



G-Cloud 15 Service Definition

**Accenture Branding & Communication
Strategy**

Jan 2026

accenture

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1.0 Scope of our services

Our Branding and Communication Strategy services are designed to elevate create brands with impact and engage its target audience effectively. By conducting thorough brand analysis and leveraging strategic brand positioning, we create integrated communication strategies and creative campaigns that resonate deeply with target audiences.

- **Brand analysis:** In-depth market research and brand audits to understand your position, challenges, citizen sentiment, and opportunities to create behaviour change. May be based on desk research, and if required, focus groups, ethnographic studies, search and linguistics analysis and social listening.
- **Strategic brand positioning:** Leveraging insights from analysis, we define or refine your brand's purpose and positioning, ensuring it resonates with your target audience and stands out in the landscape. This often involves playback workshops with senior organisational stakeholders to ensure brand positioning resonates internally as well as externally.
- **Brand strategy:** Developing strategic plans that build and strengthen the brand's identity, position and reputation, ultimately growing your brand presence and impact.
- **Brand design:** Creating consistent visual and experiential elements across all platforms to ensure a unified brand identify.
- **Omnichannel communication strategies:** Activating brand positioning in the market via the development of communication strategies that align with your brand's values, goals, and target audience, ensuring consistency across all channels.
- **Social strategy:** Increasing brand awareness by developing strategies for active audience engagement on social media
- **Media Strategy & Planning:** Enhancing your overall marketing efficiency and maximize your reach by strategically planning and optimizing media purchases across channels. We focus on creating impactful campaigns that reach people where they are consuming content often social and digital first.
- **Integrated campaign development:** Compelling, creative campaigns that engage your audience across channels, enhance brand recall, and drive desired actions. Our capabilities include both strategic ideation of campaigns, as well as production, launch, and measurement.
- **Social, influence & PR:** Shaping a brand's image and reach by holistically managing social media, influencer collaborations, and public relations platforms.
- **Creative design:** Beyond broad campaigns, we can design and produce targeted brand marketing materials, such as signage, posters and other print materials, infographics, organisation templates, and digital media for ad-hoc purposes.
- **Measurement and optimisation:** Definition of key performance indicators (KPIs), which are then used in analytics to measure campaign effectiveness, making data-driven adjustments to optimise performance. Where brand activations tie up with digital channels, this may include definition of the attribution model and ongoing monitoring of ROAS to ensure channel mix is optimised.
- **Stakeholder engagement:** Targeted strategies to engage key stakeholders, including employees, partners, and citizens, fostering brand advocates, and enhancing brand loyalty. Internally this may be employees, contractors, ministers, or other public officials.

- **Internal communications:** Ensuring internal coherence and support by crafting communication strategies that align and inform internal stakeholders with the brand's creative direction.
- **Crisis communication planning:** Our experts prepare your brand for potential crises, developing communication plans that can be executed in times of crisis to protect and maintain brand reputation.
- **Sustainability and Social Responsibility strategies:** We help you integrate sustainability and social responsibility into your brand narrative, appealing to the growing consumer demand for ethical brands.

2.0 Assets and Tools

- **Workshops:** Hosting workshops to collaboratively develop brand strategies, align on communication plans, and foster team alignment. These may include:
 - **Brand strategy workshops** to redefine the brand's core mission, vision, and values in light of market changes or new organisational goals. This workshop involves interactive sessions where participants collaboratively explore the brand's identity, purpose, and positioning, culminating in a refreshed brand strategy that resonates with current and prospective target audiences.
 - **Customer Journey Mapping workshops** to gain deeper insights into all the touchpoints customers have with the brand. Through this workshop, participants identify pain points and opportunities to enhance the customer journey, leading to a more customer-centric brand strategy.
 - **Competitive analysis workshop** to analyse competitors' strengths, weaknesses, opportunities, and threats in the context of the market landscape. Participants engage in research and discussion to understand competitors' positioning and strategize on how to differentiate their brand effectively.
- **Analytics and engagement tools:** For campaign measurement and optimisation, including attribution and ROAS analysis. May include social media monitoring to gauge sentiment, analytics, and engagement to refine strategies and increase impact.
- **Outbound email marketing platforms:** Employing email marketing platforms for personalised, targeted communication strategies that drive engagement and conversions.

3.0 Pricing

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

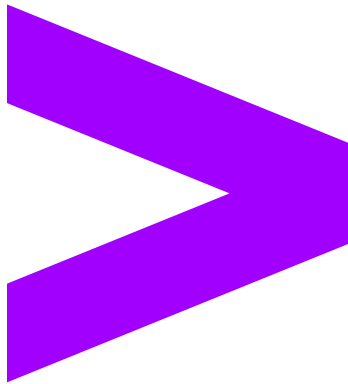
4.0 **Contacts**

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5.0 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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