

CASE STUDY

Accenture

Industry: Human Resources

Vehicle: Handout

Products: Music Download Card

Features: Custom Card, Custom Promo Landing Page

Accenture wanted an effective handout for college graduates. With free music as a perfect incentive for this target audience, they distributed music download cards that helped drive their target audience online. Before going on to redeem their FREE music, the graduates were required to enter their information and also had access to Accenture's Employee Podcast Series. The Customized Music Download Cards offered Accenture a high perceived value giveaway at a low cost that was easy to ship and distribute.



Taking a moment to savor success.
Just another day at the office for a Tiger.

accenture

High performance. Delivered.

Free music download from Accenture!

Thanks for your interest in a career at Accenture! Please fill out the quick survey below to download your free song from Accenture.

First Name	Last Name
<input type="text"/>	<input type="text"/>
School	Graduation Year
<input type="text"/>	<input type="text"/>
Email Address	
<input type="text"/>	

Are you interested in receiving employment information from Accenture? Yes No

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You can also download Accenture's Employee Podcast Series by [visiting our website.](#)