



G-Cloud 15 Service Definition

**Accenture Marketing & Communications
Transformation Services**

Jan 2026

accenture

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1.0 Scope of our services

This document describes Accenture's Marketing & Communications Transformation Services and should be read in conjunction with the associated G-Cloud 13 Services documentation.

Accenture provides services relating to Marketing & Communications transformation throughout a project or programme's lifecycle. These services include:

- **Transforming Marketing & Communications Organizations**
 - Envisioning the transformation – setting the vision and objectives for the transformation; conducting 'as-is' assessments across people, ecosystem, processes, data, governance, metrics; evaluating the marketing technology & AI landscape; identifying and quantifying opportunities; developing and socialising the transformation roadmap.
 - Embedding the transformation – mapping future state capabilities; designing the future state operating model across people, processes, ecosystem, data, governance, metrics, technology & AI; developing the value case; standing up the new model; orchestrating the change
 - Executing the transformation – driving the transformation by collaborating and onboarding required stakeholders; continually optimizing.
- **Experience-led marketing & communication strategy, planning, activation, measurement & optimisation**
 - Data & Intelligence – developing a data strategy and building insights to drive personalised experiences and engagement.
 - Brand strategy – creating a comprehensive blueprint that guides a brand's actions and decisions.
 - Experience design – mapping citizen journeys and creating personas; designing citizen experiences across the marketing lifecycle.
 - Creative ideation and implementation - building stronger connections with bold, breakthrough experiences and ideas that are relevant, personalized, and incorporate new technologies
 - Marketing & communication strategy and omnichannel execution – devising, orchestrating and executing data-driven omnichannel marketing & communications campaigns that effectively convey the brand's message in a consistent and compelling way across the right channels. Crucially our approach enables us to reach hard to engage audiences from the digitally excluded, struggling pensioners and those for whom English isn't a first language.
- **Delivery of scaled Marketing services**
 - Insights as a service – analytics and insights; MROI and spend analytics; campaign performance; data visualization and reporting; master data management
 - Campaign delivery – performance marketing; campaign management; conversion optimisation; marketing ecosystem management.
 - Content services – content pre-production and production; content adaptation and optimization; content management; content intelligence and automated adjustments.
 - Programme/delivery management - managing the delivery of projects and programmes in alignment with delivery methodology (e.g. Agile) including resource management, communication management, quality management, stakeholder management and risk and issue management.
- **Powering marketing through data and technology**
 - Martech strategy and implementation – martech capability assessment; martech transformation; tech assessment; value case development; leading the roll out and providing ongoing support and maintenance of new marketing cloud technology and platforms.
 - Data & AI – unified marketing data strategy; marketing & media mix modelling; audience creation modelling; digital analytics audit & assessment

- Content supply chain – content maturity assessment & audit; content strategy, governance and compliance framework; scalable creative development; workflow automation; content performance and reporting; agency review & consolidation
- Platform value realization – platform adoption strategy; use case identification; process optimisation; business enablement and change management; value realisation office

2.0 Assets and Tools

Accenture Song accelerates impact for our clients through Marketing reinvention delivering sustained citizen relevance and business readiness (Figure 1). We help businesses redefine brand value, differentiate with creativity, and embed AI as a true coworker—powering smarter decisions, hyper-personalized experiences, and intelligent automation at scale.

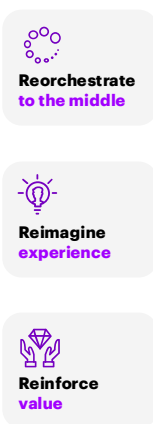
Our capabilities span ideation to execution: growth, product and experience design; technology and experience platforms; creative, media and marketing strategy; and campaign, content and channel orchestration.

By unifying how talent works and integrating the front office—bringing citizen engagement, service and product together—we enable companies to operate at the speed of life and prove measurable business impact. With strong client relationships and deep industry expertise, we support companies to achieve the highest levels of impact when every interaction reflects the full power of imagination, technology and intelligence—amplified by AI.

Relevance and readiness can't be decoupled – winning will require both reimagining the citizen experience and rewiring the organization to deliver it

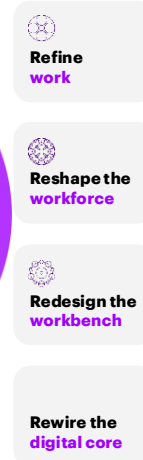
This means...

- Win where citizens *actually* make decisions
- Harness AI & behavioural science to reveal insight
- Replan investment for maximum impact
- Commit to inspire and shape culture through distinctive brand moments
- Create connected, relevant experiences at the right moments
- Innovate, test, learn and optimise performance
- Align and equip Marketers around a shared view of citizen and brand value
- Develop intelligent, measurable marketing effectiveness
- Track across the E2E marketing value chain



This means...

- Rethink ways of working for an agentic future
- Map process, introduce robust governance and continuously evolve to remain efficient
- Radically refresh your capability strategy to anticipate roles, skills and work locations of tomorrow
- Introduce agents as enablers and co-workers
- Equip Marketers to operate as the intelligence layer to the organisation
- Build a connected, AI-powered environment, capable of orchestrating the E2E value chain
- Create a composable Marketing architecture for continuously evolving agents
- Rationalise and modernise tech & data for efficiency & effectiveness
- Introduce a cognitive brain to power all decision-making powering citizen experiences



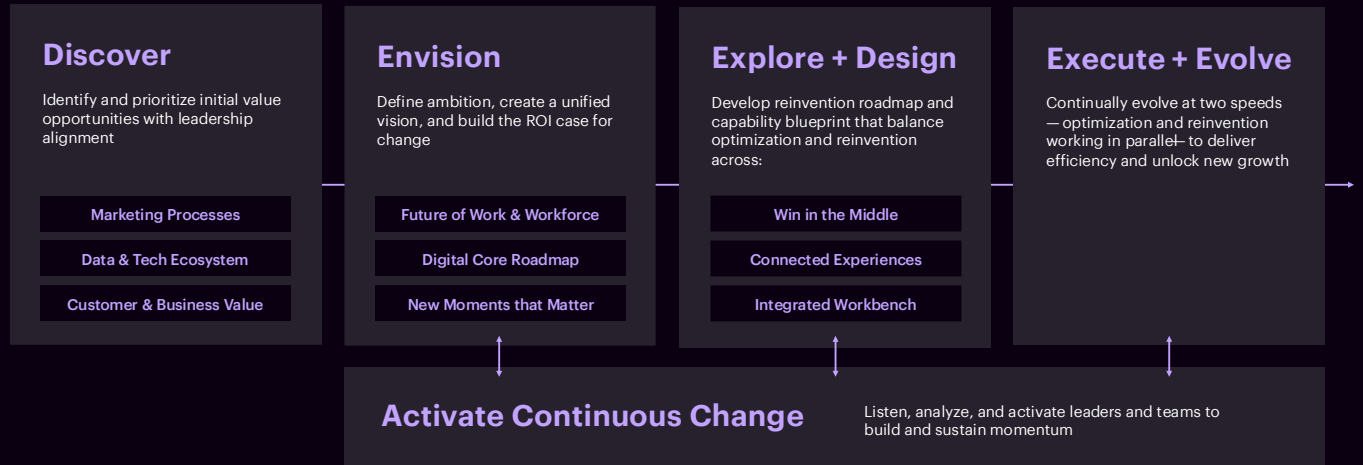
TRANSFORMATION & CHANGE MANAGEMENT

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Figure 1: Marketing Reinvention for Citizen Relevance and Organisational Readiness

Our approach moves from Discovering untapped opportunities, to Envisioning a bold future, then Exploring and Designing the right models and experiences, and finally Executing and Evolving for lasting impact. Every step is powered by change management to ensure adoption and momentum. It's a structured, human-centred journey that blends creativity, technology, and data to enable organisations to adapt and thrive (Figure 2).

How we work with clients



AccentureSong

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Figure 2: How we work with clients to deliver Marketing Reinvention

3.0 Our Strategic Alliances

We extend our expertise and capabilities through a network of market leaders and innovators, providing our clients the best Marketing Cloud technologies. This pans across established marketing technology platforms (e.g. Adobe, Salesforce), hyperscalers (e.g. Microsoft, AWS, Google, Oracle) and native vertical focused platform providers (e.g. Sitecore, Bloomreach, CommerceTools).

Adobe

The Accenture Song and Adobe alliance empowers government organisations to improve the effectiveness and return-on-investment of digital marketing initiatives by transforming how they design and deliver relevant, trusted and personalized citizen experiences at scale for an increasingly informed and digitally connected population.

By blending Adobe's experience, content and analytics platforms with Accenture Song's deep industry experience and world-class innovation in marketing, we help government move beyond channel-led communications to experience-led citizen engagement across the full-service lifecycle - from awareness and eligibility through application, service delivery and ongoing support.

Our combined offerings—including predictive insight and responsible personalised marketing solutions—enable clients to achieve relevance at scale, dramatically improving both marketing effectiveness and efficiency.

Oracle Commerce

The Accenture Song and Oracle alliance helps public sector organisations deliver superior citizen experiences across marketing, commerce, sales, service and social media. Our over 25-year plus alliance relationship combined with the comprehensiveness of the Oracle CX suite provides a strong framework for successful development that spans the citizen's entire digital journey.

Oracle Commerce Cloud is a fully featured and extensible SaaS solution that supports both B2C and B2B models. It's modern API-first architecture helps to reduce IT complexity and pre-integrated features enable businesses to deploy quickly and reduce TCO.

Our Oracle Commerce Cloud offering leverages Accenture Song's deep industry experience and distinguished design thinking to help companies deploy innovative Commerce experiences at speed.

Salesforce

Accenture is the go-to provider for companies looking to configure and deploy Salesforce cloud solutions that enable high performance. We apply proven methodologies and tools to simplify and accelerate complex, global Salesforce implementations. Above all, we help our clients realise the value of the cloud in many areas of their business, from marketing and commerce, to service and support, to supply chain management.

As market leaders in our respective industries, we have established a strong, dynamic, client-centered partnership that is shaping the future of cloud computing. For nearly 10 years, Accenture & Salesforce has partnered to deliver business value with strategic investments in innovative technology and client-centered alliance initiatives. Along the way, we have helped hundreds of organisations achieve the full potential of enterprise cloud computing.

Other alliances include Google, Bloomreach, SAP, IBM Clarabridge, EMC, Ensignen, Hootsuite, OpenText, RichRelevance, Sitecore, Aprimo, Workfront, Trending Turn, Elastic Path, Sprinklr, CommerceTools.

Across all alliances, Accenture applies AI responsibly and transparently in public sector contexts.

Access to industry-leading marketers & innovators

Accenture Song brings together industry-leading marketers, creatives, technologists, strategists and innovators from all over the world including award-winning agency Droga5.

4.0 Pricing

Please refer to the associated pricing document/ rate card relevant for this service.

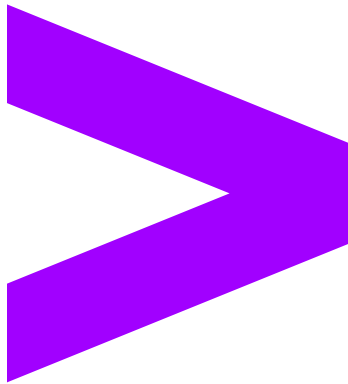
5.0 **Contacts**

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6.0 About Accenture

Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organisations build their digital core, optimise their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. We are a talent- and innovation-led company with approximately 799,420 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology and leadership in cloud, data and AI with unmatched industry experience, functional expertise and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients reinvent and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners and communities



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