

CASE STUDY • KPMG CONSULTING



SUMMARY	Developed a short (<3 minutes) piece to attract dotcom executives to open a practice at KPMG Consulting
GOAL	To design and develop an engaging piece to attract executives to learn more about KPMG
MY ROLE	Web Producer • Lead Information Architect
USER PROFILE	Dotcom Executives • Managing Directors at other consulting firms
DELIVERABLES	Strategy Document • Site Map • Page Schematics • Design Comps • Web Site



CHALLENGES	<ul style="list-style-type: none">• Internal project and limited budget<ul style="list-style-type: none">• Resources not allocated to the project at 100% due to chargeability issues• KPMG Consulting image considered to be “stuff” and far from cutting edge• Project goal was to pique executive interest in KPMG Consulting and to learn more about the practices and what it has to offer
SOLUTION	<ul style="list-style-type: none">• Developed a composite piece that combined video with photography, graphics, and sound using colors and imagery that evoked progressive themes<ul style="list-style-type: none">• Piece included elements from all 5 practices in Financial, Communications and Content, High Tech, Public Service, Consumer and Industrial Markets• Modifications of the tagline “Think you know us...Think again!” used to break stereotypical image of KPMG Consulting as “suits”• Identified challenges in executive jobs that the KPMG Consulting culture did not have, such as promoting an entrepreneurial spirit and allowing the executive more control over his or her success
RESULT	<ul style="list-style-type: none">• Used as a demo throughout the organization to present progressive branding/identity campaign• Used to show potential clients the image KPMG Consulting aims to achieve

