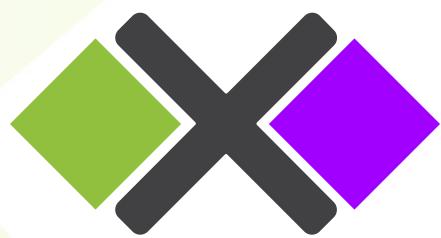




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In November 2022, Accenture Strategy approached 180DC JMI for a Market Research Project about the Content Creation Industry in Turkey & Egypt. Accenture Strategy is the consulting subsidiary of the larger firm Accenture, which combines deep industry expertise, advanced analytics capabilities and human-led design methodologies that enable clients to act with speed and confidence. Accenture Strategy intended to make headway into the industry in those countries and enlisted 180DC JMI's help in doing some of the groundwork. This went on to become 180DC JMI's first corporate project.

The project entailed studying the demographics of the Content Creation Market in Turkey and Egypt. Content creators that met the criteria were approached and called for Focused Group Discussions (FGDs) with Accenture Strategy. During the month-long project, the team analysed and researched the content creation market in Turkey in order to deliver the targets set to them. This included implementing various strategies and an intense outreach effort.

