

**Company:** EY GDS

**Company Description:** EY Global Delivery Services (GDS) is the hub of innovation, a technology powerhouse, a global talent center and, a driver of operational excellence within EY, propelling EY's purpose of building a better working world. With a robust network spread across 9 countries and 20 cities, GDS's dynamic network helps in enhancing EY's wide array of services.

**Nomination Category:** Achievement in Communications & Marketing (Developed for/by Women) Awards Categories

**Nomination Sub Category:** Achievement in Corporate Communications

**Nomination Title:** EY GDS Nomination for Achievement in Communications & Marketing (Developed for/by Women) Awards Category



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the nominated campaign or program - its genesis, development, planning, commission, and performance to date - OR written answers to the questions? (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 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. If you are submitting written answers to the questions, provide them in the appropriate spaces below:
3. 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 241 words used.**

This achievement was anchored in a clear vision: to position EY Global Delivery Services (GDS) and its leaders as credible voices on technology, innovation, sustainability, and more. Under Meher's direction, the PR and media relations strategy was built on structured planning, defined goals, and a modern approach to storytelling.

The process began with aligning leadership priorities and business objectives. Core goals included boosting share of voice in priority markets, spotlighting EY GDS' technology capabilities (AI, digital transformation), advancing thought leadership in sustainability, and positioning leaders as industry voices. Equal focus was placed on balanced media visibility across service lines—Consulting, Assurance, Tax, EY-Parthenon—and functions like Corporate Responsibility and DEI.

A key element was diversifying formats beyond print, ensuring the organization engaged audiences where they consume content. Creative and media development introduced podcasts, webinars, and video interviews, expanding visibility across digital-first platforms while complementing traditional media placements. Storylines blended organizational themes with human impact, showcasing both technology capabilities and the people driving them.

Scheduling followed a disciplined calendar mapped to industry observances, external events, and leadership availability. This enabled consistent storytelling throughout the year, avoiding episodic bursts. Content drops and leader interactions were timed with milestones, driving stronger media traction.

The result was a comprehensive PR program that elevated EY GDS' share of voice and modernized its media presence. Meher Taj's leadership combined strategic planning, creativity, and disciplined execution, positioning PR as a critical driver of brand visibility, leadership presence, and market impact.

4. Specify the date on which this campaign or program was launched:

July 2023 - June 2025. This an ongoing program as we continue to expand EY GDS media visibility.

5. Reference 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 5 words used.**

[https://docs.google.com/presentation/d/1uKsPGifKxLRp9fpSPe2mq9d-gzw-fYSHTALkfsxZ4U0/edit?usp=drive\\_link](https://docs.google.com/presentation/d/1uKsPGifKxLRp9fpSPe2mq9d-gzw-fYSHTALkfsxZ4U0/edit?usp=drive_link)

6. 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 236 words used.**

The nominated achievement comes from EY GDS' vision to strengthen its corporate reputation by showcasing its unique value proposition, thought leadership, and global impact. In a highly competitive professional services and GCC (Global Capability Center) market, the need was twofold: to differentiate EY GDS from peers and to align its reputation with the strategic brand positioning of the broader EY organization.

The initiative was launched to address three key challenges.

- o Limited visibility in some of our global and local markets meant stakeholders—clients, talent, media, and industry bodies—were not fully aware of our scale, capabilities, and purpose-led work.
- o Fragmented communication efforts across regions risked diluting brand messaging and impact.
- o The need to position EY GDS leaders as trusted voices in emerging topics like AI, sustainability, and the future of work was becoming increasingly urgent.

To solve these, we created an integrated corporate communications program—spanning authored articles, media stories, podcasts, social media, and high-impact thought leadership campaigns. The approach combined central strategic direction with regional execution agility, enabling consistency while allowing local relevance. We partnered with media in key geographies, used compelling storytelling to humanize our capabilities, and leveraged cross-functional collaboration to amplify messages across channels.

The result was a cohesive, data-driven communications effort that not only improved brand recall and media visibility but also reinforced EY GDS' positioning as an employer of choice, a leader in innovation, and a trusted partner to clients—enhancing our corporate reputation globally.

7. Outline the activities and concrete results of this campaign or program since the beginning of July 2023. Even if your initiative started before July 2023, limit your response to activities and results since the beginning of July 2023 only (up to 250 words):

**Total 258 words used. If the word count is more than 25 words over the limit, please deduct one (1) point from your score.**

Since July 2023, the PR and media program under Meher Taj's leadership has demonstrated remarkable acceleration in both activities and outcomes. A year earlier, EY GDS recorded over 20 stories annually when Meher took over. By July 2024, that number had grown to more than 150, and within the following year surpassed 160 stories—representing an exponential increase in visibility, reach, and engagement.

#### July 2023 to June 2024

- Total stories published – 160
- Potential reach: 3 billion
- Media value: USD 2 million
- Share of Voice – 84%

#### July 2024 to June 2025

- Total stories published – 170
- Potential reach: 3.5 billion
- Media value: USD 13.4 million
- Share of Voice – 84%

This growth was achieved through a systematic set of activities. The team pivoted to building a robust pipeline of authored articles, podcasts, webinars, and leadership interviews across top-tier print, digital, and trade media. New creative formats—such as podcasts and video conversations—were launched to engage audiences on digital platforms. This broadened the organization's media footprint and positioned leaders as credible voices on technology, AI, sustainability, diversity and inclusion, and workforce transformation.

The program also aligned media scheduling with industry milestones and observance days, ensuring timely participation in ongoing conversations. This allowed EY GDS leaders to weigh in on themes of global relevance while reinforcing organizational priorities such as AI adoption, sustainability, and talent innovation. Most importantly, the narrative shifted from a delivery-centric positioning to one of global innovation and leadership—solidifying EY GDS' reputation as a talent and technology powerhouse.

## Attachments/Videos/Links:

[EY GDS Nomination for Achievement in Communications & Marketing \(Developed for/by Women\) Awards Category](#)

No attachment available for this nomination.