



**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.

## ACCENTURE OPERATIONS

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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

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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

