

# How can Accenture be branded to attract Danish talents?

Team 13

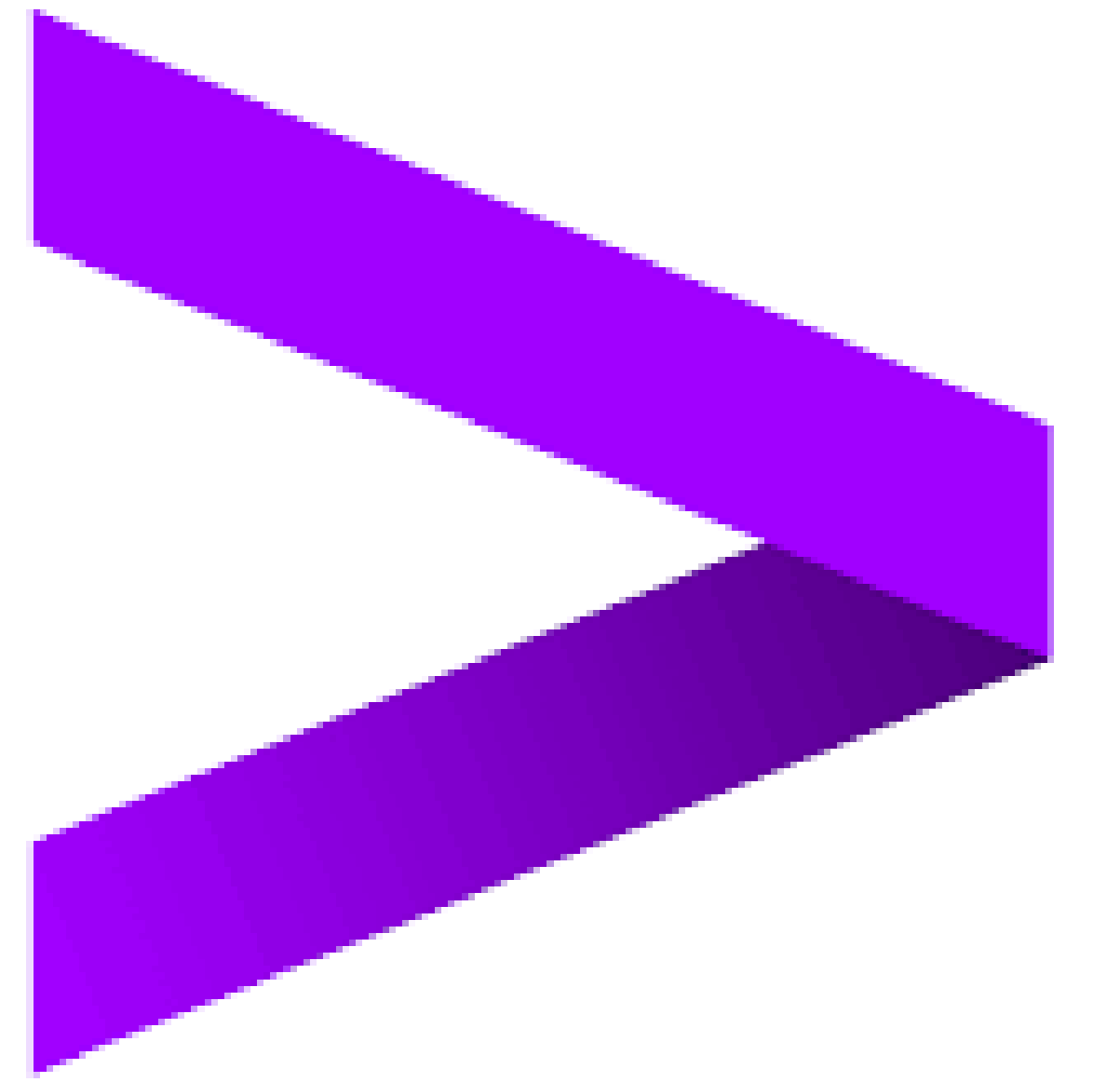
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#businessbeyondtheobvious





# "**accenture** Nordic Network" (ANN)

A **community-based** talent ecosystem that connects Danish professionals, students, and mid-career employees with Accenture through **localized branding**, **digital-first engagement**, and **employee-led advocacy**.

.....maintaining a **low-budget** and **high-impact** approach



## A Unified, **Low-Cost** Strategy



<b>Solution</b>	<b>How Does It Work?</b>	<b>Impact</b>	<b>Budget</b>	<b>Timeline</b>
<b>Cultural Adaptation</b>	Align branding with Danish workplace culture & values.	High	No Cost	Immediate
<b>Targeted Communication</b>	LinkedIn, Jobindex, podcasts, & digital outreach.	High	Minimal Cost	1-3 Months
<b>Employer Branding Initiatives</b>	Small partnerships, consulting fellowships & mentorship.	Medium	Low Cost	3-6 Months
<b>Outreach Programs</b>	Dual strategy for students & mid-career professionals.	High	No Cost	Ongoing



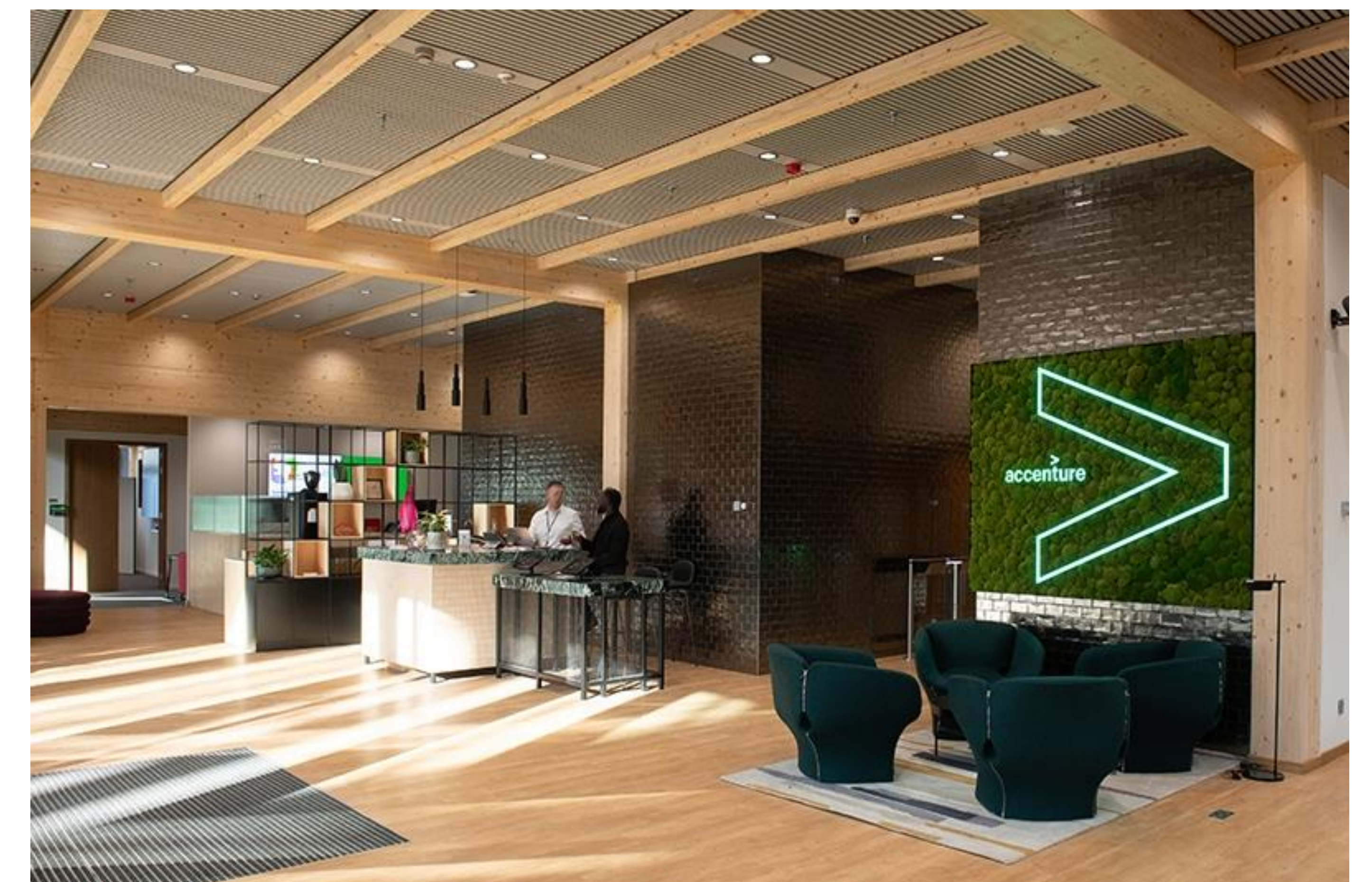
# Cultural Adaptation :

## “ Nordic Voices, Global Impact”

### Tactics:

- Shift from a **corporate tone** to an **authentic, employee-driven narrative** using real success stories from Danish employees.
- Promote Accenture's **flexible work policies & sustainability focus**, which resonate with Danish job seekers.
- Highlight **local leadership voices** through LinkedIn content, blogs, and webinars.

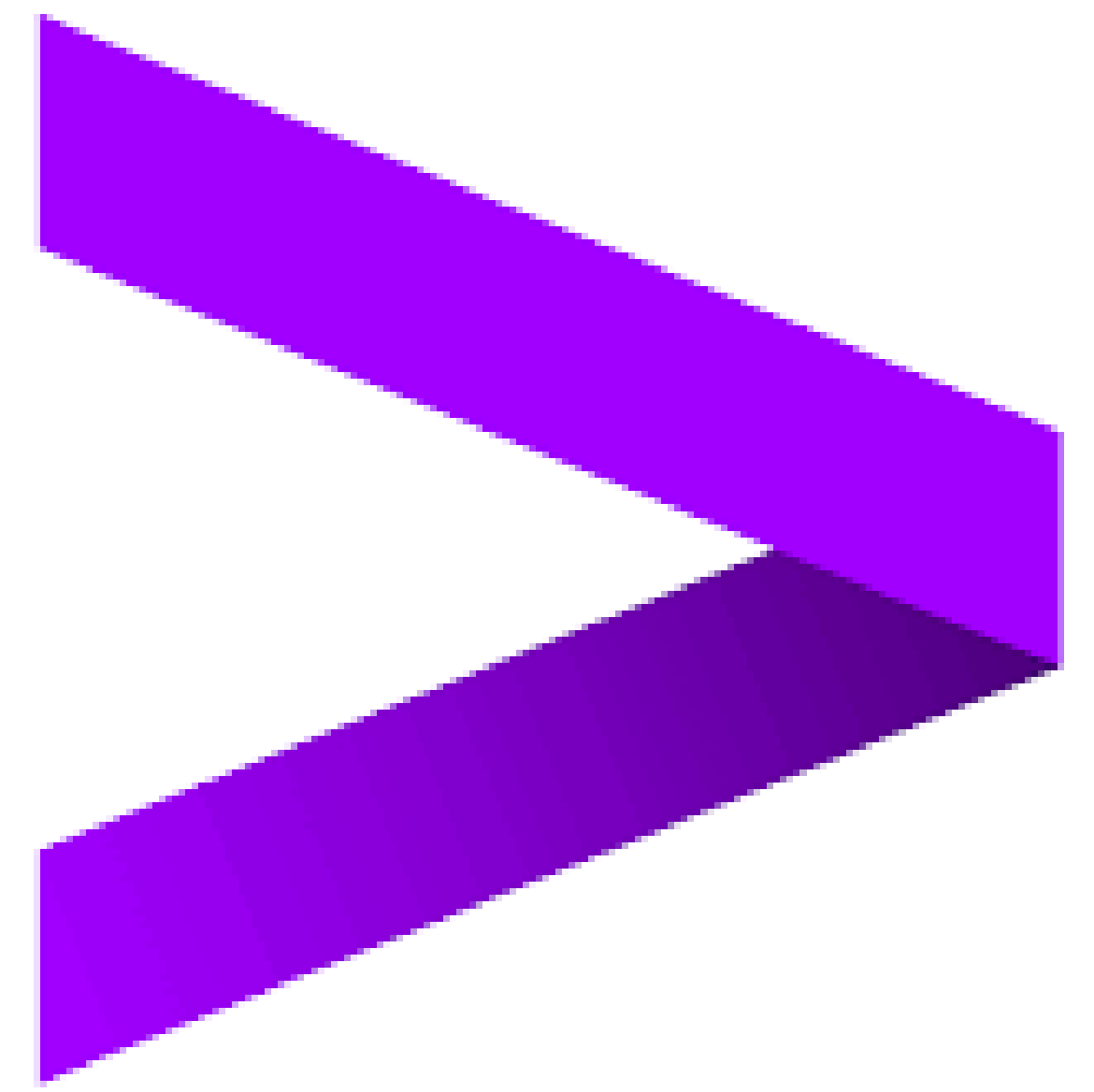
 **Budget:** No cost – Uses internal storytelling





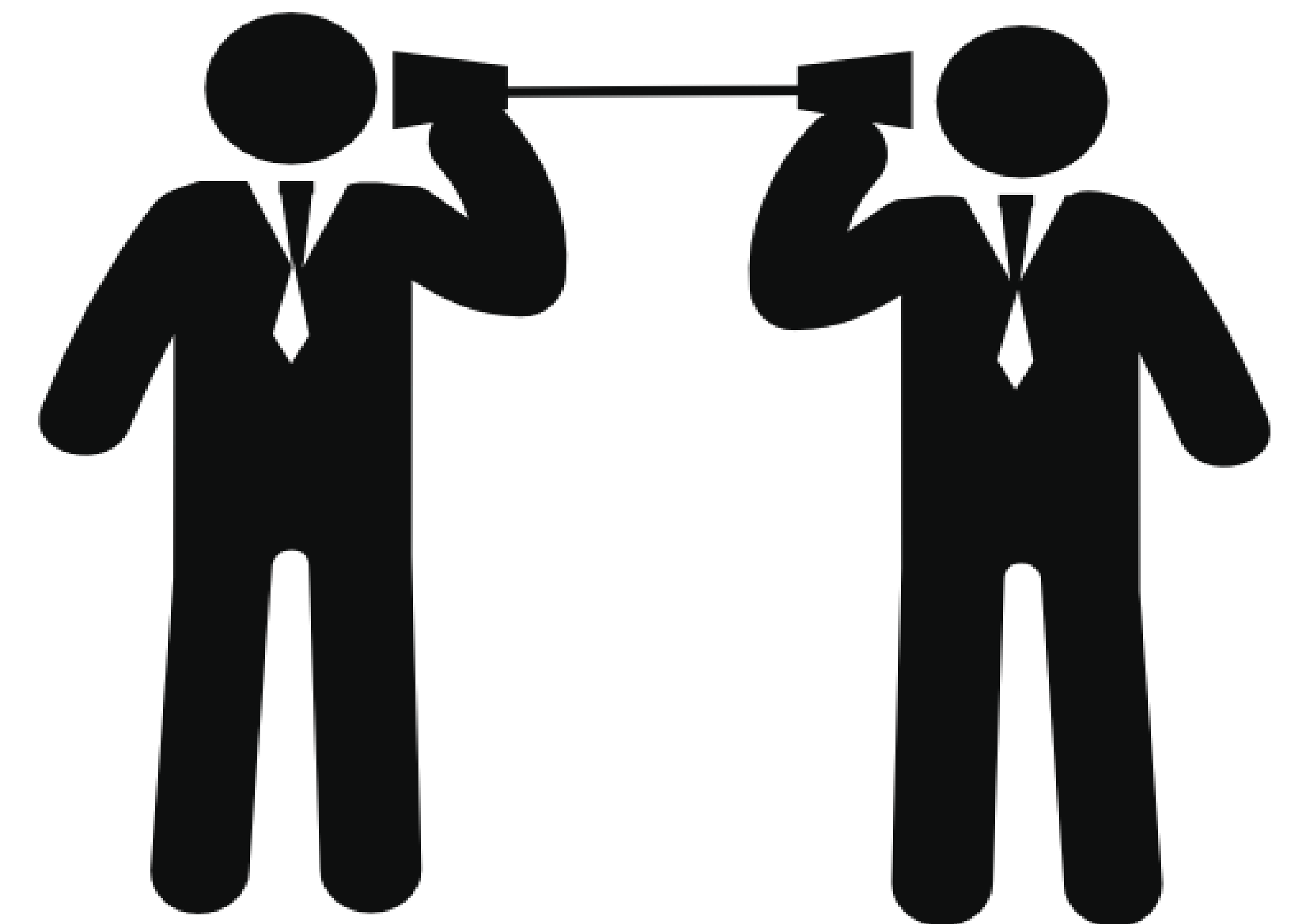
# Targeted Communication:

“Meet Them Where They Are”



## Tactics

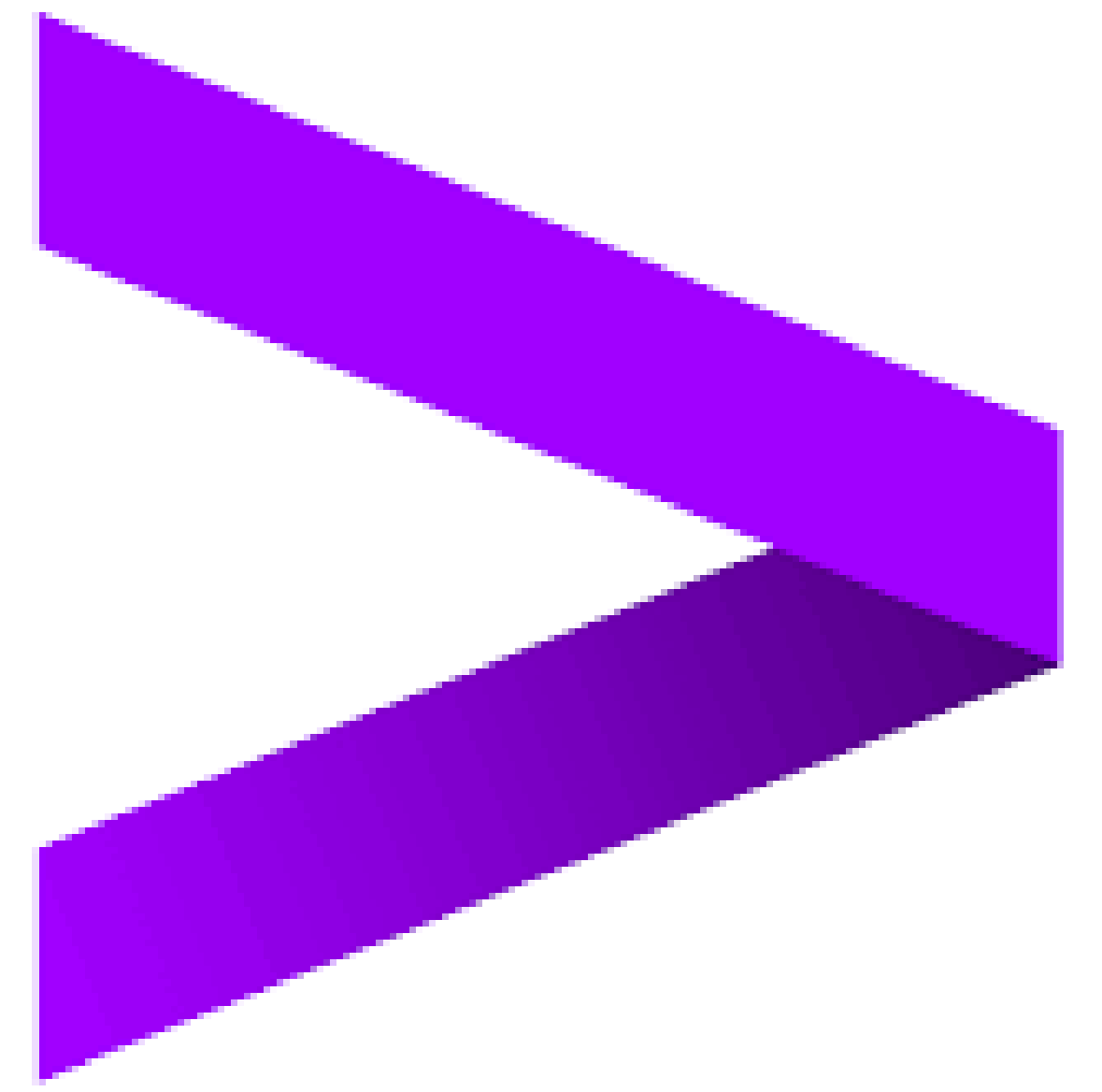
- **Utilize Danish job portals & social platforms:** Jobindex, Workindenmark, The Hub, LinkedIn Denmark.
- **Micro-targeted LinkedIn Ads** for professionals working at Deloitte, Capgemini, and Implement.
- **"Career Stories" Podcast & LinkedIn AMAs** – Accenture employees sharing their journeys.



**Budget:** Minimal – Focus on organic and micro-paid LinkedIn ads

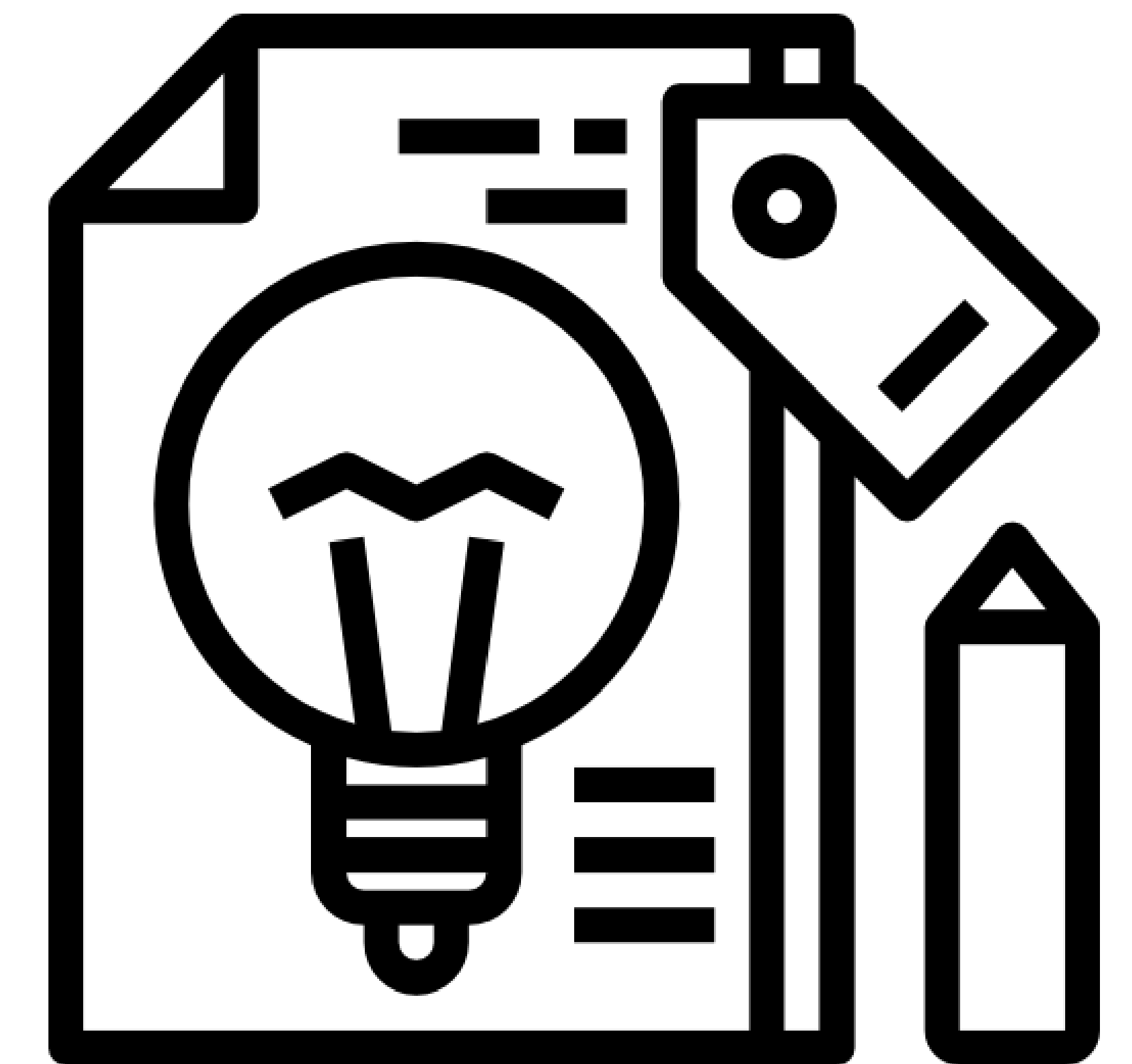
# Employer Branding Initiatives:

## “Talent Hubs Instead of Corporate Events”



### Tactics

- **Co-host events with industry groups** (Nordic AI Alliance, Digital Hub Denmark).
- **Launch a Virtual Accenture Consulting Fellowship** – a project-based internship alternative.
- **Female Mentorship & Leadership Panels** – Strengthen branding through diversity initiatives



**Budget:** Low-cost partnerships & virtual programs

# Outreach:

## "From Students to Mid-Career professional"



### Tactics:

#### For Students

- Introduce **consulting internships** in partnership with universities.
- Build a “**Consulting Bootcamp**” collaboration with Danish business schools.

#### For Mid-Level Talent

- “**Bring a Friend**” Referral Events – Employees invite potential hires for networking sessions.
- Targeted LinkedIn Communities & Meetups – Personalized networking instead of mass hiring campaigns.



**Budget:** No cost – Uses employees & existing platforms.



**Thank you for this opportunity  
and your presence**

  
**accenture**