



deloitte.

The Deloitte logo is displayed in a large, bold, blue sans-serif font. The word "deloitte" is lowercase except for the first letter "D". A thick, light green curved line starts from the top right corner and sweeps down towards the bottom left, partially enclosing the "e" and "l" in "deloitte".

Connecting the dots. It's what we do

Group 5

DELOITTE OVERVIEW

Deloitte.



What is Deloitte?

Deloitte is a global network of member firms offering audit, consulting, financial advisory, risk management, tax and related services across various industries.

Grow with Deloitte

Deloitte offers its employees an unparalleled opportunity to work on meaningful projects that have a real impact on clients, the firm, and society.

Award-winning consulting firm

Deloitte has won numerous awards for excellence in consulting services, including being named a leader in several industry research reports.





PRODUCT

01

Strategic
advisory service

02

Operational
consulting
focuses

03

Technology
Consulting

04

Risk and
compliance
consulting

05

Financial
advisory
services

06

Human
capital
consulting

Brand Positioning

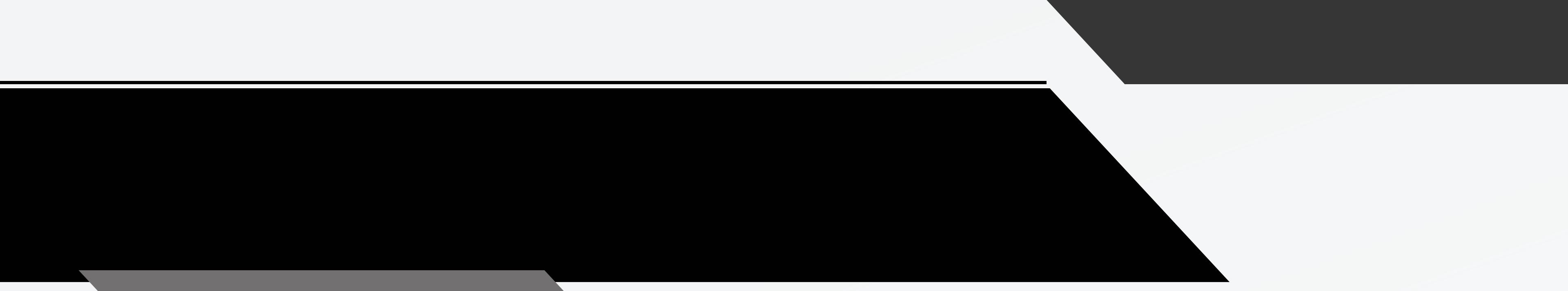
Earlier

"Earlier, Deloitte's brand positioning emphasized on integrity, cultural diversity, and delivering outstanding value to clients. It targeted being recognized as the world's best management consultant."

**Deloitte &
Touche**



	Earlier Positioning	Current Positioning
Mission	To provide innovative solutions to complex business problems through its consulting services	To deliver innovative solutions to clients by incorporating advanced technology
Vision	To be recognized as the best in class management consultant in the world	To provide clients with cutting-edge solutions by incorporating advanced technologies
Values	Integrity, outstanding value to clients, commitment to each other, strength from cultural diversity, responsibility towards society	Integrity, outstanding value to clients, commitment to drive change



The current positioning shows a transition from focusing on being recognized as the best management consultant to being the best technology consulting company. With a few modifications in its values, Deloitte aims to drive change for its clients.

DELOITTE'S TRANSFORMATION AS A TECHNOLOGY FIRM

1.Expansion into Tech

Deloitte has expanded its services beyond traditional consulting and accounting, focusing heavily on tech.

2.Investment in R&D

Deloitte invests heavily in research and development, allowing it to stay ahead of the curve in the tech industry.

3.Partnership with Tech firms

Deloitte has made strategic acquisitions and partnerships to further its position as a technology firm and offer more to its clients.

DELOITTE'S BRAND VALUE'S



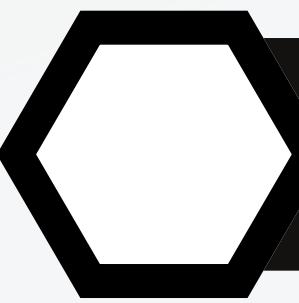
Lead the way



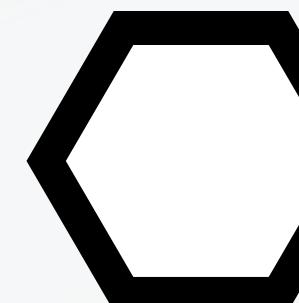
Take care of each other



Collaborate for measurable
impact



Serve with integrity



Foster inclusion



Becoming the green dot

- embodies unity and a shared purpose for people around the world.
- instantly recognizable symbol of Deloitte.



Promotion Methods

- Digital marketing
- Thought leadership
- Event sponsorship
- WOM and Brand Reputation

Aaron Loeb

Dani Martinez

DIGITAL MARKETING

Social Marketing

- Promotes social causes(eg. women empowerment , LGBTQ+ rights and environmental sustainability).
- Share information to inform and connect people.

Benefits:

- Improved customer engagement
- Cost effective marketing strategy
- Increased website traffic and lead generation

Target Audience:

- Target audience in digital marketing
- Industry-specific audiences
- Specific demographics

Email Marketing

- To engage with client and perspective client directly

Benefits:

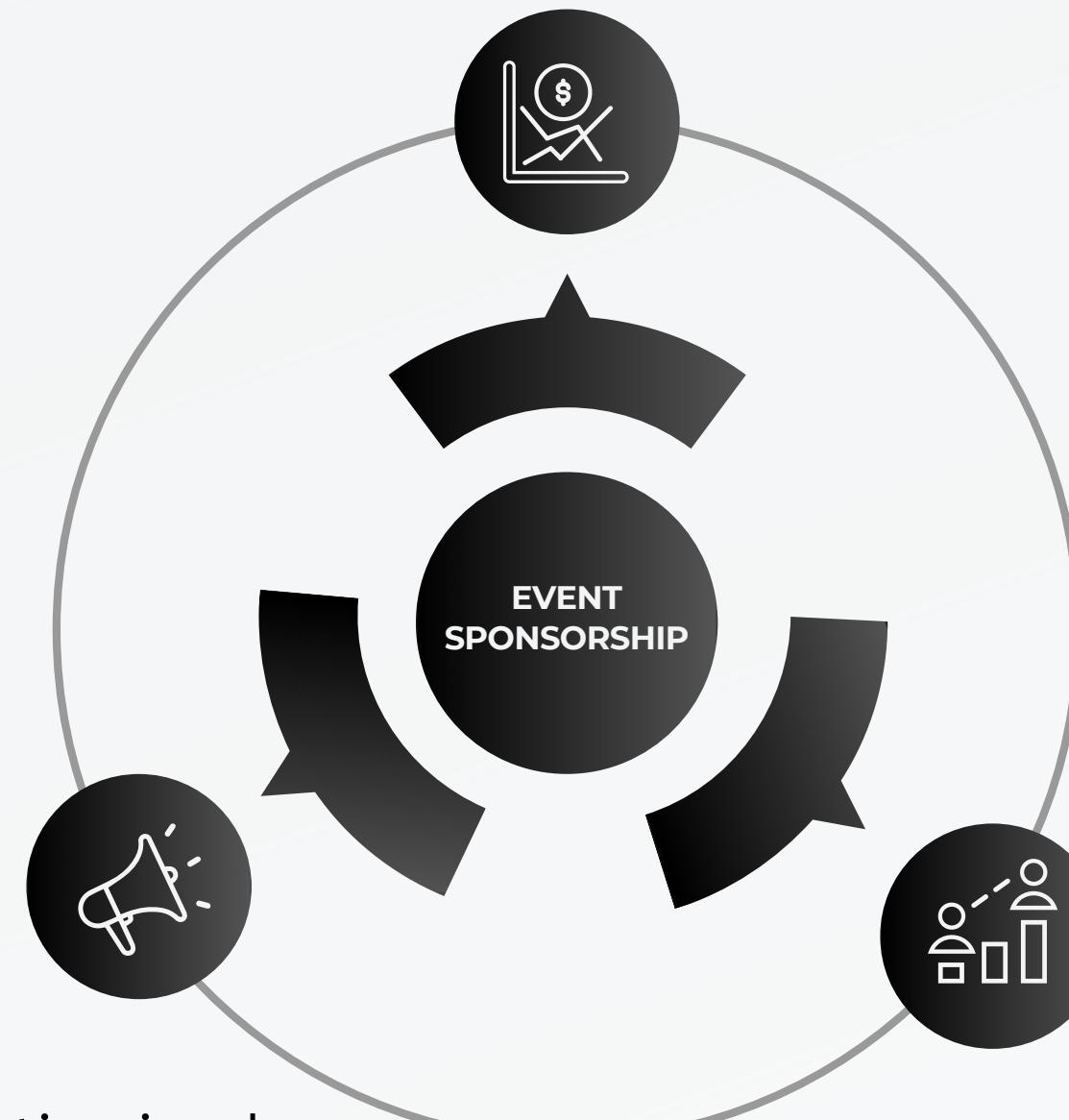
- Direct and Personalized Communication
- Relationship Building and Nurturing
- Increased engagement with customers

Target Audience:

- Loyal costumers
- Perspective costumers

Benefits

- Increased brand visibility
- Brand differentiation
- Community engagement and corporate social responsibility



Role

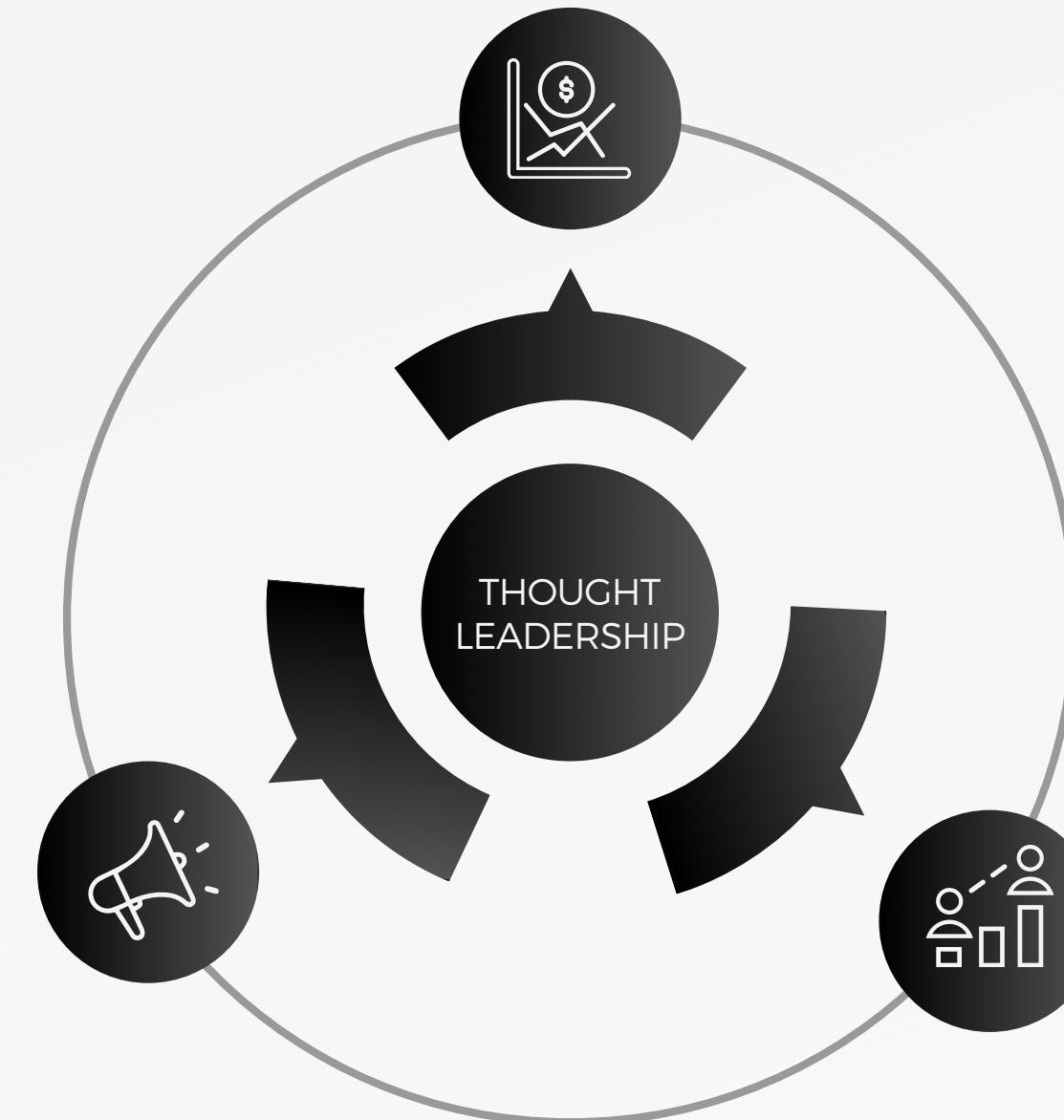
- Event sponsorship marketing is when a company supports an financially or with resources in exchange for promotion and exposure.

Target audience

- Industry-specific audiences
- Media and press
- Influencers and thought leaders

Benefits

- Establishing Industry Authority
- Building Brand Awareness
- Supporting Sales and Conversions



Role

- Thought leadership is the expression of ideas that demonstrate you have expertise in a particular field, area, or topic.

Target audience

- Professionals within a specific industry or market segment.
- Decision-makers within organizations.
- Industry stakeholders and influencers.

The Future of Deloitte's Brand and its Impact on the Industry

Continued Growth

Deloitte's transformation into a technology firm will continue to lead to growth, expanding its offerings and influence in the industry.

Technological Advancements

Deloitte's investment in R&D will drive technological advancements, ensuring its continued success in the tech industry.

Positive Impact

Deloitte's brand will continue to make a positive impact on the industry and drive innovation in the business world.