

# “Thanks, Mittelstand” – launch of the Grant Thornton brand campaign in Germany

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Düsseldorf, 27 June 2022

Grant Thornton is launching the first phase of a three-stage campaign in June 2022, combining our attitude and appreciation. The audit firm does this now – especially at a time when the German Mittelstand are facing socio-economic and political challenges – to draw attention to its position as a reliable partner of the German and international businesses and to pay tribute to their role as the engine of the European economy.

The first phase of the campaign focuses on the values, attitude, quality standards and high level of competence that have made Grant Thornton one of Germany's top ten audit and consultancy firms for more than sixty years. Headlines such as “Results rather than ego”, “Straight talk rather than tactics” or “Competence rather than compromise” convey more about how we at Grant Thornton work, act, or think. This is combined with a huge thanks to the Mittelstand.

“Our ambition is to show every single day that we embrace and understand the German and international Mittelstand. 2020/21 was our company's most successful business year. We owe this to the trust of our clients. And we will remain this reliable partner in the future,” says Michael Häger, CEO of Grant Thornton.

“We are Mittelstand experts, that is part of our corporate DNA. I am pleased that we are now confidently demonstrating this throughout Germany with ‘Thanks, Mittelstand’”, says Prof. Dr. Gernot Hebestreit, Board Member at Grant Thornton for Clients & Markets.

## **An integrated campaign**

The campaign is part of the corporate strategy and addresses clients, employees and new talents.

It consists of three phases: The current image campaign with a branding focus, followed by an image campaign focusing on the German Mittelstand and an activating employer branding campaign. The latter two will be launched later in autumn this year.

The campaign was developed together with the Stan Hema agency from Berlin.

**Roll-out all across Germany**

The campaign will be visible across Germany at various points of contact: Outdoor advertising will focus on the cities of Berlin, Düsseldorf, Frankfurt am Main, Hamburg and Munich. Ads will be placed in the daily and business press, in the Xing and LinkedIn networks as well as on Google.

**About Grant Thornton in Germany**

Grant Thornton is one of the ten largest audit firms in Germany. In eleven locations, about 1,500 people provide services to larger and also listed companies. The audit and consultancy firm comprises the Audit & Assurance, Tax, Advisory, Business Process Solutions, Legal and Private Finance business lines. The company is the German member firm of Grant Thornton International Ltd. With 62,000 people in over 140 countries, the Grant Thornton network provides its services to businesses in the whole world.

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**Questions about the campaign**

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