About Edelman

INDEPENDENCE
Founded in 1952, family operated for more than 60+ YEARS

GLOBAL NETWORK
67 OFFICES
31 COUNTRIES
4,800 EMPLOYEES
AFFILIATES IN MORE THAN 30+ CITIES

INTELLECTUAL PROPERTY

8 CORE COMPETENCIES
Technology
Consumer Marketing
Digital
Business + Social Purpose
Corporate
Crisis & Issues
Health
Public Affairs

SPECIALTY FIRMS
Edelman Berland
Blue
RESEARCH
ADVERTISING
MATTER
EVENTS, SPONSORSHIP, ENTERTAINMENT AND INTEGRATED MARKETING
What We Believe

We live in a real-time, hyper transparent, highly connected world. In this world, word travels in an instant, competitive barriers shrink, and consumers are more informed, empowered and vocal than ever before. To succeed in this world, companies need a new playbook for bringing their CSR and sustainability efforts to life, and they need to rethink what public relations means.

We believe public relations means authentically listening to, engaging and activating people around a company’s most pressing issues. It means inspiring consumers and influencers to not just trust a brand, but to advocate for it – going out of their way to shop it, remain loyal to it and spread the word about it.

To do this effectively, companies need to approach sustainability and CSR not as forms of altruism, but as forms of currency. Purpose is a strategy for profit and growth, in that it links an organization’s reason for being to its ability to innovate, improve lives and impact society.

Edelman’s Business + Social Purpose practice is on a mission to help leading brands and corporations transform how they operate, engage and resonate around complex issues. The campaigns we build stem from a deep understanding of today’s environment and an unrivaled set of creative and digital tools. It’s how we make a difference, and generate breakthrough results for clients.
Our Experience
We Work With Leading Companies
Successfully launching and sustaining GE’s “ecomagination” corporate positioning campaign

Transformed the Best Buy sustainability brand positioning and reporting

Redefining “Real Beauty” for Dove

Building a comprehensive employee engagement and CSR platform

Strengthening Levi’s reputation as a responsible corporate innovator via launch of “waterless jeans”

Successfully launching “Shared Planet,” Starbucks’ CSR commitment and consumer engagement platform

Developing a roadmap to align Samsung’s CSR & citizenship efforts around the world

Guiding Chiquita to understand and better address key stakeholder concerns
Our research reveals an important theme...

...consumers want more corporate engagement
Q13: You will be presented with things that a brand could do to build and maintain a connection with you or customers like you. For each one tell us if you feel that the brands that you like are currently doing each of these things too much, just right, or not enough? [Percent of people who selected “JUST RIGHT” or “NOT ENOUGH”]

Q13: Please select the statements that you feel apply to [BRAND]. Average % who stated sharing statements applied to [BRAND]
Millennials & Purpose

Source: Edelman 8095 study, 2012
YOU CAN PLACE A VALUE ON YOUR BRAND’S VALUES

92% of people want to do business with companies that share their beliefs

A strong correlation proves that people buy, use and recommend products & services whose values they share

Q18a: for each [BRAND] please indicate how likely you are to recommend that brand to a friend, colleague or relative the next time you are purchasing/using the type of product or service that brand offers

Shared values drive customer behavior
Purpose is Evolving

FROM SILOED
- mission oriented
- tied to philanthropy
- linked to reputation & risk
- follows the status quo
- communicated via traditional mediums

TO INTEGRATED
- mission critical
- tied to business & brand
- linked to innovation & growth
- invents new rules of engagement
- shared in creative places & ways
The Purpose Spectrum

SMART

Save Lids to Save Lives

BREAKTHROUGH

DON’T BUY THIS JACKET

GAME CHANGING

Cultivate a Better World
Our Approach and Process
The Foundation
ESTABLISH THE FUNDAMENTALS: THE DOING & THE TALKING

Drive Differentiation
OFFENSE
Develop strategy to position as leader with unique value proposition

Support Foundation
DEFENSE
Support teams engaged in building & maintaining CSR/Sustainability foundation

Leadership Differentiation

Foundation of Leadership

- Thought Leadership
- Signature Program(s)
- Sustainability Framework
- Supply chain
- Transparency
- Philanthropy
- Materiality assessment
- Stakeholder Engagement
- Waste
- Energy
- Standards, guidelines, etc.
- Governance & Ethics
- Water
- Health & Safety
- Regulatory environment
- Employees
- Reporting
- Policies
The communications game has changed

- Explosion of media channels
- Multi-screen world
- Content needs to be social and sharable
- Consumers need to hear information 3-5 times to believe messages
- Millennials trust non-traditional media
- Technical expert in the company and person like yourself are more trusted
Tell your story

Influencers

Engagers

Amplifiers

Mainstream

Marc Gunther

TED

BICEP

Ceres

GreenBiz.com

TriplePundit

Joel Makower

BSR

Justmeans

CSRwire

Ethical Corporation

SustainAbility

World Economic Forum

SB

Treehugger

Sustainable Brands

The New York Times

Forbes

Aman Singh

CSRwire

Forbes Brainstorm Green

Edison Awards

Good Management

Plop Tech

The Wall Street Journal

Fortune

Consumers, Businesses, Regulators
Questions Academic Research Can Help Address

• How do students’ views of CSR and ethical behavior affect their impressions of brands?
• How can corporations best determine where their CSR efforts will create the greatest positive impact?
• Beyond reputation, can academia demonstrate the bottom-line value strong CSR programs can create for corporations?
Thank You