



THE BONADIO GROUP

To Be Greater

Employee Experience Campaign

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Employee Experience Campaign

Like many companies, The Bonadio Group faced challenges in attracting and retaining top talent in the wake of the pandemic and the Great Reshuffling. So after our focus groups revealed that new accountants prioritize meaningful work over financial compensation and employees with a sense of purpose are willing to forego higher salaries elsewhere, we launched a campaign that focused heavily on a strong company culture and positioned TBG as the perfect place for people to grow into their own greatness.

**TO
BE
GREATER**

CAMPAIGN IDENTITY

&MORE DAY
2022

EMPLOYEE EVENT LOCKUP

TBG

ABBREVIATED CAMPAIGN IDENTITY





WATCH NOW

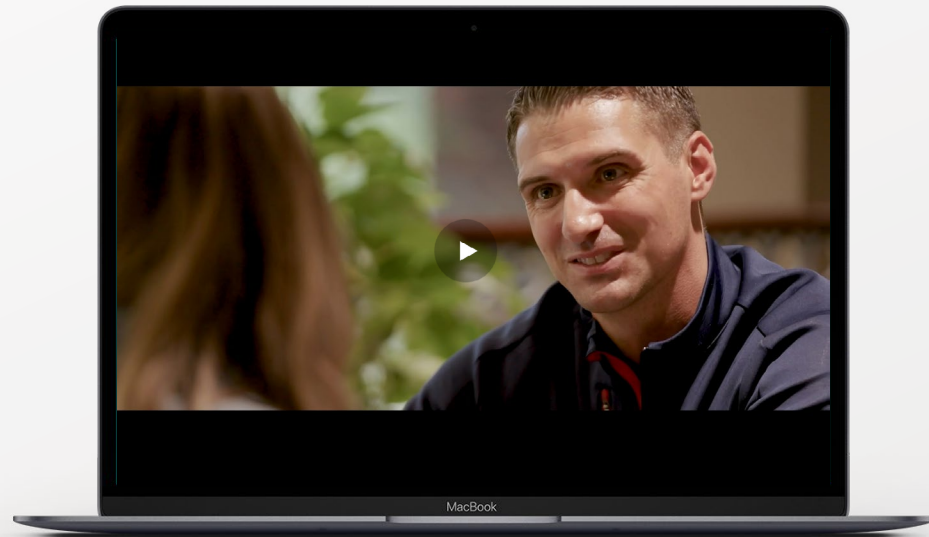


EMPLOYEE EVENT KICKOFF VIDEO
CLICK SCREEN TO WATCH



Sizzle Video

MARK ELSAESSER



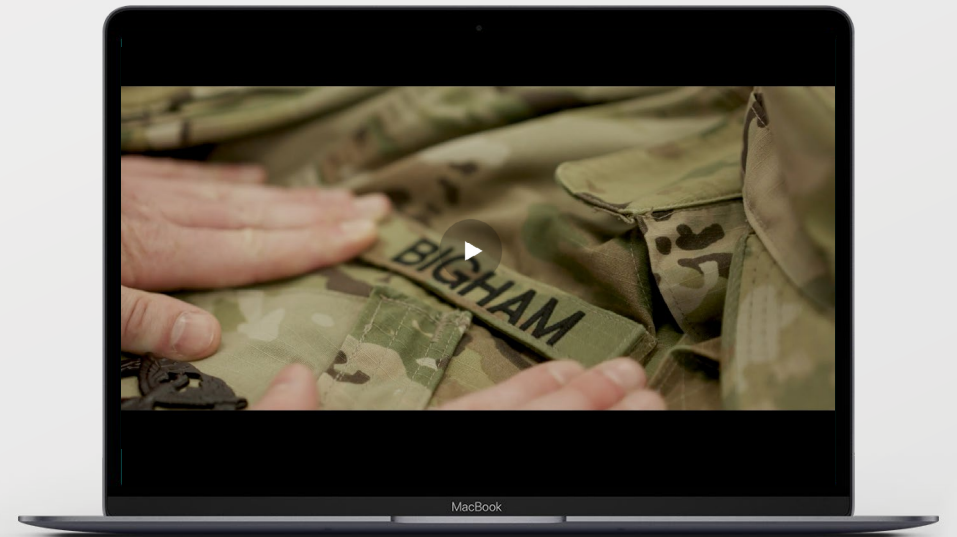
[WATCH NOW](#)

JENNIFER BARSCZC



[WATCH NOW](#)

RICK BINGHAM



[WATCH NOW](#)

EVENT SOCIAL VIDEOS
[CLICK SCREENS TO WATCH](#)



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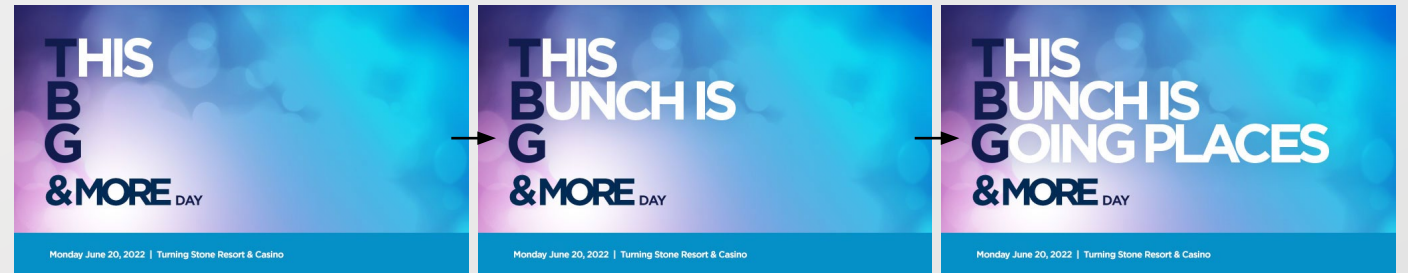
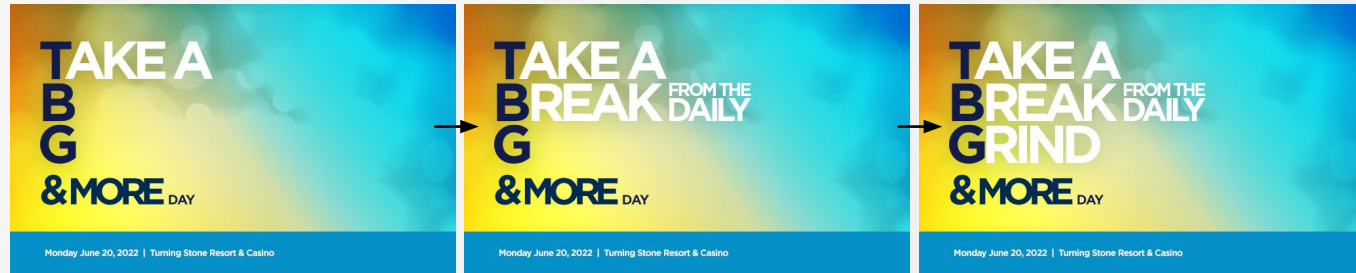


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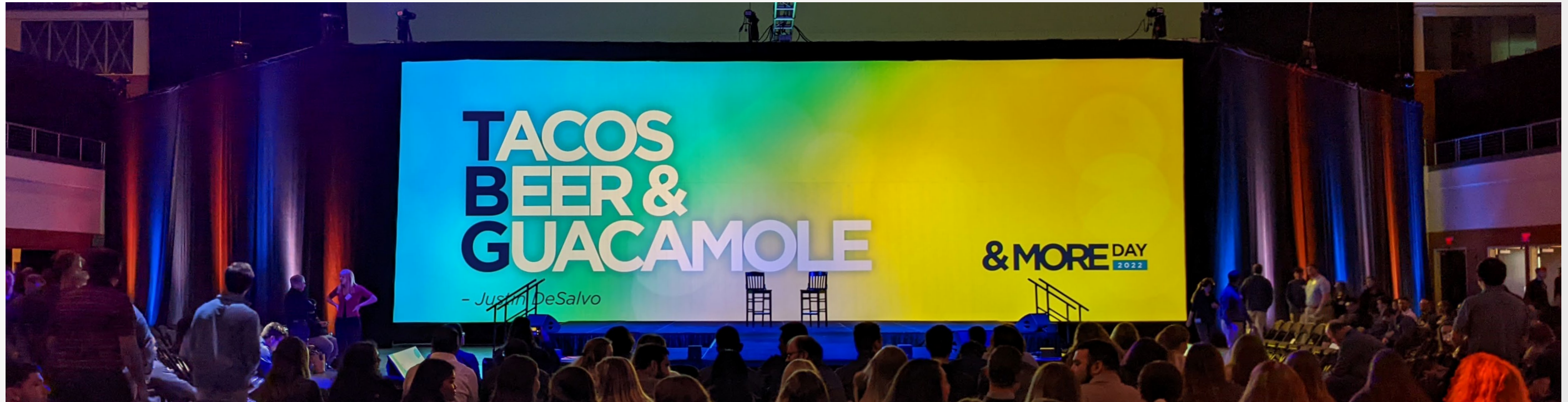


[WATCH NOW](#)





ANIMATED GIFS



**TACOS
BEER &
GUACAMOLE** & MORE DAY 2022
- Justin DeSalvo

**TALENT
BUILDS
GREATNESS** & MORE DAY 2022
- Mallory Conway

**TO
BE
GIGGLING** & MORE DAY 2022
- Marisa Haydaneck

**TREMENDOUSLY
BIG
GAINS** & MORE DAY 2022
- Kyle Brockmann

**THINK
BIG &
GO FOR IT** & MORE DAY 2022
- Adam Kozielec

**THE
BEST IN THE
GAME** & MORE DAY 2022
- Alexander Gross

**TOM
BONADIO'S
GROUPIES.** & MORE DAY 2022
- Marc Valerio

**TOP
BUSINESS
GURUS** & MORE DAY 2022
- Gregg Evans

**TRAMPLE
BARRIERS TO
GREATNESS** & MORE DAY 2022
- Kristin Kowalski

**TEAMWORK,
BONDING &
GOOD TIMES!** & MORE DAY 2022
- Joseph Peresan

**TOTALLY
BONKERS FOR
GAAP** & MORE DAY 2022
- Alex Flemming

**TOMORROW'S.
BOSSES
GROWN HERE** & MORE DAY 2022
- Hudi Rosenfeld

Employee-Submitted "TBG" Quotes



DIGITAL STAGE GRAPHICS



360° VIDEO BOOTH



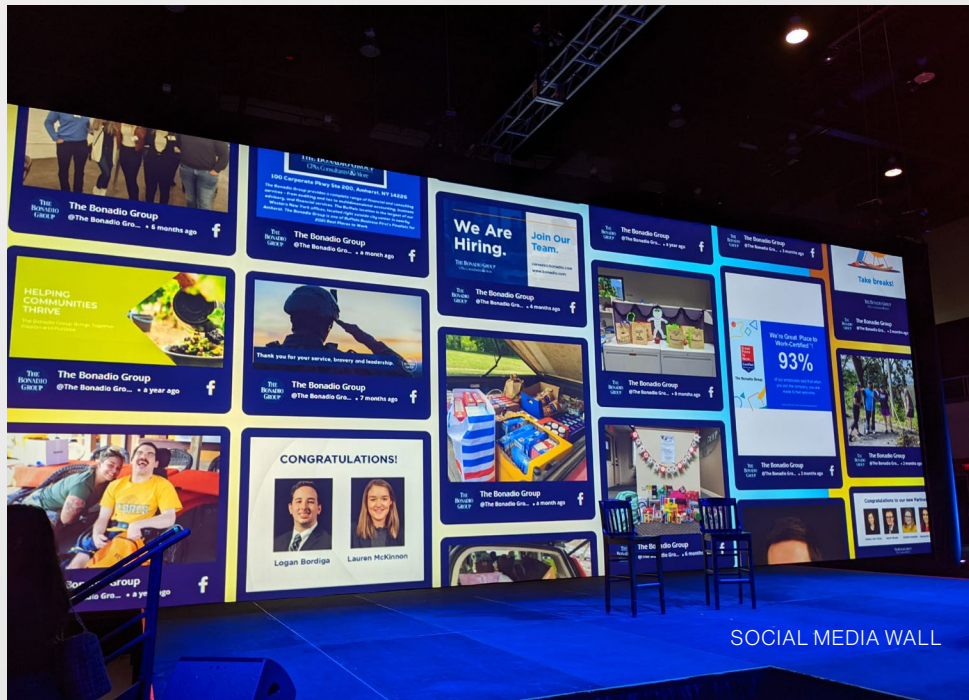
BALLOON DROP



DIGITAL STAGE GRAPHICS



DIGITAL STAGE GRAPHICS



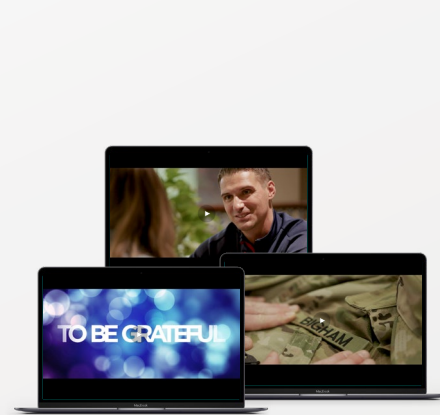
SOCIAL MEDIA WALL



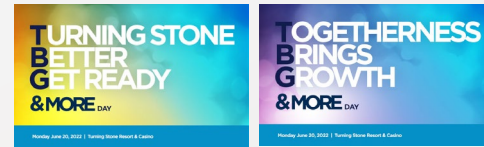
PHOTO BOOTH



EVENT PLANNING



EMPLOYEE SPOTLIGHT VIDEOS



PRE-EVENT EMAILS



STYLE GUIDE



360° VIDEO BOOTH



DIGITAL GRAPHICS



T-SHIRT DESIGN

TO BE GREATER **TBG**

CAMPAIGN IDENTITY

LinkedIn Followers Increased

44%

Instagram Profile Visits Increased

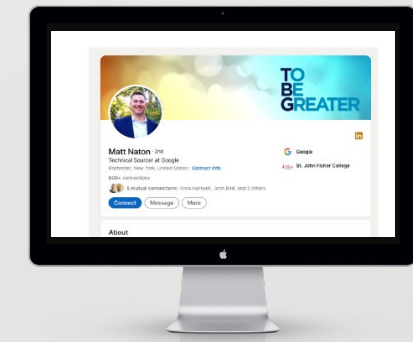
210%

Instagram Followers Increased

200%



MOTION GRAPHICS VIDEO



LINKEDIN EMPLOYEE PROFILE GRAPHICS