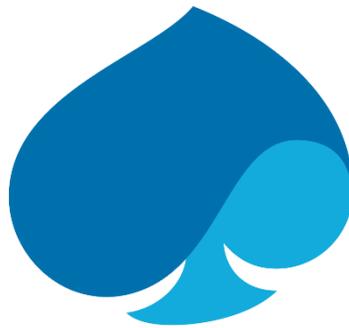


# Capgemini Case Study



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# Capgemini Marketing

## Innovative Sustainable Brand Transformation



Capgemini is a fifty-year-old company headquartered in France. They are a global leader in the areas of transformational business management through harnessing the power of technology. Guided by their purpose of “unleashing human potential through technology for an inclusive and sustainable future” they have over 300,000 team members in 50 countries. Capgemini was recognized for its commitment to gender diversity in the 2022 Bloomberg Gender-Equality Index.<sup>1</sup> Their mission is to create business transformation through sustainable business strategies.

### Review:

In 2020 Capgemini recognized that their company was experiencing low brand awareness and had a need to boost their reputation. A SWOT analysis provided a deeper understanding of their current situation, and what needed to be addressed:

Strengths	Weaknesses
<ul style="list-style-type: none"><li>• Diversity in products, services, and personnel</li><li>• 50 years in business</li><li>• Impressive Partner Brands</li></ul>	<ul style="list-style-type: none"><li>• Low brand awareness</li><li>• Outdated Website</li><li>• Customer/Audience Disengagement</li><li>• Lack of Reputation Management</li></ul>
Opportunities	Threats
<ul style="list-style-type: none"><li>• Industry growth in their technology, AI, Cloud, and Engineering Sectors</li><li>• Acquisition of more companies</li></ul>	<ul style="list-style-type: none"><li>• Competition in the HR Industry, Consulting, and technology industries</li><li>• Cost of Digital Advertising</li></ul>

## Goals and Strategies

Capgemini decided on new goals and strategies based on the result of their research and analysis.

They identified two primary goals:

1. To become recognized as an industry leader in their market.
2. To understand and engage with their target audience at a lower budget level than digital advertising.

Their strategy involved rebranding Capgemini with a new image more relatable to their audience. The intention was to make the brand more personable and to stand out from their competition. They implemented a content marketing and storytelling approach on their website providing useful information and resources to their target market. Additionally, they focused on engaging with their customers on two social media platforms, LinkedIn and Facebook. This replaced their previous digital marketing approach.



## Results and Outcomes

The new strategies proved effective in reaching and expanding Capgemini's audience. Following are the data results and outcomes after one year:

- The new site attracted nearly 1 million visitors.
- 100,000 new followers on its LinkedIn page
- 1.8 million shares of its content across LinkedIn and Facebook
- Nearly \$1 million in sales (\$5 million in the second year)

Capgemini delivered a record performance in 2021 with revenues up 14.6% and a 21% increase in net profit, according to a report published by GlobeNewswire<sup>2</sup>.

## Conclusion

Implementing content marketing is an effective strategy to attract and retain customers. It is also an effective strategy to improve brand awareness, market position, and brand reputation. Content Marketing strategies and storytelling focus on the customer and their needs by providing them with valuable information and resources they can use. It is an effective means of relationship building with both existing and prospective customers.

*Here's the power of storytelling in the words of Simon Sinek, "People don't buy what you do; they buy why you do it. And what you do simply proves what you believe."*



Capgemini Keyword Tagline: Innovative, Sustainable, Transformation

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