



ACCENTURE OPERATIONS

#GET OUT OF THE BOX – Accenture Employer Branding Campaign

With the growing pool of Y/Z gen on the job market, Accenture decided to create visibility of our Employer Value Proposition to attract talent pool and launch campaign supporting main recruitment proc.

Get Out of The Box – a series of events with specially constructed escape room, supported by the dedicated website and OOH and online promotion.

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COMPANY IMAGE
VIEWERS

7.000.000

Facebook Ads
Views

PEOPLE
APPLICATIONS

850.0

CVs received during
campaign

PEOPLE
LIVE BOX VISITORS

862.0

People who visited our Box live
during the whole campaign

Combination of rivalry and entertainment allowed us to gain high engagement during the whole campaign: 45k people entered the dedicated landing page, 862 live Box visitors and 850 CV collected.

The team

