better associations for the brand - capturing a largely positive sentiment post-campaign at 72%, 17% higher than the initial target. Accenture had also begun to be associated with career opportunities, health and support, and diversity, rather than just the company's salary offering.



WHY DID THIS CAMPAIGN WIN?

"Gravity" won in the "Force For Good" category as it **tackled mental health issues in an engaging and unconventional manner** by closing in the physical manifestation of a mentally heavy situation and by making the viewer lean in as the video reached its climax.

"Gravity" eventually became the Grand Prix winner, as the campaign is **unusual and experimental for its industry**, which paid off as Accenture garnered positive sentiments and associations after the campaign.

LESSONS LEARNED

- "Gravity" proved that viewers respond positively to ads that are **purposefully made, engagingly told**, and with **meaningful messaging**. In turn, these campaigns generate significant conversations and create positive associations for the brand.
- The campaign also shows how **unique execution** and differentiation within the category appeal to digital natives, which in turn drives brand engagement.