



INTERACTIVE AGENDA LIVE UKI VIDEO TRANSCRIPT

It's happening, it's the moment, now is the now, get on with it.

We are very much a culture of cultures and if someone articulated to me as to what AI, including our broader family of Fjord and Karmarama were, it's all about bringing those human experiences to life. Why we are doing what we are doing, it's not only to design the best experience, it's not only to build the best platform. It's to fundamentally transform how humans connect with each other. We really believe that brands that are experience led are the brands that we want to engage with, that we want to play with.

We're always pushing our clients to be more bold and ambitious and courageous in the things that they do.

We have a fantastic family of brands.

Key to the Interactive Agenda was really putting our people at the heart of it and making sure that we profiled them.

We are on a mission to keep creating and sharing content to ensure we are showcasing our people and keeping Accenture Interactive front of mind.

We think you should become a living business, a business that exhibits more human characteristics than corporate ones. Responsive, ambitious, emotive, able to flex when the ground shifts beneath it.

What we add is core consulting skills to help drive social change.

It's very very easy to get swept up in the technology and actually it's that end to end really rich experience which is what we bring to the table and what really differentiates us

Created a new model of innovation driven by imagination and empathy.

And design being at the very heart of everything that we stand for and everything that we do. I think what is really important is that we are really collaborative, that is really close to our hearts.

Karmarama is a culture first agency and in a funny way we always start by talking about that culture before we show any work. Agencies have had to collaborate and probably more significantly for us, clients have got more interested in purposeful, meaningful propositions.



Really aspirational hungry, quite progressive but keeping it really really practical.

Our culture is built around creativity.

We kind of trade ideas, we have learnings, assets and so on we love to share.

More on the Interactive Agenda:

<https://www.accenture.com/gb-en/insight-interactive-agenda>

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