

EY

EY New Zealand illustrates entrepreneurial spirit with digital engagement



New Zealand
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Industry
 Corporate

Challenges

- Providing key audiences with valuable, engaging content
- Integrate and showcase video content which recognises and celebrates local entrepreneurs
- Increase opportunity for interaction and engagement with clients, prospects and Alumni
- Enable social networking interaction for EY partners

Solution

- Adobe Creative Cloud for teams
- Adobe Digital Publishing Suite

Global professional services leader EY New Zealand uses Adobe Digital Publishing Suite and Creative Cloud for teams to energize global connectivity of its Alumni through its newly digitized annual magazine.

EY is a global leader in assurance, tax, transaction and advisory services. The company provides insights and quality services to help build trust and confidence in the capital markets and economies across the world.

Since 1998, EY New Zealand has conducted the Entrepreneur Of The Year programme annually, with the winner representing New Zealand at the EY World Entrepreneur Of The Year™ awards, alongside 60 other national winners, in Monte Carlo. In conjunction with this programme, EY New Zealand publishes Exceptional, an annual magazine featuring inspirational stories and profiles on the Entrepreneur Of The Year category winners.

Traditionally distributed in print, EY New Zealand is now using Adobe Digital Publishing Suite to deliver Exceptional digitally via a branded mobile application.

EY New Zealand Marketing Manager Jamie Maxwell said it was the perfect time to make the move.

“Previously, everything we produced was either printed or published on the website, but print was the primary medium we used to provide information to our clients, our targets and our Alumni community,” said Maxwell.

“In 2013, along with a global rebrand and new vision for 2020, as well as the ongoing growth of digital, we felt it was the right time to start communicating with our key stakeholders via a digital platform, raising the bar internally and pushing the boundaries of our internal capabilities,” he said.

"Many videos are captured during the Entrepreneur Of The Year programme, and we've long had footage we've never been able to use effectively. The digital publication is the ideal way for us to share this resource and help recognise and celebrate local entrepreneurs."

Jamie Maxwell
Marketing Manager,
EY New Zealand



Results

- Increased engagement – the mobile application created with Adobe Digital Publishing Suite allows the integration of interactive content such as video

- Reporting mechanisms – using a digital platform offers increased reporting and measurement over print, facilitating new opportunities to improve reader engagement

- Greater results for Entrepreneur Of The Year sponsors with web and social penetration via advertising

- Global reach – low distribution costs through the mobile application opens the EY New Zealand Entrepreneur Of The Year magazine's reach to global Alumni across the US, UK and Australia

"With the entrepreneur community very comfortable with digital it was a natural first step to publish our Exceptional magazine on a digital platform."

Before introducing the solution, EY New Zealand was running Adobe Creative Suite 6. EY New Zealand worked with partner Digital Arena to introduce Creative Cloud for teams and Adobe Digital Publishing Suite, providing additional tools to enable the move to digital.

"The integration of the Adobe solutions into our business was seamless and incredibly easy," said Maxwell.

"As our Entrepreneur Of The Year digital publishing sponsor, Digital Arena helped us make the transition – it wasn't a dramatic shift, but it provided the additional toolset we needed to utilise Adobe InDesign and create our own mobile application to view and interact with the magazine through Adobe Digital Publishing Suite," he said.

Using the new Adobe solutions for the first time on Exceptional 2014, Maxwell said the benefits are already clear.

"One of the big advantages of creating our own mobile application with the Adobe Digital Publishing Suite platform has been the ability to include video content," said Maxwell.

"Many videos are captured during the Entrepreneur Of The Year programme, and we've long had footage we've never been able to use effectively. The digital publication is the ideal way for us to share this resource and help recognise and celebrate local entrepreneurs," he said.

"Adding video content has allowed us the additional interactivity and user engagement that was missing with our print publication, alongside the social engagement enabled by in-app social sharing links."

Digital publishing has also made a difference to EY New Zealand's reporting.

"Distributing the magazine through our mobile application allows us to provide a reporting mechanism back to our stakeholders. This facilitates new advertising opportunities with sponsors and stakeholders, where we can include tracking such as an automatic ticker that counts opens or views of an advertisement," said Maxwell.



"We can also track the number of times the app is relaunched and readership time at page level, providing direct insight into audience engagement which allows us to modify the mobile application to better reflect user needs," he said.

EY New Zealand has also been able to distribute the magazine to a worldwide audience.

"The print version of Exceptional always had a limited reach – the cost of distributing it globally was incredibly high. With our mobile application, we have been able to open this year's edition to our global Alumni through the US, UK and Australia at a low distribution cost, which is a huge benefit for us. We can already see there have been downloads across all these regions, and that's exciting," said Maxwell.

Looking to the future, Maxwell said he can see many opportunities to expand the company's use of Adobe products.

"Our first thought leadership piece will be integrated into the backend of the next digital issue of Exceptional, which opens up so much more engagement opportunities with our clients," said Maxwell.

"There are numerous opportunities across other key marketing campaigns throughout the year, such as delivering tenders using a mobile application, or to illustrate particular service line-offerings. The interactive nature of the digital platform will really allow us to respond more to clients' needs, as we tailor the discussion on-the-spot," he said.

For more information
www.adobe.com/nz

"There's so many ways we can use Adobe solutions to support our marketing campaigns and programs, and I'm looking forward to continuing to raise the bar for our engagement with the entrepreneurial community and clients."



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