



ACCENTURE INTERACTIVE MANIFESTO

VIDEO TRANSCRIPT

[00:00:01]

>> We have big and beautiful technology at our fingertips. We can use it for good or evil. Or of the trivial. But is it enough to make toasters the tweet. Washers that text. We're making it our mission to create experiences that improve lives. To make shopping for what's healthy as easy as a swipe. To add empathy to the immigration process. To finding the perfect look at the wardrobe changes. These we've made real. But we're passionate about doing more. For something bigger than a commercial or tweet. Because brands are built on experiences. This is a challenge for us all to invent new ways to collaborate with our clients, our partners and each other to disrupt and change the way we experience everything. To harness the power of technology and humanity to create something daring something disruptive something big and to make something meaningful for all of us.

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