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Grant Thornton's "Status Go" campaign, which helps clients overcome challenges and create value by bucking the status quo.

Mar. 02, 2020



Grant Thornton

When faced with the many uncertainties of today's business environment, it's human nature to want to play it safe. Finding the right partner can give you the confidence to live fearlessly in business and in life. That's the message behind "Go Fearlessly," the latest integrated ad campaign from leading independent audit, tax, and advisory firm, Grant Thornton LLP.

Created in partnership with gyro Chicago/Denver, the new ads are a continuation of Grant Thornton's "Status Go" campaign, which helps clients overcome challenges and create value by bucking the status quo.

Professional golfer Rickie Fowler stars in the first 30-second TV spot, called "[Swing](#)," which parodies slow play in golf – a lingering issue and business analogy for being too afraid to act in times of uncertainty.

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“At Grant Thornton, we put ourselves in our clients’ shoes – and in today’s business climate, our clients face uncertainty in many areas: political, economic, technological, and even disease control,” said John Harmeling, chief marketing officer at Grant Thornton. “We also understand how, in business, some might view inaction as the safer choice. Grant Thornton disagrees. Inaction can be perilous in business, and just plain ridiculous in golf. And we try to show this in our ‘Swing’ ad.”

Ted Wahlberg, executive creative director of gyro Chicago/Denver said, “Status Go is a powerful idea because it can adapt to the times. The status quo in business has changed. It used to be complacency. Now, it’s uncertainty and fear. The tension is new, but the solution is still having the right partner to move you forward. Of course, it helps to have a fearless client in Grant Thornton, willing to tell this story in bold and unexpected ways.”

This integrated effort will include TV, online, social media and digital components.

“Swing” will air beginning during NBC’s broadcast of the Honda Classic and will continue throughout the spring, including during the 2020 PLAYERS Championship tournament, where Grant Thornton is a Proud Partner.

To learn more about Grant Thornton’s “Status Go” campaign, visit:
www.grantthornton.com/status-go/welcome.

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