Accenture vs. Deloitte

Brand Equity Score™ Executive Report

Q2 2025

BENCHMARKING BRAND STRENGTH THROUGH
INNOVATION, TRUST, PERCEPTION, AND REPUTATION

measuredio.
a brand intelligence company

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Accenture vs. Deloitte

A Rivalry Redefined

The **new competition isn't scale**—it's **credibility** in AI, cloud, and trust.

In consulting, buyers de-risk by choosing expertise they believe; **brand equity** decides the shortlist, the premium, and the talent you attract. For Accenture and Deloitte, **credibility** is measured by **authority-weighted narratives** and **public sentiment**—not volume. **Why it matters:** stronger equity → higher win rates, better margins, faster C-suite access, and a recruiting moat.

Executive Summary

In Q2 2025, **measuredI/O** analyzed 80,000+ earned-media and social mentions alongside Morning Consult **brand-health data** using the Brand Equity Score™ (BES™). **The goal:** show what the public **believes** (Quant) and what narratives **reinforce** (Qual) across **Innovation, Trust, Perception,** and **Reputation.**
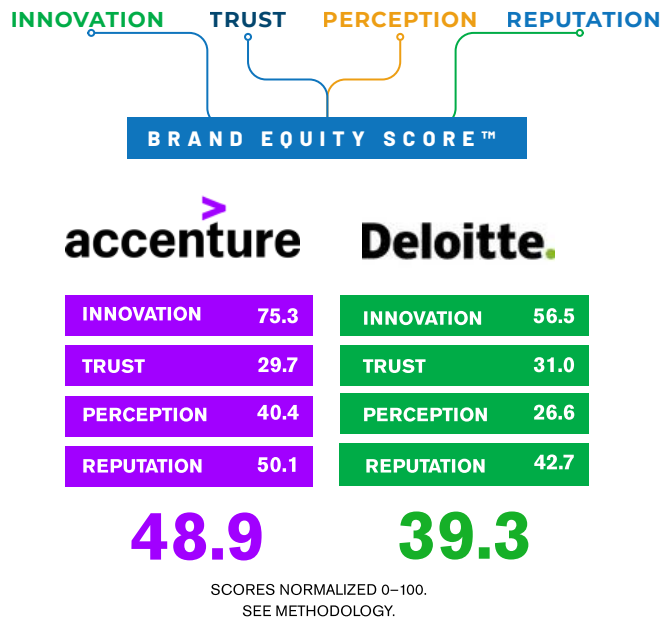

- **Accenture led on Innovation** and **Reputation**. Earned and social narratives skewed positive around applied GenAI, cloud modernization, and delivery credibility. **Advocacy is denser (NPS 15)**.

- **Deloitte held a slight edge on Trust** and **Value**. Familiarity is broader and panel trust runs higher, but innovation/perception signals in earned and social were thinner, and **advocacy is lighter (NPS 4)**.

Q2 shows two leaders leaning into different strengths—Accenture via innovation momentum and reputational lift; Deloitte via trust, credibility, and familiarity.

Accenture wins on innovation narrative quality; Deloitte wins on baseline trust—Q3 will be decided by conversion.

Brand Comparison Overview

Q2 2025 Composite and Pillars

INNOVATION   TRUST   PERCEPTION   REPUTATION

B R A N D   E Q U I T Y   S C O R E ™

accenture | Deloitte.

INNOVATION	75.3	INNOVATION	56.5
TRUST	29.7	TRUST	31.0
PERCEPTION	40.4	PERCEPTION	26.6
REPUTATION	50.1	REPUTATION	42.7

48.9   **39.3**

SCORES NORMALIZED 0–100.
SEE METHODOLOGY.

Accenture leads the overall composite on the **strength of Innovation and Reputation,** while **Deloitte retains** a narrow **edge on Trust.** With awareness low for both brands, **earned and social narratives drive differentiation.**

Accenture:

- **Innovation & Reputation leadership:** 75.3 (Innovation) and 50.1 (Reputation) — +18.8 and +7.4 vs. Deloitte.
- **Advocacy density:** NPS 15, indicating a more mobilizable promoter base.
- **Trust perception:** remains thin (Trust composite 29.7; panel Trust+ 15%) amid low awareness (34%).

Deloitte:

- **Trust & familiarity edge:** 31.0 Trust composite (vs. 29.7) with awareness 39% (+5) and Value+ 17% vs. Accenture.
- **Innovation & Perception lag:** 56.5 (Innovation) and 26.6 (Perception) trail Accenture
- **Lighter advocacy:** NPS 4, signaling fewer organic champions.

Q2 BES™: Accenture +9.6 composite lead (Innovation +18.8, Reputation +7.4); Deloitte +1.3 on Trust; 34–39% Awareness make earned/social quality critical

Accenture Brand Narrative and Strategic Position

Accenture: Innovation Momentum, Under-recognized Trust

In **Q2 2025**, Accenture's equity is propelled by a **doer narrative** in **applied GenAI, cloud,** and **security**. Earned + social are strongly positive (News **76.4,** Social **62.1**), lifting Innovation (**75.3**) and **Reputation** (**50.1**).

Yet **public perception hasn't caught up**: **Awareness 34%** and **Trust+ 15%** leave a large quant/qual gap (PSGI)—Trust +48.9, Reputation +59.3—that isn't fully converting to mainstream belief.

Strengths:

- **Proven operator**. Authority-weighted coverage highlights outcomes, named clients, and delivery at scale.
- **Innovation credibility at scale.** Applied GenAI + industry cloud wins sustain momentum (Innovation 75.3).
- **Reputation tailwind.** High social positivity and steady press keep the brand reliable and steady.
- **Advocacy base.** NPS 15; buzz skews positive among recallers (~67%).

Challenges:

- **Trust story under-expressed.** Outside buyers still lack a simple reason-to-believe on risk controls/compliance— story > familiarity.
- **Low salience ceiling.** Awareness 34% / usage 12% cap conversion from interest to preference.
- **Perception under-scaled.** Favorability is modest despite strong narrative— goodwill > public belief.

Bottom line: Accenture's edge is innovation + delivery credibility; the next leg of equity comes from turning proof into public trust and scaling that story beyond the client core.

Deloitte Brand Narrative and Strategic Position

Trust credibility, underpowered innovation/perception momentum

In **Q2 2025**, Deloitte's equity is anchored in **trust and familiarity**. Panel sentiment runs a touch higher on **Trust** and **Value** (awareness **39%**, trust-positive **18%,** value-positive **17%**). Earned/social tone is moderately positive overall (News **~61**, Social **~48)**, with trust-related social notably stronger.

Innovation and perception narratives are thinner, and advocacy is lighter (**NPS 4**), leaving momentum on the table.

Strengths:

- **Trusted-advisor signal.** Coverage and conversation reinforce risk, compliance, and reliability, supporting a narrow Trust composite lead.
- **Broader familiarity.** Higher general awareness helps Deloitte make more shortlists and sustain perceived value.
- **Reputation tailwind.** Positive commentary around leadership reports, public-sector work, and partnerships provides a steady reputational base.

Challenges:

- **Innovation narrative underpowered.** Social engagement around applied AI/cloud wins trails peers; stories skew advisory/report-led rather than outcome-led.
- **Perception softness.** Consumer-side likability/modernity cues are weak (very low perception signal on social), limiting top-of-funnel pull.
- **Light advocacy.** NPS 4 suggests fewer organic champions; goodwill that isn't converting to belief.

Bottom line: Deloitte's edge is trust credibility and familiarity; to grow equity it must amplify innovation and perception with proof—named outcomes, speed-to-value, and executive visibility—to turn familiarity into preference.

Accenture / Deloitte – Quant Lens (Q2 2025)

Q2'S NATIONALLY REPRESENTATIVE CONSUMER DATA PROVIDES THE BASELINE ACROSS RECOGNITION, FAVORABILITY, TRUST, ADVOCACY, AND COMMUNITY IMPACT—SHOWING WHERE EQUITY IS RESILIENT AND WHERE CONVERSION GAPS PERSIST.

Accenture vs. Deloitte — Quant Lens (Q2 2025, US GP)

% EXCEPT NPS INDEX
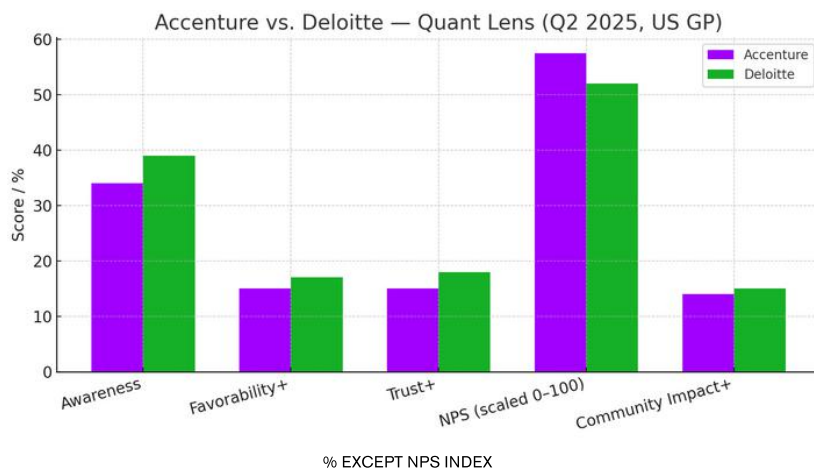
What the public believes

In **Q2 2025**, nationally representative brand-health data show **low familiarity** and **niche usage** for both firms—**typical for B2B**—but important **differences in advocacy vs. trust**. **Deloitte** holds a small **edge on awareness** and **trust,** while **Accenture** has **denser advocacy**. These quantitative signals ground the rivalry: who can convert unfamiliar audiences and turn belief into choice.

Accenture:

- **Advocacy-led strength.** NPS 15 and mostly positive buzz among recallers signal a mobilizable promoter base despite low familiarity.
- **Conversion gap.** Awareness 34%, Favorability+/Trust+ 15%—the proof story isn't yet translating to broad public confidence.
- **Implication:** Use promoters and named outcomes to raise trust perception and move large "no opinion" segments into consideration.
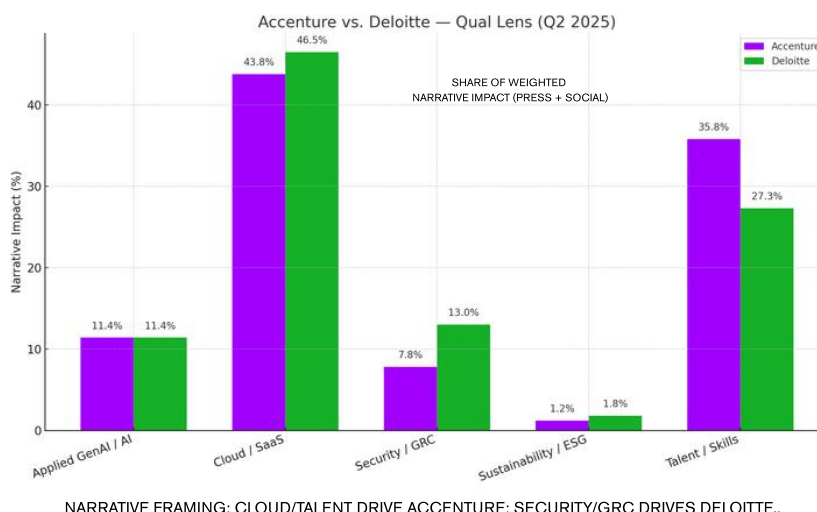
Deloitte:

- **Familiarity + trust edge.** Awareness 39%, Favorability+ 17%, Trust+ 18% indicate slightly stronger baseline belief.
- **Advocacy light.** NPS 4 suggests fewer organic champions; value perception (17%) is not yet creating momentum.
- **Implication: Strengthen** innovation/perception storytelling— outcomes, speed-to-value, and executive visibility—to translate trust into advocacy.

Accenture's advocacy base vs. Deloitte's trust edge sets the Q2 baseline.

Accenture / Deloitte – Qual Lens (Q2 2025)

EARNED MEDIA AND SOCIAL ANALYSIS SURFACES THE STORYLINES SHAPING EQUITY—WHAT THEMES REINFORCE CREDIBILITY, AND WHICH RISKS ERODE TRUST.

Accenture vs. Deloitte — Qual Lens (Q2 2025)

SHARE OF WEIGHTED NARRATIVE IMPACT (PRESS + SOCIAL)

NARRATIVE FRAMING: CLOUD/TALENT DRIVE ACCENTURE; SECURITY/GRC DRIVES DELOITTE..

What the media narratives say

News+ social framing in Q2 2025 casts **Accenture as the applied-innovation** operator (GenAI, cloud, delivery at scale), **while Deloitte** reads as the **trusted advisor** (risk, compliance, public sector). Accenture over-indexes on talent/skills (delivery capacity), and Deloitte skews higher on security/GRC. ESG volume is minimal for both.

Accenture:

- **Outcome-led operator.** Articles and posts emphasize applied GenAI + cloud delivery with named references; Talent/Skills is a large share of conversation (capacity + upskilling).
- **Conversion risk:** Trust cues are present but thinner than the innovation story—ensure risk controls, governance, and compliance proof are front-loaded in case content.

Deloitte:

- **Trusted-advisor frame.** Narrative weight on Security/GRC and public-sector credibility; cloud stories are advisory-forward vs. outcome-forward.
- **Momentum risk:** Innovation/modernity cues are less salient; to close the gap, tie thought leadership to proofy client outcomes and speed-to-value.

The growth lever is shifting more volume into outcome-led GenAI wins with explicit governance proof.

Accenture / Deloitte – PSGI™ Lens (Q2 2025)

PSGI HIGHLIGHTS WHERE PUBLIC SENTIMENT OUTPACES NARRATIVES. IN Q2, BOTH BRANDS SIT IN DO BOTH—GOODWILL EXISTS; ACCELERATION ACROSS PRESS AND SOCIAL IS REQUIRED.

From Insight to Impact — PSGI™ Action Matrix (Q2 2025)

BOTH IN "DO BOTH": GOODWILL EXISTS; ACCELERATION ACROSS PRESS & SOCIAL REQUIRED.
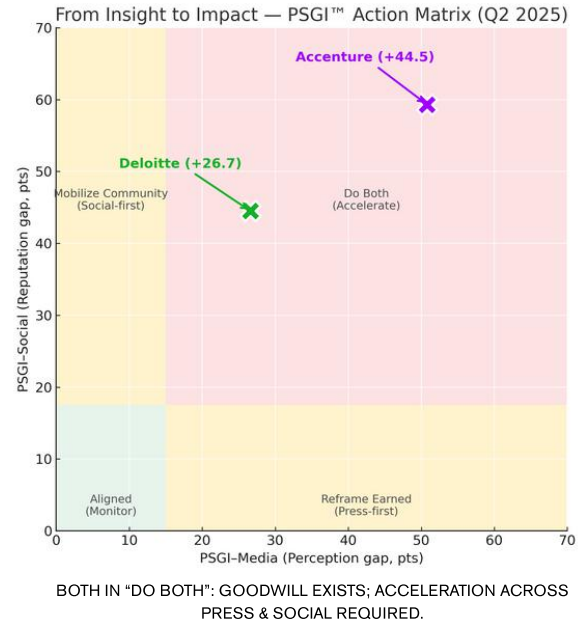
The **Public Signal Gap Index™ (PSGI™)** highlights the misalignment between public sentiment (quant/survey) and earned narratives (news/social).

In Q2 2025, both brands sit in "Do Both." **Accenture shows larger media and social gaps (Perception ~51 pts, Reputation ~59 pts)**, indicating substantial goodwill that **isn't yet reflected** in mainstream belief. Deloitte's gaps are smaller (Perception ~27 pts, Reputation ~45 pts), signaling room to grow through proof-rich earned and community activation.
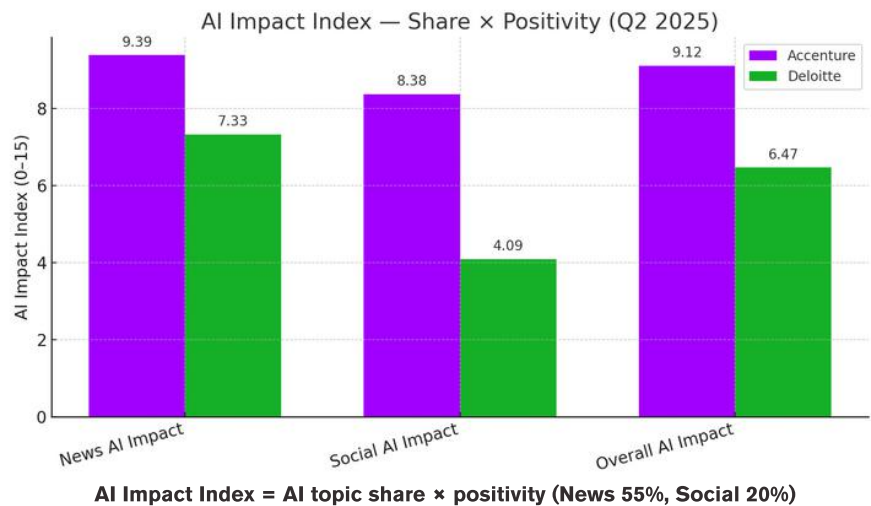
Accenture:

- **PSGI (+44.5)** — innovation/reputation goodwill exceeds public familiarity/trust.
- **Gap:** governance proof + awareness; outcomes under-amplified beyond buyers.
- **Action: Do both** — Tier-1 named-case KPIs + governance one-pagers; creator/demo cutdowns to lift trust & consideration.

Deloitte:

- **PSGI (+26.7)** — trust/familiarity outpaces innovation/perception momentum.
- **Risk:** credibility not converting to advocacy (NPS 4).
- **Action: Press-first** — package applied AI/cloud outcomes (speed-to-value, TCO) with client quotes; exec/creator syndication to raise advocacy.

The winner is the brand that best turns goodwill into belief next quarter.

Applied AI Leadership: Proof beats volume

AI Impact Index — Share × Positivity (Q2 2025)

AI Impact Index = AI topic share × positivity (News 55%, Social 20%)

What AI leadership looks like (checklist)

- **Outcome-led proof:** named clients + ROI deltas (accuracy, cycle time, TCO).
- Governance up front: risk controls, compliance, security patterns.
- Sector specificity: FS, Health, Public Sector with regulatory context.
- **Repeatable assets:** industry-cloud accelerators, data foundations, ref architectures.
- **Executive visibility:** credible spokes with author-level Tier-1 targeting.
- Third-party validation: analyst notes, benchmarks, customer testimonials.

Accenture:

- Keep advantage by serializing proof (before/after KPI briefs, demos).
- Lead with governance & risk to convert the "trust lag" beyond buyers.
- Expand AI wins into sector-specific playbooks for repeat coverage.

Deloitte:

- Pivot from report-led to outcome-led AI stories with named clients.
- Pair trust/compliance strength with speed-to-value metrics.
- Activate promoters to lift advocacy (creator cutdowns, client co-briefs).

Q2 baseline: AI appears equally often for both brands, but Accenture's Overall AI Impact is +41% higher—the gap is quality and proof, not volume.

Strategic Implications

What Q2 says: **BES shows innovation & reputation strength** but thin trust perception and low familiarity. The size of the PSGI reserve (**+44.5**) means there's ample goodwill in press/social that isn't yet reflected in public belief. **The job now is conversion**—from proof to trust to choice.

From Equity to Advantage — Strategic Framework

Trust as a Buffer	Innovation Momentum	Activation of Goodwill
Stabilizes brands in crises; legacy trust needs innovation & ESG.	Drives cultural relevance; must convert to loyalty & trial.	Goodwill untapped; accelerate proof points & mobilize communities.

From Equity to Advantage — Accenture Framework

1. **Trust as an Accelerator (not just a buffer)**
   - Lead every AI/cloud story with governance, risk, and compliance (controls, evals, security).
   - Put third-party validation up front: named clients, analyst notes, independent audits, CFO/COO/CISO quotes.
2. **Innovation Momentum → Outcome Proof**
   - Serialize 10× "before/after" KPI briefs (accuracy, cycle time, TCO, margin) with short demos by sector.
   - Shift from "pilot" to production outcomes, emphasizing speed-to-value and industry cloud assets.
3. **Activation of Goodwill (close the PSGI gap)**
   - Press-first + creator/employee amplification: author-level targets (WSJ CIO Jnl, FT, CIO.com, Industry Dive) with client co-briefs and LinkedIn cutdowns.
   - Run executive roadshows in FS/Health/Public Sector aligned to regulatory calendars; convert coverage into inbound briefings.

Turn proof into public trust—lead with governance, publish outcome deltas, and activate the goodwill already in the market.

Accenture 90-Day Activation

Turn proof into public trust—lead with governance, publish outcome deltas, and activate the goodwill already in the market before competitors do.

Convert narrative strength into belief, consideration, and advocacy.

Tangible Exemplars:

- **McKinsey:** productize internal IP into a governed assistant; publish adoption and impact. (Business Insider - Apr 2025)
- **Capgemini:** publish an operating framework and vertical accelerators with named tech partners. (Capgemini - Jul 2025)
- **PwC:** Make a time-bound, dollar-anchored program public; pair with training & MSFT/Azure OpenAI. (HR Executive Dec 2024)
- **Bain & Co.:** Tie GenAI to named client outcomes and creative scale. OpenAI alliance + named client activation (Coca-Cola) (Oct 2024)
- **BCG:** show "how" + "so what" (productivity/quality) with practitioner tooling and cases. (Computer World - Aug 2024)

What Accenture should measure (next 90 days)

- **Trust composite:** +2–3 pts (29.7 → 32–33).
- **Awareness:** +3–5 pp (34% → 37–39%).
- **Authority-weighted positive share** (GenAI, industry cloud): +15–25%.
- **Coverage:** 2 Tier-1 anchors + 6–10 trades, 4+ inbound briefings.
- **PSGI conversion:** reduce Trust/Reputation gaps by 10–15 pts via proof-led earned + social activation.

Turn proof into public trust—lead with governance, publish outcome deltas, and activate the goodwill already in the market.

About Brand Equity Score™
Measuring More Than Mentions

What it is

Brand Equity Score™ (BES™) is a dual-lens model that measures brand strength across Innovation, Trust, Perception, and Reputation, blending statistically valid consumer sentiment with credibility-weighted narrative signals.

How it works

- Quant Lens: Nationally representative, demographically weighted brand-health data (awareness, favorability, trust, advocacy, community impact).
- Qual Lens: Earned media + social conversation, reach-weighted, credibility-tiered, deduplicated, and filtered for bots/sarcasm; creator/community credibility included.
- Composite: Signals are normalized by pillar and merged into a single BES score for head-to-head comparison.

What it delivers

A clear view of where equity exists, which narratives amplify or erode it, and what to activate next to convert goodwill into outcomes.

BRAND EQUITY SCORE™
CLOSES THE LOOP
BETWEEN DATA AND ACTION

Methodology Overview
How Brand Equity Score™ Measures

Scope & period

Q2 2025 U.S. readout; brand names used for research/illustration.

Quantitative signals
- Nationally representative survey data; weighted by age, gender, region, income.
- Core metrics mapped to pillars (e.g., favorability/trust → Trust; advocacy/NPS → Reputation).

Qualitative signals
- Earned media + social mentions aggregated and deduplicated; outlet/creator credibility tiers; reach-weighting; topic classification (Innovation, Sustainability/ESG, Sponsorships, Health, etc.).
- Community/creator signals adjusted for engagement quality; basic bot/sarcasm heuristics applied.

Scoring & normalization
- Each metric normalized to a common scale; pillar scores compiled; composite BES™ produced for comparison.
- Weighting emphasizes signal quality over volume.

PSGI™ (Public Signal Gap Index)
- Measures misalignment between public sentiment (Quant) and narrative framing (Qual).
- Larger positive gap = under-leveraged goodwill; near-zero = aligned; negative = over-indexed narrative vs. sentiment.
- Action matrix: Aligned / Reframe Earned / Mobilize Community / Do Both.

Source transparency

Quantitative signals derive from nationally representative survey data; qualitative signals from enterprise media/social monitoring. Detailed specs available upon request.

CURIOUS HOW YOUR BRAND STACKS UP IN THE REPUTATION ECONOMY?
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