

Company: Deloitte Digital, New York NY
Nomination Submitted by: Powell Communications
Company Description: As an agency embedded in one of the most powerful consulting firms, Deloitte Digital merges consultancy and creativity to help companies advance customer and design-centric thinking throughout organizations, from strategy through execution.
Nomination Category: Marketing Campaign Categories - Specialty
Nomination Sub Category: Re-Branding / Brand Renovation of the Year
Nomination Title: Deloitte Digital Rebrand



1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

<https://f.io/BwQ8Xqbj>

3. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

March 25, 2024

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

Total 111 words used.

Many companies have explored GenAI use cases, but few have scaled it globally with real business impact. At Deloitte Digital, we saw an opportunity to move beyond experimentation and use GenAI to fundamentally transform how our brand comes to life—at speed and at scale. We set out to create a branded asset generator, powered by GenAI, that not only provided the content for our own global rebrand but continued to generate branded content for our client teams internally.

By harnessing the power of GenAI for its global rebrand, Deloitte Digital invited the industry to witness first-hand how to use the emerging technology for branding and content creation on a global scale.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

Total 228 words used.

Our journey began at the 2023 Cannes Lions Festival of Creativity, where we used GenAI to create vibrant, three-dimensional “orb” graphics inspired by Deloitte’s signature Green Dot. This experiment revealed a larger opportunity: to reimagine brand asset creation as fast, dynamic, and democratized.

By utilizing technical experience and strategic insight, we created a system that could be fast, flexible and safe for teams to use providing improved quality, consistency and timing for teams to develop marketing assets.

Enter the Orb Foundry. Powered by Adobe Firefly, the Orb Foundry is a bespoke GenAI tool that allows teams across 30+ international markets to generate fully rendered, brand-compliant 3D visuals in just 60–90 seconds—a process that previously took up to two months.

The tool solves multiple challenges: it drastically reduces proof of concept production time, ensures brand and risk compliance, and empowers teams—regardless of design experience—to co-create personalized assets that are unmistakably Deloitte.

We put the Orb Foundry to the test to support our own global rebrand, transforming how the brand shows up across web, email, social and more, and inviting the industry to co-create with us at international events including Cannes Lions and the Paris Olympics. Unlike traditional brand systems, the Orb Foundry adapts in real time to the needs of our people, our markets, and our audiences. It unlocks creativity across functions, enabling design at the speed of business.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2023. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

Total 173 words used.

Deloitte Digital leadership teams across Adobe Alliance, Agency, Marketing, and Product Innovation practices have embraced the Orb Foundry to create personalized visual assets for client work — using it not just as a tool, but as a conversation starter around GenAI’s role in marketing, branding, and content creation. It has become a tangible proof point of how we “walk the walk” in building AI-powered, scalable creative systems.

Since its debut, the Orb Foundry has sparked GenAI discussions with nearly 200 clients during the Paris Olympics and captured over 16,000 + engagements and 3,000+ qualified leads across 10 major global events, including Adobe Summit, Adobe MAX, and CES— and gained national recognition in publications such as Forbes and Business Insider.

The tool has also contributed to measurable brand impact: our refreshed website experienced a 66% increase in visits, 89% increase in organic search traffic, a 2x lift in visits to service offering pages year-over-year, and a 26% increase in overall brand visibility proving its more than a design innovation—it’s a business accelerator.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

Total 116 words used.

The video upload below provides a comprehensive overview of the Orb Foundry in action, reinforcing claims around production speed, brand consistency, and accessibility across global teams. It includes testimonials and user interactions that demonstrate how the tool operates in real time and integrates seamlessly with our creative workflows.

Together, these supporting materials validate our claims around innovation, usability, and scalability. They offer visual proof of how the Orb Foundry delivers on its promise: to enable brand-consistent asset creation in under two minutes—an outcome that previously required weeks of production. These materials also reflect the elevated creative standards of the rebrand and illustrate how Deloitte Digital is using GenAI to redefine brand experience and execution at scale.

Attachments/Videos/Links:

[Deloitte Digital Rebrand](#)

[REDACTED FOR PUBLICATION]