



# INSPIRING GEN Z TO CONSIDER A CAREER IN ACCOUNTING



# THE CHALLENGE

The Association of Chartered Certified Accountants is a leading professional accountancy body with over 100 years of history.

Despite this global recognition, ACCA has had a long-standing major challenge when it comes to attracting Gen Z members.

They came to Fanbytes for a fresh and exciting approach to youth marketing.

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**Partnering with Fanbytes has given us expert authentic knowledge and insight as well and has opened up engaged and relevant audiences that we would not have had access to otherwise.**

# OUR APPROACH

Our initial priority was to help the client understand the barriers to entry, which we knew would also inform our strategy and resulting approach.

We worked with influencers to run polls on their Instagram Stories, enabling us to build contextual insights around how Gen Z views accounting.

The results revealed a common misconception; that accounting is mainly for “older, white men” from a “privileged background” who are “good at maths”.

This confirmed that ACCA needed to reinvigorate its marketing strategy and embrace new platforms and channels such as TikTok and influencer marketing if they wanted to dispel these stereotypes.

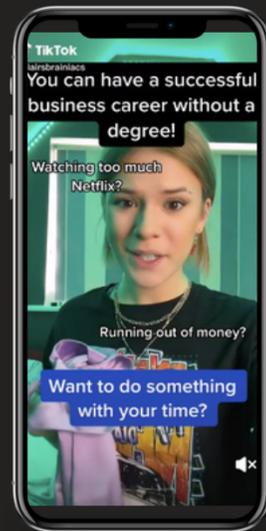
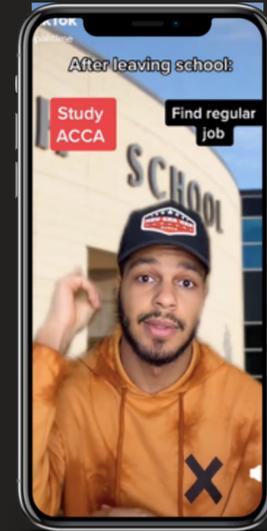
# WHAT WE DID

## FIRST STEP

We created a highly disruptive influencer campaign that challenged our audience's existing perceptions.

## THIRD STEP

The content ranged from personal stories such as how our creators had overcome a hatred of maths at school to pursue a career in finance, to comedic TikToks based on trending sounds and challenges.



## SECOND STEP

We identified creators that did not fit Gen Z's idea of a 'typical' accountant, working with ambassadors from different ethnicities, sexualities and socio-economic backgrounds, as well those with disabilities or learning disorders.

## LAST STEP

We drove record sign ups to ACCA's event hosted in collaboration with The Guardian, where young people could hear more about a career in accounting.

# WHAT WERE THE RESULTS

**1.5M**

VIEWS

**10K**

CLICKS

**15%**

CONVERSION

The campaign resulted in the most sign ups EVER for an event in partnership with The Guardian.

We have since become a long term partner for ACCA, continuing to work with them to drive brand awareness and consideration through an always-on ambassador programme, as well as advising them on how to evolve their youth marketing strategy going forward.



## KEY STATS

**2000+**

Campaign Activations

**500+**

Brand Partners

**5000+**

Influencer Collaborations

### INFLUENCER MARKETING

Scroll stopping influencer campaigns that build brand equity and love.

### BYTELABS

Combining influencers with paid media to drive measurable ROI.

### BYTESIGHTS

Proprietary social listening tool helping you to jump on trends before your competitors do.

### BYTESIZED TALENT

With over 100m fans, tap into our managed talent division to build long standing, powerful influencer partnerships.

## BRANDS WE'VE WORKED WITH

benefit  
SAN FRANCISCO

H&M



boohoo



HM Government

PAPA JOHN'S



King

SAMSUNG

CONVERSE

McVitie's

UBISOFT

UNIVERSAL

UNIVERSAL MUSIC GROUP

deliveroo



Vestiaire Collective

# GET IN TOUCH



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