



CAPGEMINI
GET THE FUTURE YOU WANT

PROJECT SUMMARY

In October 2020, Capgemini announced its new Purpose, “Unleashing human energy through technology for an inclusive and sustainable future,” and Brand Promise, “Get the Future You Want.”

It’s a strong commitment to clients (get the future you want as a business), to employees (get the future you want in your career), and to the company (get the future you want as an organization).

The brand team leveraged the opportunity to sustain and create more brand awareness among key target audiences including business decision makers, prospective talent, and employees. The team deployed campaigns using an omni-channel, but digital-first, strategy.

With significant growth plans in the Indian market, through both hiring and through acquisition, Capgemini seeks to remain competitive among prospective employees. This requires that the company continuously build its brand awareness.

Cross-collaboration among the different Capgemini marketing teams and with Group Brand Team were key to the success of the Get the Future You Want (GTFYW) launch. With a common vision of making it the most noticeable campaign in India, public relations, employee engagement, internal communications, digital marketing, and the branding teams all pitched in. All content and

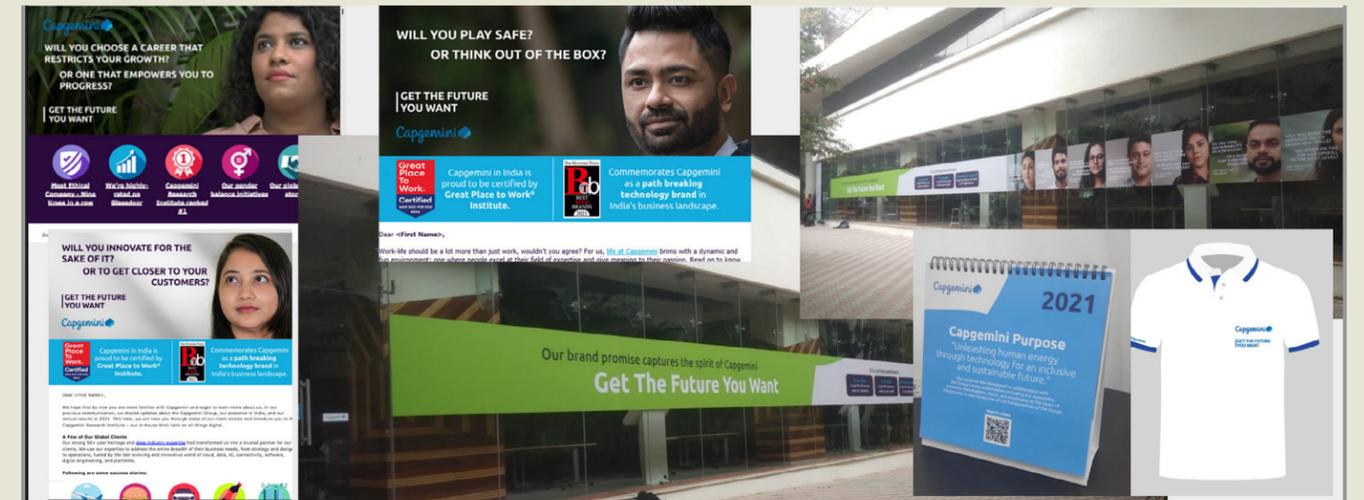
design followed unified guidelines created specifically to promote the new purpose and promise. To lend authenticity to the campaign, the team held a photoshoot of Capgemini employees to use in promotions rather than relying on models or stock photography.

In addition, a centralized content and design review team was formed to review all external and internal communications to have consistency in messaging. This was a new form of collaboration and was much needed, given both the breadth of campaign and the duration (seven months). Finally, the team had full executive support, as overall governance of the launch sat with Capgemini India CMO and CEO.

The GTFYW launch objectives were also clearly communicated:

- Create maximum brand awareness among the key target audiences of business decision makers, prospective talent, and current Capgemini employees.
- Influence recruiting success by positioning Capgemini India as an employer of choice.
- Drive employees in India to start using the brand promise in their day-to-day conversations with their clients, with teams, partners, and society at large.

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The team created three innovative branding activities in support of GTFYW:

1. A new OTT, or streaming media, channel was also the part of the social media campaign, wherein static and video ads were shown 100 million times for the whole campaign.
2. A podcast series with Forbes that articulates Capgemini’s thought leadership and how they can enable clients to get the future they want.
3. An interactive brand showcase zone during a virtual employer branding event in, which was essentially an all-India open hackathon: Capgemini Tech Challenge 2021.

It was full omni-channel campaign, which leveraged the website, company social media channels, paid social platforms, OTT, online and print media, podcasts, external industry events, speaking opportunities in industry forums, a hackathon, online recruitment drives, direct mail pieces, leader town halls and communications, articles, polls, office branding, internal events, even customized merchandise.

The company measured the impact of the Capgemini Purpose & Brand Promise, and the results are impressive:

- Static and video ads were shown a whopping +100 million times using leading social media spread over 5 months.

- More than 50 media outlets covered the brand purpose and promise, including *ET Brand Equity*, *Best Media Info*, *Media Brief*, *Yahoo*, *NASSCOM*, *The Hindu*, and *IT News Online*.
- The Forbes podcast series generated ~550,000 impressions.
- Three industry events used the new brand framework of GTFYW for content, speaking opportunities, and design.
- Mailers using GTFYW branding and associated content were sent to prospective employees and students to influence the recruiting success by positioning Capgemini India as an employer of choice.
- Capgemini’s in-house online brand shop has been selling GTFYW merchandize since October 2020 so employees can show their company pride.
- Leadership virtual townhalls were held across India for employees and the CHRO’s office is using the GTFYW construct in their employee outreach/comms across many initiatives.
- Capgemini was certified as a great workplace by the Great Place to Work® Institute and featured in "The 25 best workplaces to grow your career in India" by LinkedIn.