



**GOAL:**

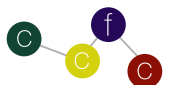
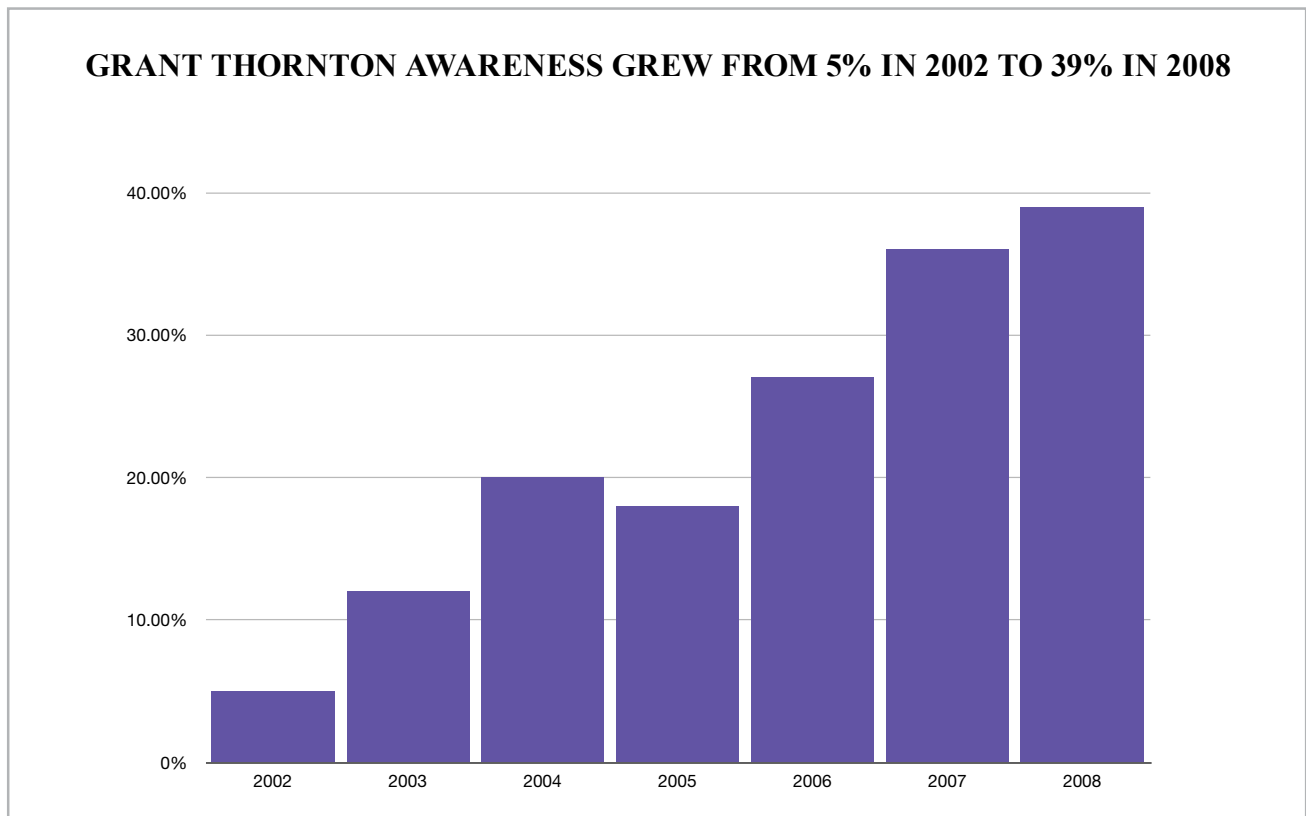
When CCFC began work with Grant Thornton in 2002 their growth was stagnant because they weren't being short listed by their target clients. Research indicated that awareness was the second most important factor in being considered for engagement. Grant Thornton's awareness with C-level executives was at 5% while other more well known national "Big 4" firms such as Ernst & Young and Price Waterhouse were over 40%.

**ACTION:**

CCFC's process uncovered two key insights; Grant Thornton offers better service (superior partner attention) than their larger "Big 4" competitors and true global capabilities which other non "Big 4" firms don't have. Using these insights, CCFC developed an integrated campaign of print, radio, TV, and web advertising to increase awareness and consideration.

**RESULTS:**

Awareness among C-level executives grew from 5% in 2002 to 39% in 2008 (and is continuing to grow). Revenue has grown from \$367 million in 2002 to \$1.2 billion in 2008.





# Grant Thornton

Net Revenue growth = 207% in 6 years

C.A.G.R. = 20%

