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## **Capgemini ranked as the second fastest growing global IT services brand in 2019**

*Capgemini's brand value was up 30 percent year-on-year*

Paris, March 14, 2019 – [Capgemini](#) has been ranked as the second fastest growing [global IT services brand in 2019](#), according to a recent study conducted by Brand Finance, the world's leading independent brand valuation and strategy consultancy. With a year-on-year brand value growth of 30 percent, Capgemini ranks No. 6 in the list of top 15 consultancies, jumping up two spots from 2018.

The [unveiling of Capgemini's new brand identity](#) in October 2017, followed by a larger transformation of its sub-brands – [Sogeti](#) and [Capgemini Invent](#) - in 2018, led to the creation of a clear, future facing and people-centric new brand architecture. The strong progression of Capgemini's brand value in the 2019 iteration of the Brand Finance IT Services 15 report, acknowledges the impact of these evolutions combined with the solid business performance of the Capgemini Group.

Emmanuel Lochon, VP Group Branding and Advertising, Capgemini, said, *"We are pleased and proud to be recognized as the second fastest growing brand in the global IT landscape. Our brands are strategic assets for us to connect with clients, talent, partners, shareholders and many other stakeholders in the market. This recognition is a testament to the investments we've made to align our brands and present a unified and recognizable portfolio of consulting, technology services and digital transformation offerings to our clients, to help address their business challenges with dynamism, precision and trust."*

In 2018, Capgemini also rebranded its in-house best-in-class think-tank to the [Capgemini Research Institute](#)<sup>1</sup> (formerly the Digital Transformation Institute). The brand transformation has also influenced worldwide advertising campaigns development – notably ["Experience the Capgemini Effect"](#) – as well as the [employer brand](#) platform illustrated by the [#Loveyourcareer](#) campaign.

For more information on the Brand Finance report, click [here](#).

### **About Capgemini**

A global leader in consulting, technology services and digital transformation, Capgemini is at the forefront of innovation to address the entire breadth of clients' opportunities in the evolving world of cloud, digital and platforms. Building on its strong 50-year heritage and deep industry-specific expertise, Capgemini enables organizations to realize their business ambitions through an array of services from strategy to operations. Capgemini is driven by the conviction that the business value of technology comes from and through people. It is a multicultural company of over 200,000 team members in more than 40 countries. The Group reported 2018 global revenues of EUR 13.2 billion. Visit us at [www.capgemini.com](http://www.capgemini.com). *People matter, results count.*

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<sup>1</sup> The Capgemini Research Institute was ranked #1 for the second consecutive time in 2019 for the quality of its research