An Overview of Communications and the Communications Environment

A COMMUNICATIONS AGENCY PERSPECTIVE
What We’ll Cover

What Is Communications? 01

Seismic Shifts Impacting Communications 02

Strategic Communications Planning 03

Questions 04
About Me

Executive Vice President, Daniel J Edelman

Registered Dietitian Nutritionist (RDN)

Current clients:
• Barilla
• Bel
• GoGo squeeZ
• Nurture Life

Leadership positions:
• Big Green (Indianapolis)
What is communications?
Public relations is a **strategic communication process** that builds mutually beneficial relationships between organizations and their publics.

**SOURCE:** PUBLIC RELATIONS SOCIETY OF AMERICA
PR Can Take Many Forms

ORGANIZATIONAL COMMUNICATIONS
- Employee Engagement
- Diversity & Inclusion
- Social Purpose
- Fundraising
- Funder/Investor & Shareholder Relations

BRAND COMMUNICATIONS
- Product Launches
- Event Management
- Influencer Relationship Development

PUBLIC AFFAIRS COMMUNICATIONS
- Regulatory & Policy
- Science Communications
What Can Communications Help Achieve?

- GENERATE AWARENESS & EDUCATE
- BUILD RELATIONSHIPS & TRUST
- CHANGE ATTITUDES AND BEHAVIOR
SEISMIC SHIFTS IMPACTING COMMUNICATIONS
1 / The Global Implosion Of Trust
Peers Are Now More Credible Than Experts

Percent in U.S. who rate each source as very/extremely credible

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<tbody>
<tr>
<td>Company technical expert</td>
<td>66</td>
<td>65</td>
<td>+1</td>
<td>58</td>
<td>57</td>
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<tr>
<td>A person like yourself</td>
<td>64</td>
<td>59</td>
<td>+5</td>
<td>53</td>
<td>51</td>
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<tr>
<td>Academic expert</td>
<td>59</td>
<td>62</td>
<td>-3</td>
<td>58</td>
<td>61</td>
</tr>
<tr>
<td>Regular employee</td>
<td>53</td>
<td>52</td>
<td>+1</td>
<td>52</td>
<td>51</td>
</tr>
<tr>
<td>Successful entrepreneur</td>
<td>52</td>
<td>53</td>
<td>-1</td>
<td>51</td>
<td>53</td>
</tr>
<tr>
<td>Financial industry analyst</td>
<td>51</td>
<td>51</td>
<td>+3</td>
<td>51</td>
<td>49</td>
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<tr>
<td>NGO representative</td>
<td>45</td>
<td>48</td>
<td>-3</td>
<td>48</td>
<td>51</td>
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<tr>
<td>Journalist</td>
<td>44</td>
<td>43</td>
<td>+4</td>
<td>43</td>
<td>40</td>
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<tr>
<td>Board of directors</td>
<td>43</td>
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<td>+3</td>
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<td>43</td>
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<tr>
<td>CEO</td>
<td>30</td>
<td>30</td>
<td>0</td>
<td>30</td>
<td>30</td>
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<tr>
<td>Government official</td>
<td>30</td>
<td>30</td>
<td>0</td>
<td>30</td>
<td>30</td>
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2019 Edelman Trust Barometer, CPE_PPL. Below is a list of people. In general, when forming an opinion of a company, if you heard information about a company from each person, how credible would the information be—extremely credible, very credible, somewhat credible, or not credible at all. 4-point scale; top 2 box, credible. Question asked of half of the sample. General population, U.S.
THE "EXPERT" ECOSYSTEM ALSO EVOLVED

CULTURAL INFLUENCERS
Celebrities, Social Media Stars & Bloggers

MEDIA INFLUENCERS
Journalists

TARGET AUDIENCE

REPUTATIONAL INFLUENCERS
Experts & Thought Leaders

PEERS
SHIFTS IN CONSUMPTION
Infinite Content. Finite Attention.

People are fed thousands of messages a day (up to 5,000).

While you can demand their attention, it isn't always effective.
Platforms Are The New Front Page

51% of global adults get news on social media.

53% of global adults are using their smartphones to get their news.

44% of Facebook users get news on the site.

28% of 18–24s say social media are their main source of news – more than television (24%) for the first time.

Sources: Reuters Institute Digital News Report 2016
But Given Growing Privacy Concerns On Platforms, Journalists Are Still Considered More Credible

Average trust in traditional and online-only media

Average trust in search engine and social media platforms

Percent trust, Edelman Trust Barometer 2018
Communications Planning
Strategic Communications Planning

1. BRIEF
2. RESEARCH & INSIGHTS
3. STRATEGY & NARRATIVE
4. DISTRIBUTION & AMPLIFICATION
5. MEASUREMENT & OPTIMIZATION
### Starting With An Effective Brief

<table>
<thead>
<tr>
<th>Assignment &amp; Background</th>
<th>Challenges &amp; Objectives</th>
<th>Target Audience(s)</th>
<th>Reason to Believe &amp; Insight</th>
<th>Measurement</th>
</tr>
</thead>
<tbody>
<tr>
<td>What is the team asked to do?</td>
<td>What key problem does the organization face?</td>
<td>What end consumer or stakeholder audience are we targeting, and what are the insights on their behavior?</td>
<td>What is the single-minded reason for which the target should choose the brand/product?</td>
<td>How will we measure success?</td>
</tr>
<tr>
<td>Why/now? Specific data points, observations or emerging trends that have led to the assignment.</td>
<td>What are the communications goals?</td>
<td>What’s the defined outcome toward which this project is working toward?</td>
<td>What is the consumer insight which increases the relevance or desirability of the product benefit?</td>
<td>What are the KPIs?</td>
</tr>
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# Example: Narrative

<table>
<thead>
<tr>
<th>Brand Mission</th>
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<tbody>
<tr>
<td>Brand Purpose</td>
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</table>
| **Storytelling Pillars**  
(What we want to be known for) |  |
| **Top-Level Messaging**  
(proof points) |  |
| Elevator Pitch |  |
Distribution & Amplification

Platforms

Publishers

Influencers

Media

Organization

Curators

PANDORA
Measuring Success

**FIRST:** Define the communications objectives and related business outcomes.

**THEN:** Set milestones, measure progress and make course corrections as appropriate.

**COMMUNICATIONS OUTPUTS**

The audience-facing work product of a communications campaign.

**MEDIA AND PEER TO PEER DIALOGUE**

How media and social networks respond to a communications campaign.

**OPINION SHIFTS**

How a communications program or campaign impacts attitudes and opinions within communications channels and the target audience.

**BEHAVIOR CHANGE**

How a communications program or campaign changes the behavior of the target audience.
If you can't explain it simply, you don't understand it well enough.

Albert Einstein
Thank You
Inversion Of Influence

The traditional pyramid has been up-ended.

‘Influence’ now sits in the general population.

**Relevant, relatable content** that starts a spark with ‘real people’ in mass population is key to breaking through.
An Insights Driven Narrative

Organization interests and truths

Audience interests and cultural trends

Narrative

Visual Storytelling

Data