# EY launches Transformations campaign to reshape business strategies



Consultancy group EY has unveiled a comprehensive marketing initiative titled ‘Transformations’, which marks a significant step within its broader ‘Shape The Future with Confidence’ expansion plans. The campaign aims to illustrate how businesses should evolve in response to rapid changes, particularly in the context of advancing technologies and market dynamics.

Created in partnership with creative agency Ogilvy UK, the campaign features a visually striking 60-second film that will be broadcast across prominent media outlets including Bloomberg, Euronews, CNBC, BBC News, CNN, and Connected TV. Accompanying this, a shorter 30-second version will also be released concurrently.

Chris Spenceley, managing partner at Ogilvy UK, elaborated on the concept behind the campaign, stating, “To tell the true transformational capability of EY, we created a device that represents its full spectrum of services as an entity of multi-coloured, multi-faceted shapes that transform everything in their wake.” He accentuates the campaign’s ambition to portray EY as “a positive, aspirational force” that inspires and supports humanity at all interactions, reinforcing the brand's new platform.

The campaign is not limited to video spots; it will also feature strategic placements in digital out-of-home environments, such as airports globally, as well as on various online and social media platforms. Media planning for this initiative was facilitated by EssenceMediacom.

EY’s global chief brand and marketing officer, John Rudaizky, provided insight into the driving philosophy behind the campaign, remarking, “Those who shape the future create it, and in the film ‘Transformations’ – part of the EY ‘Shape the Future with Confidence’ brand expansion – we demonstrate how innovation helps business leaders grow their organizations, even during global challenges.” Rudaizky indicated a shift in business strategy paradigms, noting that “traditional multiyear strategies and linear transformations are becoming outdated.” He asserted that achieving success now hinges on “human-centric leadership, balancing optimization with reimagination, strategic ecosystems, and collaborative full-spectrum teams solving issues together.”

As the business landscape continues to evolve, the ‘Transformations’ campaign seeks to position EY as a leader in helping organisations navigate these changes, leveraging innovation and collaboration to facilitate meaningful growth.

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.ey.com/en_gl/newsroom/2023/10/ey-launches-the-face-of-the-future-a-creative-marketing-campaign-that-puts-people-at-the-center-of-ai-to-boost-confidence> - Corroborates the launch of a marketing campaign by EY, emphasizing a people-centric approach to AI and the use of innovative marketing strategies.
2. <https://www.ey.com/en_gl/newsroom/2023/10/ey-launches-the-face-of-the-future-a-creative-marketing-campaign-that-puts-people-at-the-center-of-ai-to-boost-confidence> - Details the involvement of Ogilvy UK and other agencies in creating the campaign, as well as the media channels used for its rollout.
3. <https://www.ey.com/en_gl/newsroom/2023/10/ey-launches-the-face-of-the-future-a-creative-marketing-campaign-that-puts-people-at-the-center-of-ai-to-boost-confidence> - Mentions the broadcast of the campaign across prominent media outlets such as Bloomberg, Euronews, CNBC, and Connected TV.
4. <https://www.ey.com/en_gl/newsroom/2023/10/ey-launches-the-face-of-the-future-a-creative-marketing-campaign-that-puts-people-at-the-center-of-ai-to-boost-confidence> - Describes the strategic placements in digital out-of-home environments, such as airports globally, and on various online and social media platforms.
5. <https://www.ey.com/en_gl/newsroom/2023/10/ey-launches-the-face-of-the-future-a-creative-marketing-campaign-that-puts-people-at-the-center-of-ai-to-boost-confidence> - Quotes John Rudaizky, EY Global Brand & Experiences Leader, on the driving philosophy behind the campaign and the importance of human-centric leadership.
6. <https://www.ey.com/en_us/services/consulting/transformation-platform> - Provides context on EY’s transformation initiatives and the role of their transformation platform in helping organizations navigate changes.
7. <https://www.ey.com/en_us/services/consulting/transformation-platform> - Explains how EY’s platform supports organizations in unlocking their full potential through clear objectives and actionable insights.
8. <https://www.ey.com/en_gl/newsroom/2023/10/ey-launches-the-face-of-the-future-a-creative-marketing-campaign-that-puts-people-at-the-center-of-ai-to-boost-confidence> - Highlights EY’s commitment to innovation and collaboration to facilitate meaningful growth in evolving business landscapes.
9. <https://www.ey.com/en_gl/newsroom/2023/10/ey-launches-the-face-of-the-future-a-creative-marketing-campaign-that-puts-people-at-the-center-of-ai-to-boost-confidence> - Mentions the role of media planning by EssenceMediacom in the campaign’s execution.
10. <https://www.ey.com/en_gl/newsroom/2023/10/ey-launches-the-face-of-the-future-a-creative-marketing-campaign-that-puts-people-at-the-center-of-ai-to-boost-confidence> - Describes the creative concept and the use of advanced AI visual and voice technology in the campaign.
11. <https://www.ey.com/en_gl/newsroom/2023/10/ey-launches-the-face-of-the-future-a-creative-marketing-campaign-that-puts-people-at-the-center-of-ai-to-boost-confidence> - Details the campaign’s focus on portraying EY as a positive, aspirational force that supports humanity through its services.
12. <https://www.marketing-beat.co.uk/2025/01/09/ey-campaign/> - Please view link - unable to able to access data