



# 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:

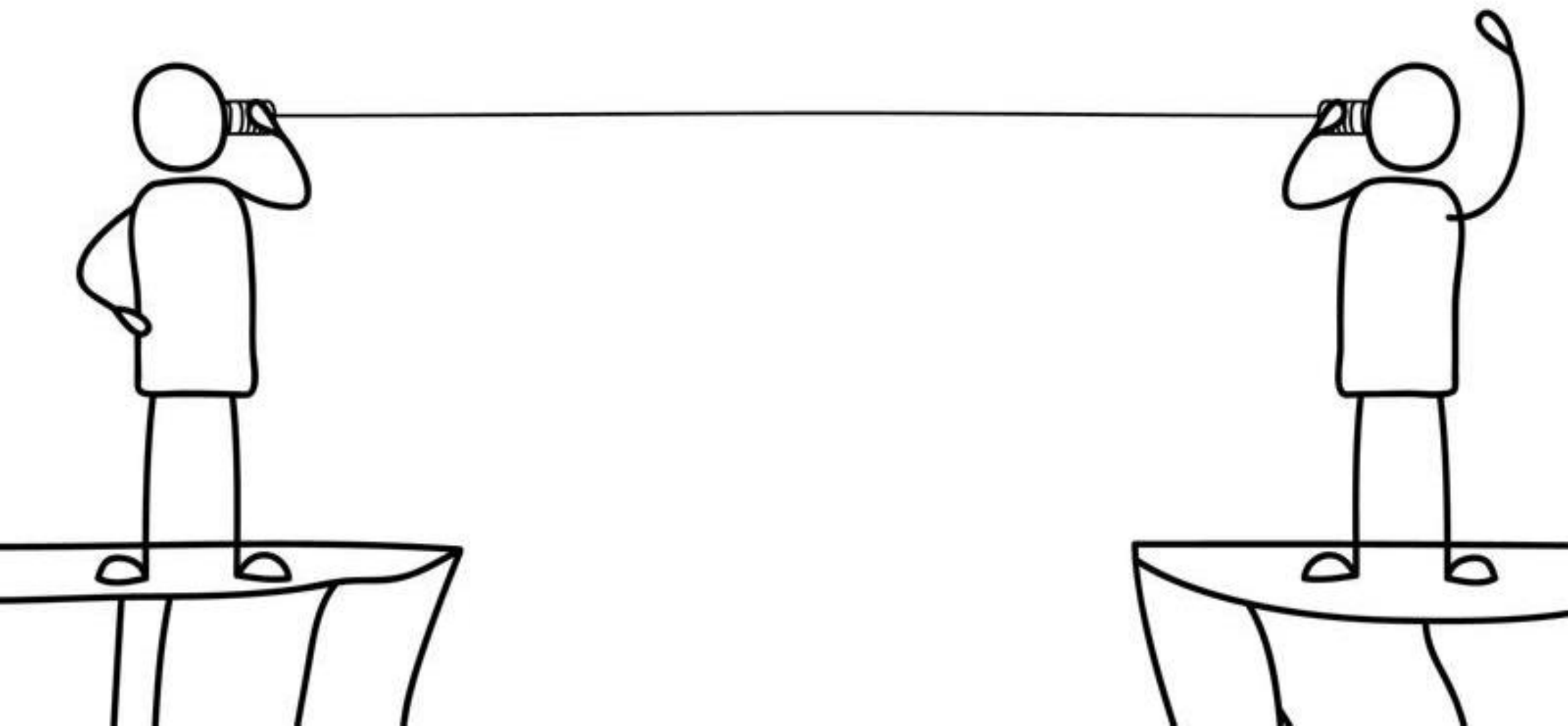
- Barilla
- Bel
- GoGo squeeZ
- Nurture Life

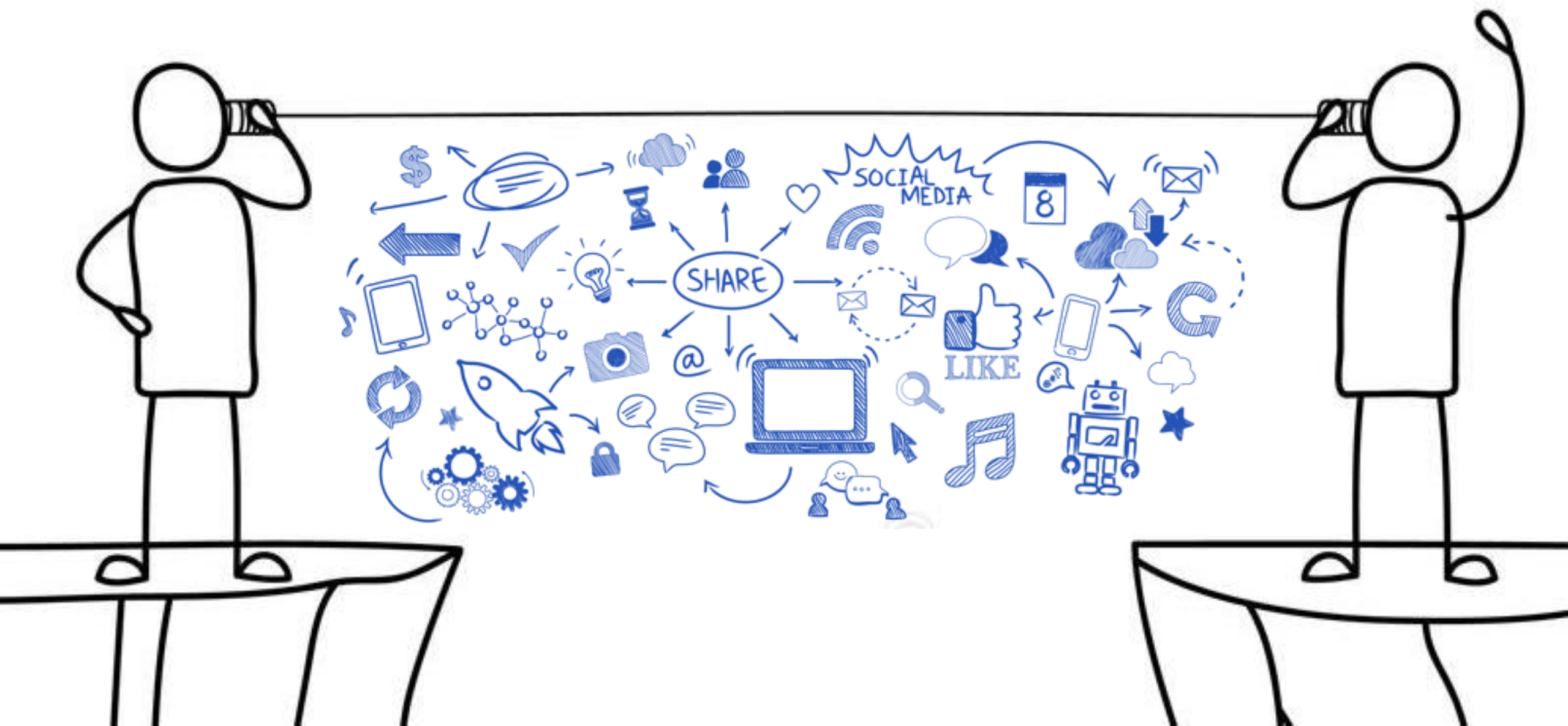
Leadership positions:

- 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

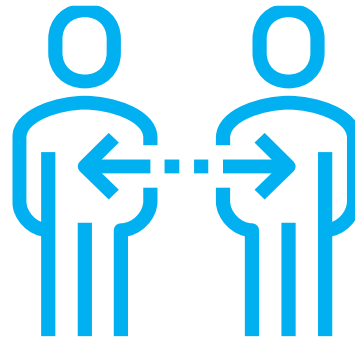
## PUBLIC AFFAIRS COMMUNICATIONS

Regulatory & Policy  
Science Communications

# What Can Communications Help Achieve?



**GENERATE AWARENESS  
& EDUCATE**



**BUILD RELATIONSHIPS &  
TRUST**



**CHANGE ATTITUDES  
AND BEHAVIOR**

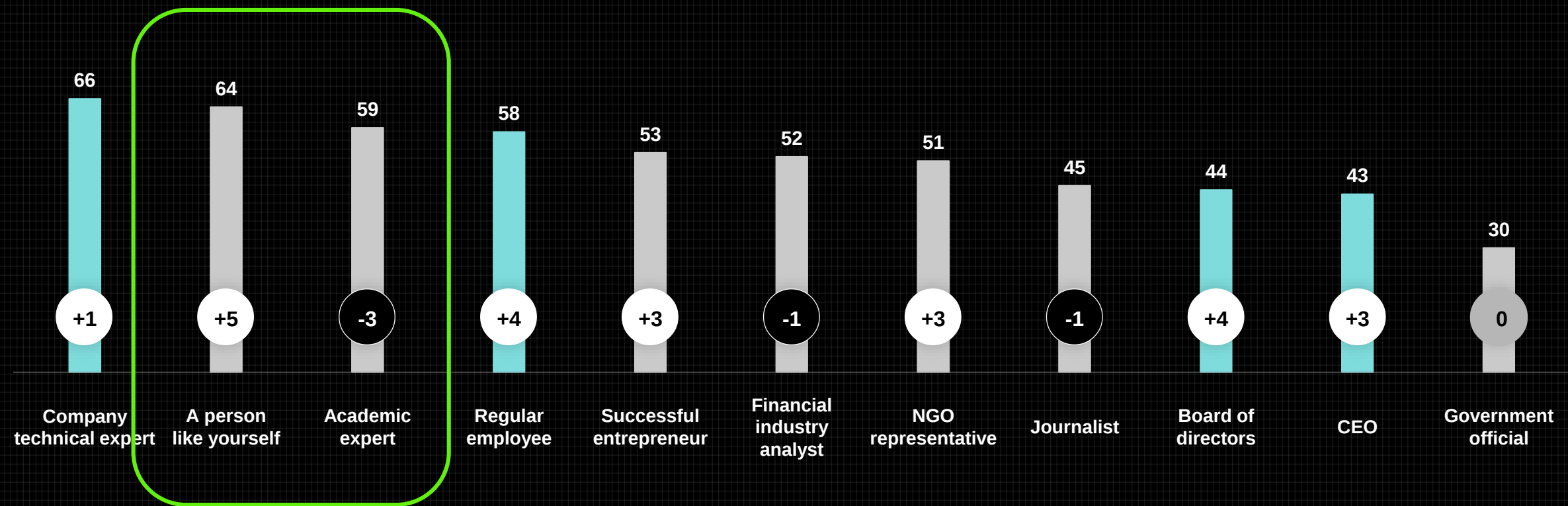
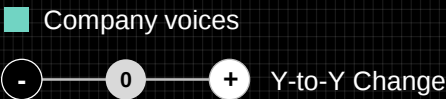


# SEISMIC SHIFTS IMPACTING COMMUNICATIONS

# 1 / The Global Implosion Of Trust

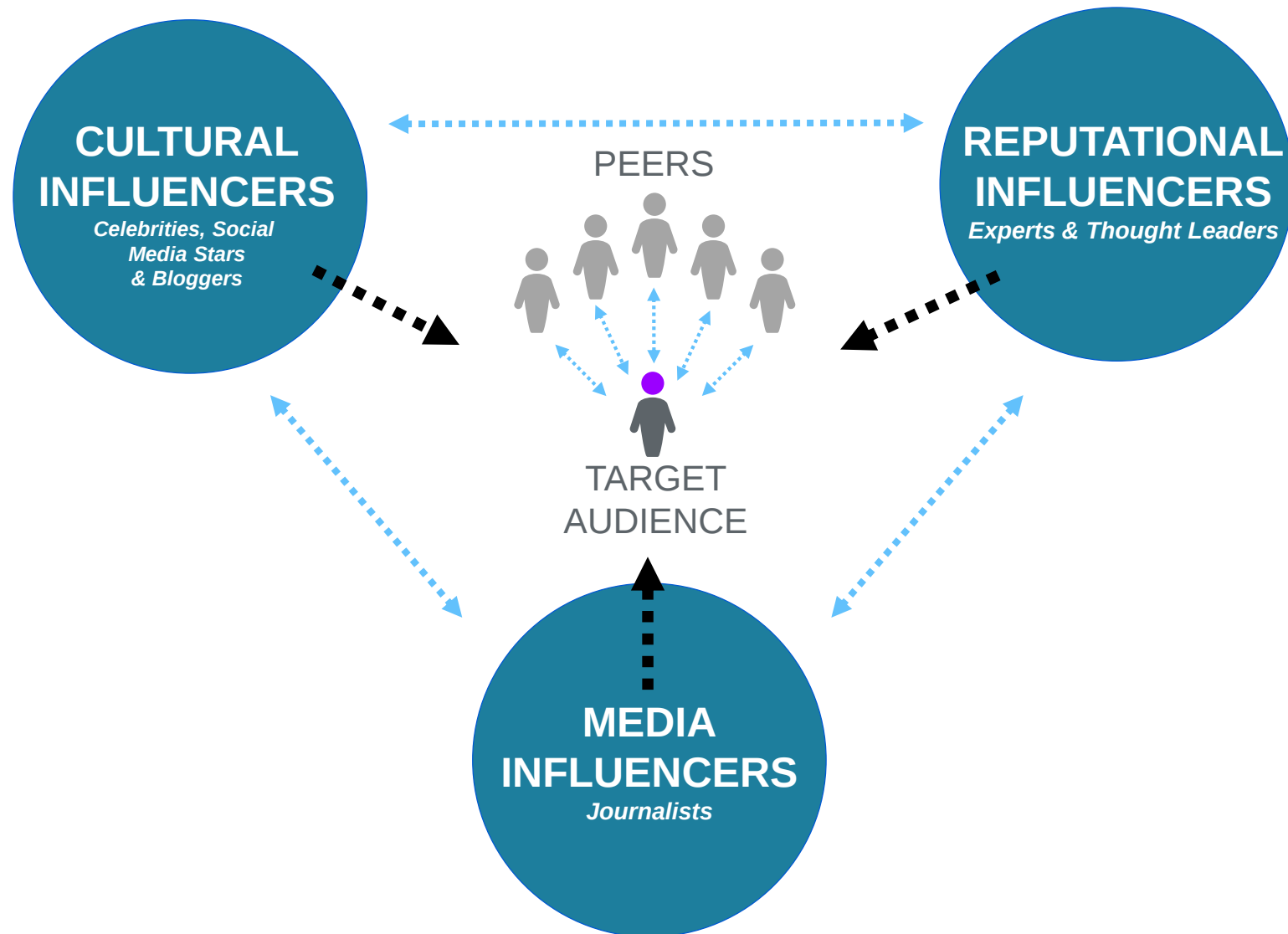
# Peers Are Now More Credible Than Experts

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



2019 Edelman Trust Barometer. CRE\_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



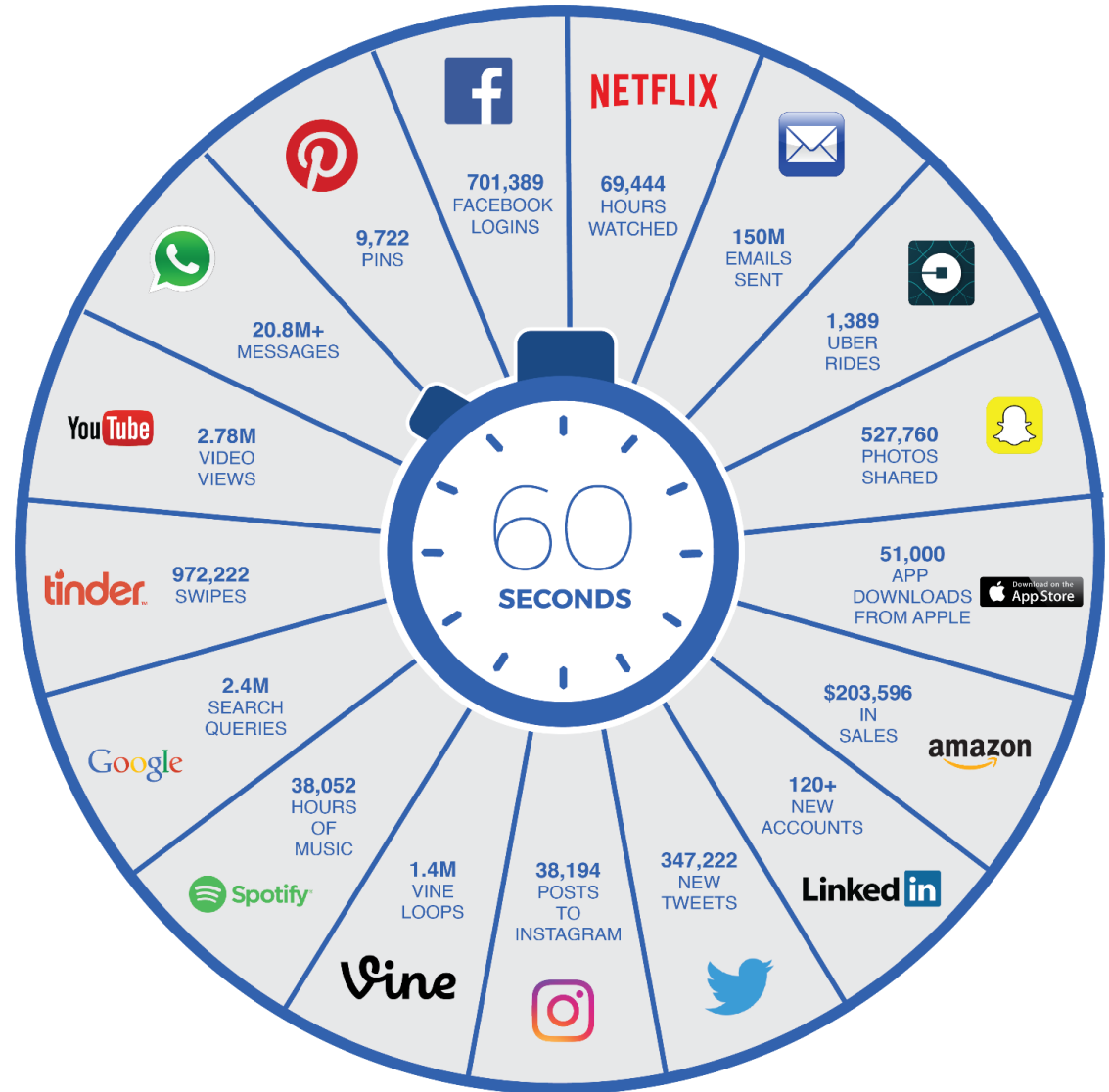


## 02 / SHIFTS IN CONSUMPTION

# 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%

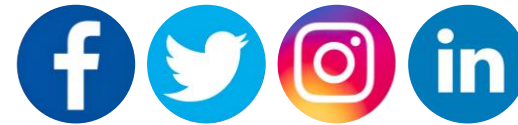
of global adults get  
news on social media.

44%

of **Facebook** users get news  
on the site

53%

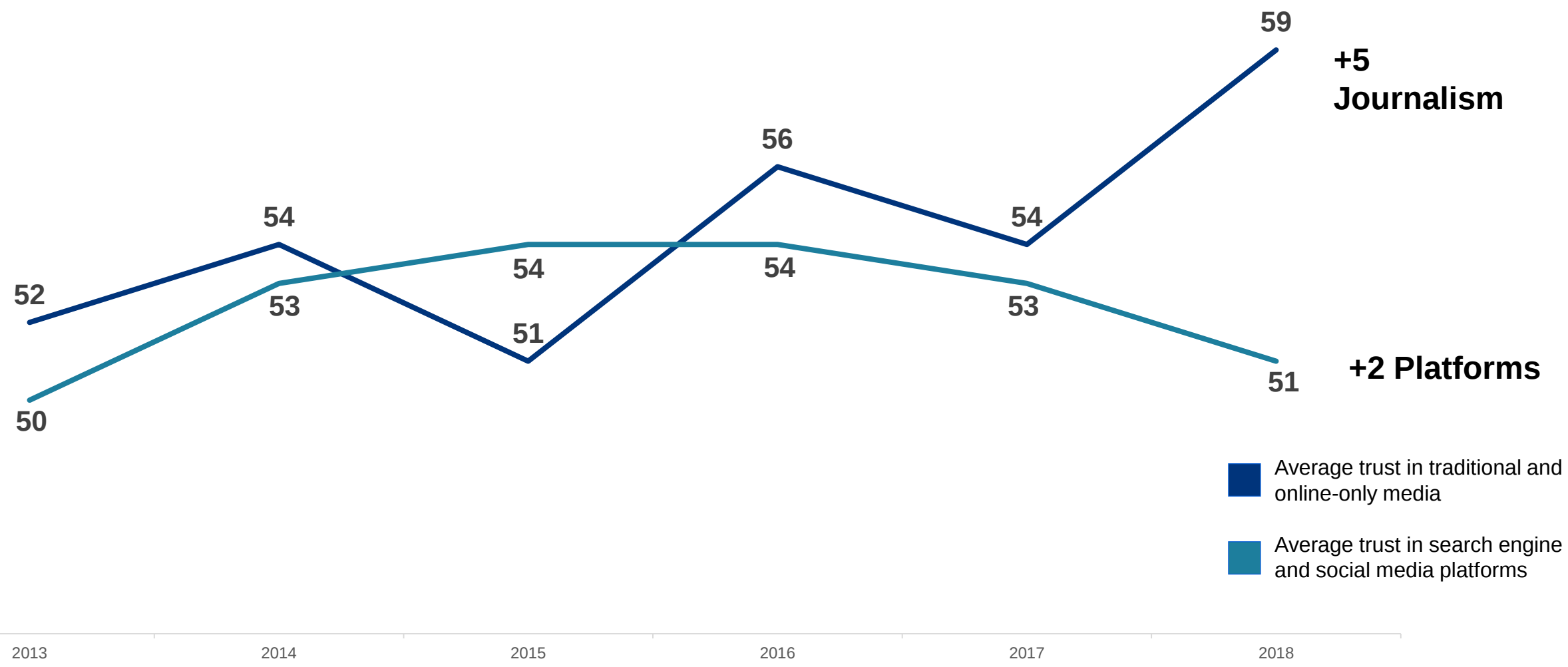
of global adults are using their  
smartphones to get their news.



28%

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

# But Given Growing Privacy Concerns On Platforms, Journalists Are Still Considered More Credible



# Communications Planning



# Strategic Communications Planning



# Starting With An Effective Brief



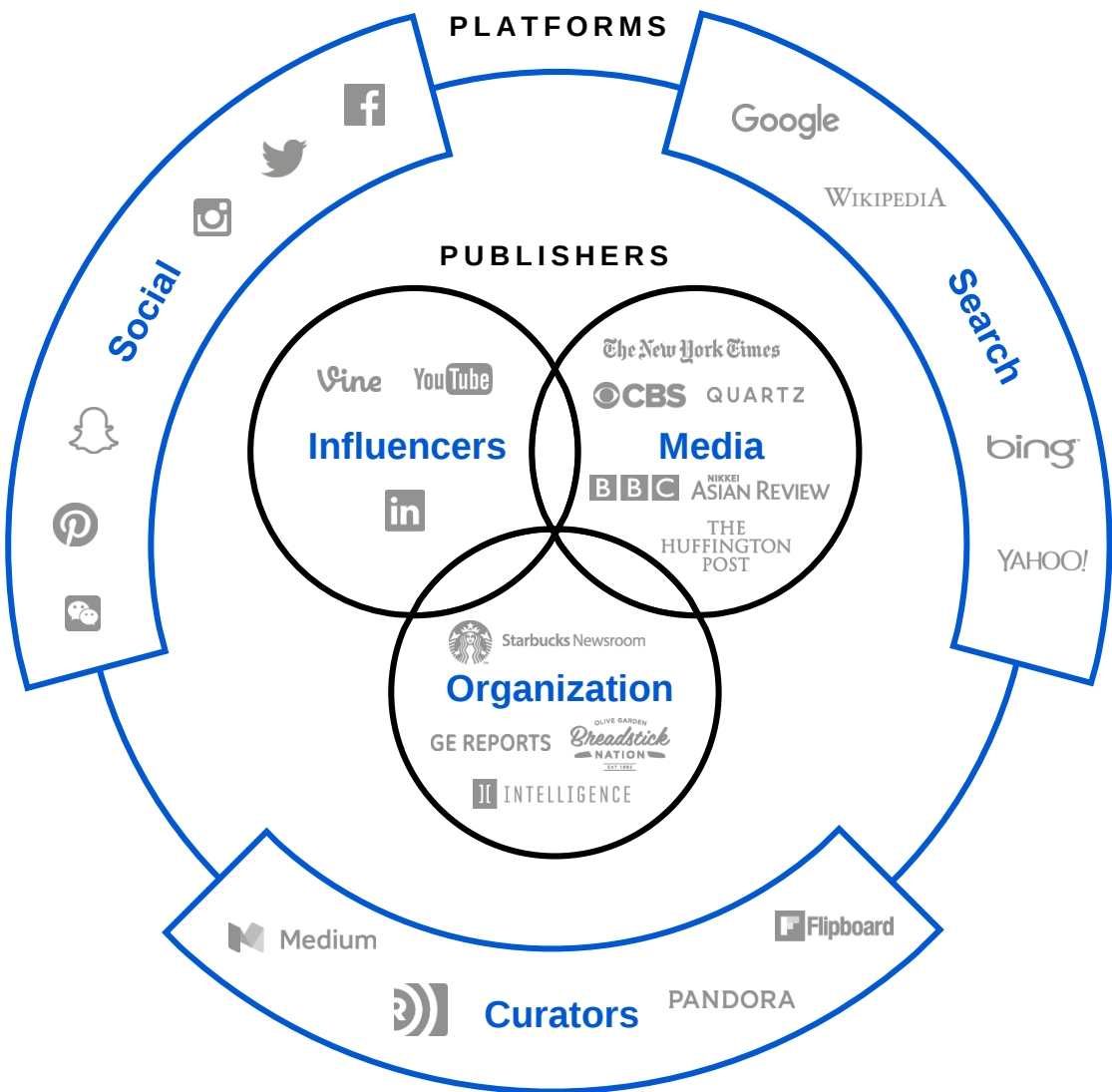
| Assignment & Background                                                                                                                                                                   | Challenges & Objectives                                                                                                                                                                                                       | Target Audience(s)                                                                                                                                         | Reason to Believe & Insight                                                                                                                                                                                                                           | Measurement                                                                                                 |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------|
| <ul style="list-style-type: none"><li>▶ What is the team asked to do?</li><li>▶ Why/now? Specific data points, observations or emerging trends that have led to the assignment.</li></ul> | <ul style="list-style-type: none"><li>▶ What key problem does the organization face?</li><li>▶ What are the communications goals?</li><li>▶ What's the defined outcome toward which this project is working toward?</li></ul> | <ul style="list-style-type: none"><li>▶ What end consumer or stakeholder audience are we targeting, and what are the insights on their behavior?</li></ul> | <ul style="list-style-type: none"><li>▶ What is the single-minded reason for which the target should choose the brand/product?</li><li>▶ What is the consumer insight which increases the relevance or desirability of the product benefit?</li></ul> | <ul style="list-style-type: none"><li>▶ How will we measure success?</li><li>▶ What are the KPIs?</li></ul> |



# Example: Narrative

|                                                        |  |  |  |
|--------------------------------------------------------|--|--|--|
| Brand Mission                                          |  |  |  |
| Brand Purpose                                          |  |  |  |
| Storytelling Pillars<br>(What we want to be known for) |  |  |  |
| Top-Level Messaging<br>(proof points)                  |  |  |  |
| Elevator Pitch                                         |  |  |  |

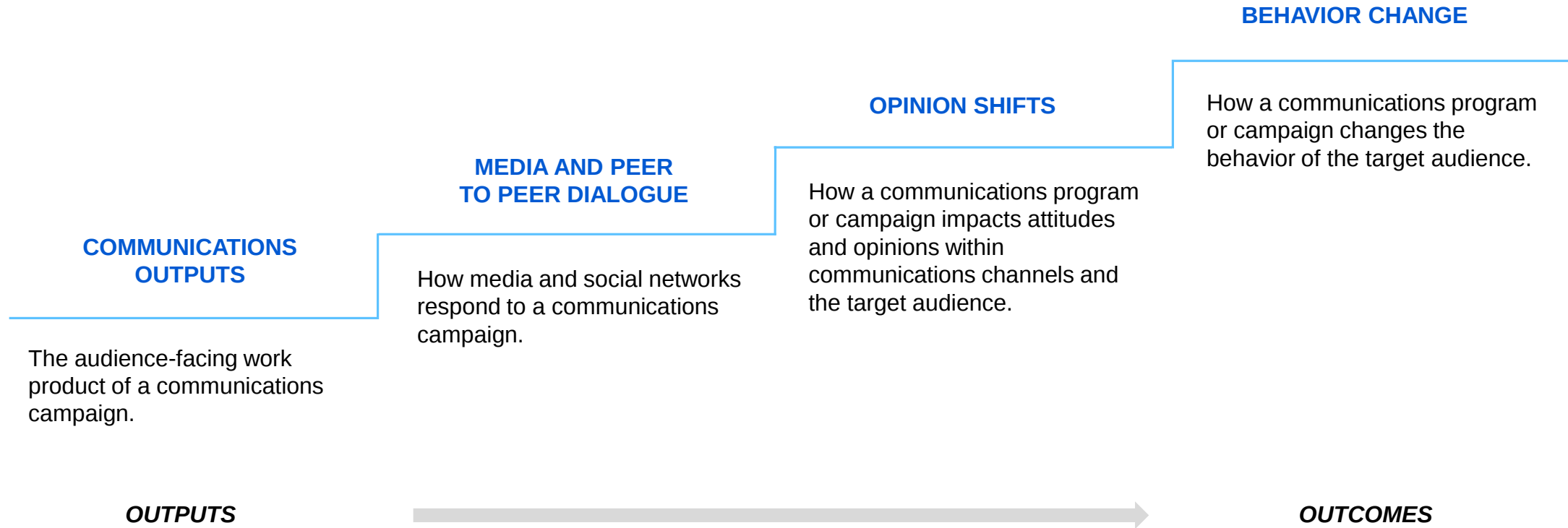
# Distribution & Amplification

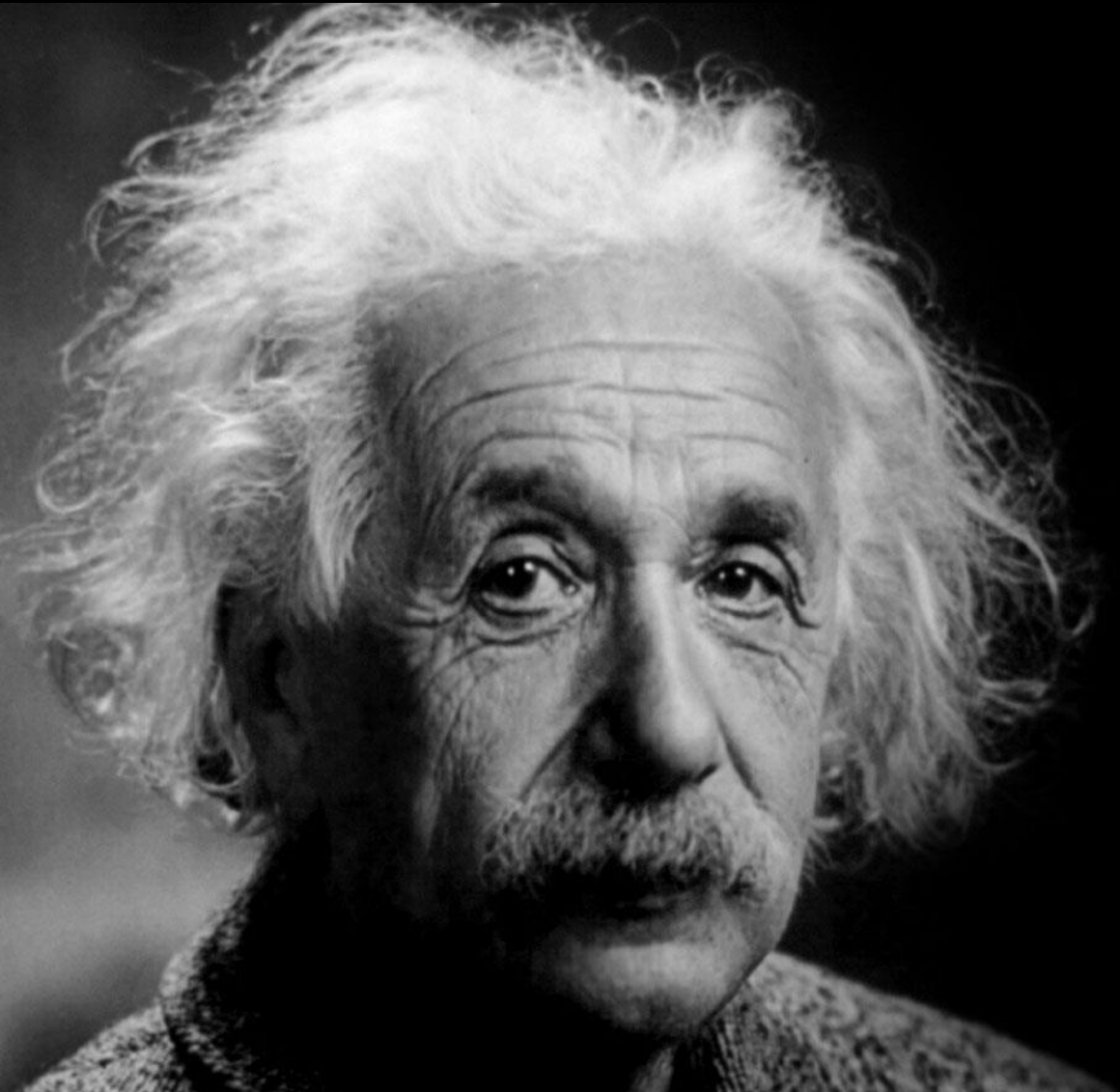


# Measuring Success

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

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





If you can't explain it simply, you  
don't understand it well enough.

*Albert Einstein*

# Thank You

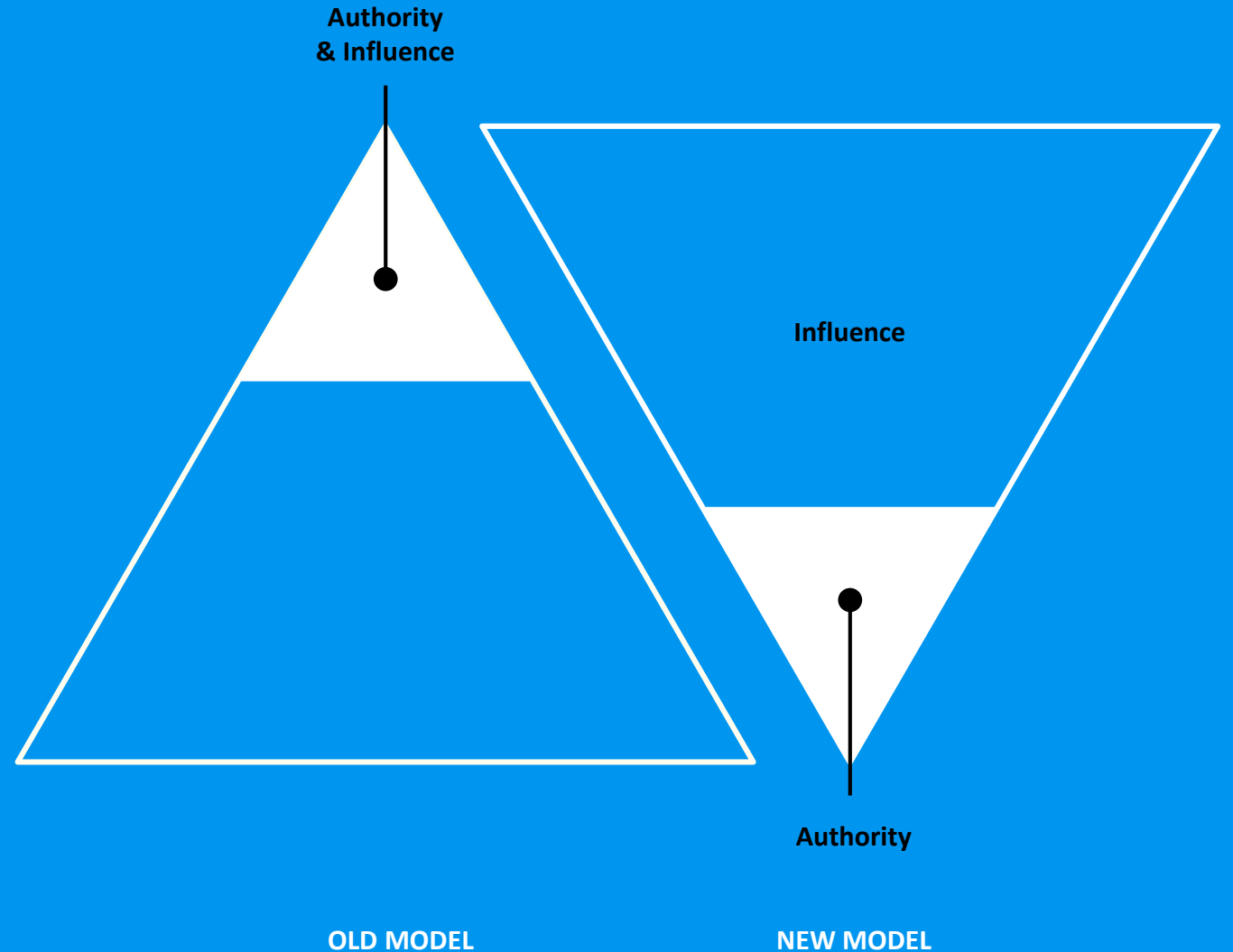


# Inversion Of Influence

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

