



Capgemini

Capgemini | Launching Capgemini's US Thought Leadership and Advanced Technology and Development Centers

CHALLENGE

Capgemini unveiled its new advanced technology and development centers across the US.

OBJECTIVES

Pierpont partnered with [Capgemini](#), a global leader in consulting, technology services, and digital transformation, to build a thought leadership platform for its North American president as the company unveiled its new advanced technology and development centers across the US.

SOLUTION

Beginning with a message development exercise we sharpened the US-specific narrative, laddering to Capgemini global messaging and addressing issues such as digitization, workforce development, trade, and others relevant to Fortune 500 companies.

Following the message development, we delivered a highly customized, intensive media training for the North American president that was a prelude to a series of announcements and thought leadership activities. We successfully launched Capgemini's Chicago advanced technology and development center working with the staff of Mayor Rahm Emanuel's office, generating media coverage in Chicago business and broadcast outlets. Following the launch, Pierpont built a thought leadership program for the North American president centered around three core message platforms corresponding to Capgemini's commercial KPIs.

RESULTS

Results included opportunities with CIO.com, the Boston Business Journal, and IndustryWeek.