

# Accenture

## Recruitment CD-ROM

### ASSESS

With more than 75,000 people in 47 countries, Accenture is the world's leading management consulting and technology services company. Accenture, together with its affiliates, has over 3,800 employees in offices across Canada. Accenture approached Bernard Hodes Group to create a recruitment CD ROM that incorporated their current employer branding, explained their function, and marketed the organization as the place to be for both new and experienced hires.

### STRATEGIZE

After some lengthy discussions around the benefits of a CD ROM versus the Web, and how to handle the experienced and new hire target markets, we settled on an approach. We decided to use the CD for what it delivers best: bandwidth. Rather than load the Accenture Web site with tiny, fuzzy video, we would use it to house interesting employee interviews that focused on the different aspects of the company. We needed to communicate targeted information in a manner that would engage both new and experienced hires. We also wanted to address questions on consulting, career choice, and why Accenture was the right choice. And the CD had to incorporate the current employer branding.

### IMPLEMENT

The first task at hand was to create an easy-to-use interface that combined all the elements our client was looking for, while visually representing its vibrant culture. From the first page, we communicated the basics of consulting and Accenture's mission, and described the reason why the organization was the best choice for employment. Candidates could then choose to view "A Day in the Life" timeline, which contained project e-mails, fast facts, testimonials and video clips directed towards each of the target groups. We included information on the functions of consultants (with details about their work), training, career opportunities, as well as a quiz to evaluate if consulting was the right career choice.

### MEASURE

The feedback from the CD has been tremendous. Candidates loved the extensive interviews, which helped them understand how Accenture operates while providing a real view of what it would be like to work for the company. Great praise was also received for the sleek look and feel of the brochure and how the talent roster was celebrated and explored.

