

ESTABLISHING A DIGITAL GIANT'S VOICE

6 MIN READ | CASE STUDY



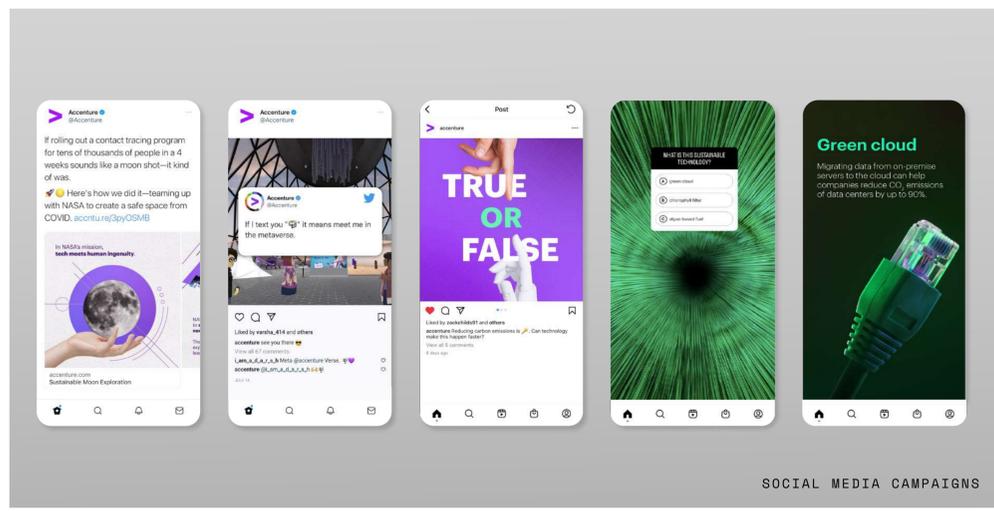
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01 EXPANDING BRAND RECOGNITION

Our partnership with Accenture began in 2017, and we've been working steadily beside the digital giant since then. Today our work on their behalf spans hundreds of industries and practice groups. It has exemplified how our journalistic approach, along with research, data, and insights, can be used to create a compelling and ongoing brand narrative.

As collaborative consultants, we've worked across a variety of platforms to develop storytelling that positions the business and its key executives as true thought leaders in a range of fields.



SOCIAL MEDIA CAMPAIGNS

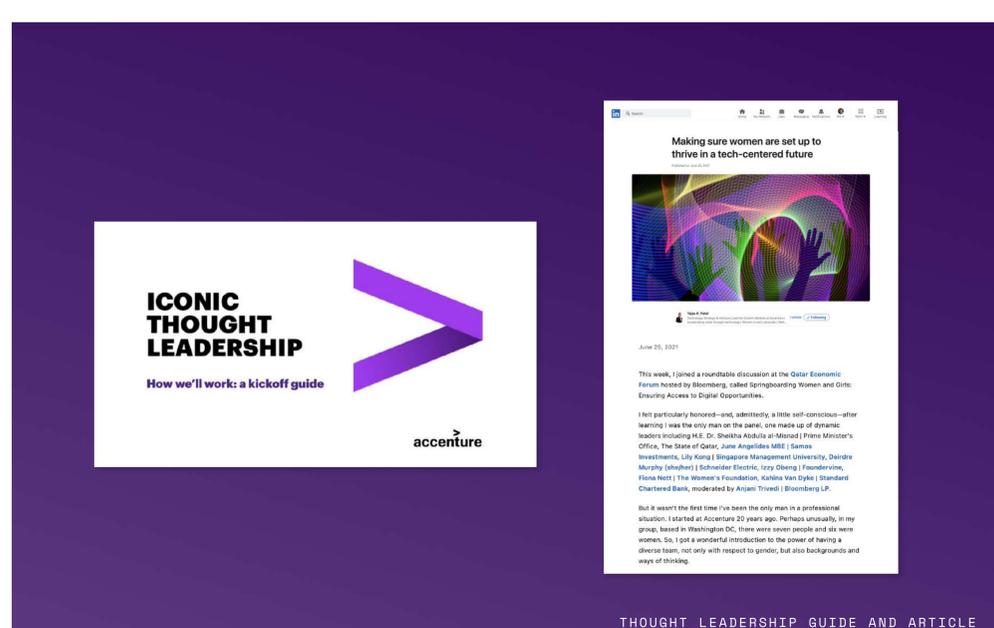
02 ENABLING ALWAYS-ON THOUGHT LEADERSHIP

When we began working together, Accenture had no discernible structure to support its many business priorities. Stories were outdated and didn't ladder up to brand pillars—and most web pages weren't searchable and had zero page views.

These are a handful of the many initiatives we've undertaken to help Accenture own their narrative:

- Crafted a strategy for thought leadership
- Established a leadership council to create a model for evaluating and managing content
- Developed an editorial governance model to ensure the right frequency, audience, style, tone, and quality of content to deliver against Accenture's business objectives

Today, our processes and templates serve as a North Star, leading to consistent storytelling across long-form narratives, social media, and audio.

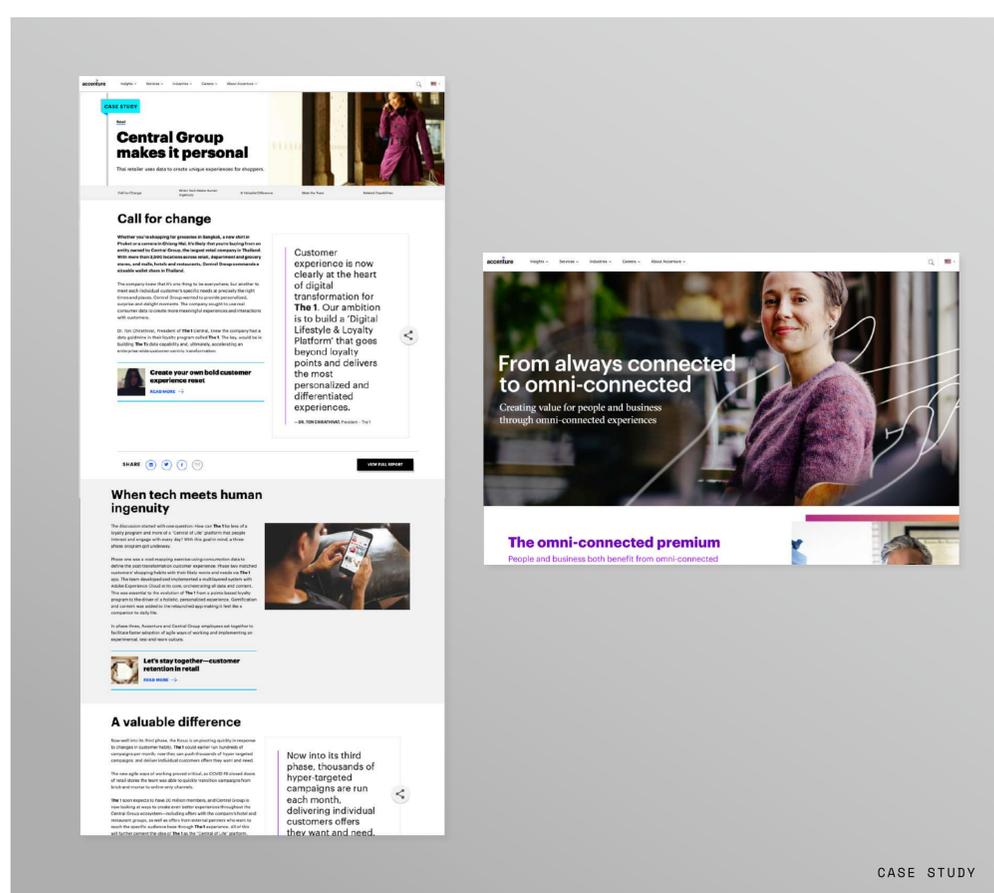


THOUGHT LEADERSHIP GUIDE AND ARTICLE

03 AGILE CONTENT CREATION: CASE STUDIES, WHITE PAPERS, AND PODCASTS

SJR has written and managed 600-plus client stories since 2019. These pieces are designed to be engaging and short, revealing Accenture's unique ability to improve how people live and work by tapping into the best of tech and human ingenuity. Sprinklr and other analytics tools are used to assess the impact, and we optimize the process regularly based on the insights.

We have also written dozens of white papers across a range of key issues, from the "Future of Work" to "Omni-Connected Experiences" and more. These papers are atomized into articles, infographics, social media, and more for use across decoupled properties, including Accenture's "Innovation Decoded" podcast.



CASE STUDY

BACKED BY SJR, ACCENTURE'S CUTTING-EDGE STORYTELLING HAS ESTABLISHED ITS VOICE ACROSS THE GLOBE.