



ACCENTURE INTERACTIVE MANIFESTO

VIDEO TRANSCRIPT

We have big and beautiful technology at our fingertips. We can use it for good, for evil, or the trivial. But is it enough to make toasters that tweet? Washers that text?

We don't think so.

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, without the wardrobe changes. These, we've made real.

But we're passionate about doing more. Something bigger than a commercial or a 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.

Meaningful experiences start here.

Purposeful experiences start here.

Memorable experiences start here.

Greater experiences start here.

Accenture Interactive

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