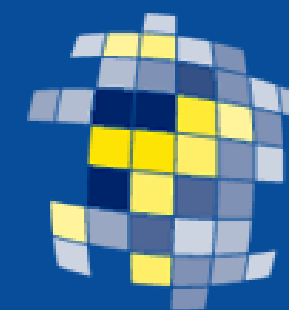




Presentation to AECM

12 December 2022





Phil Riggins

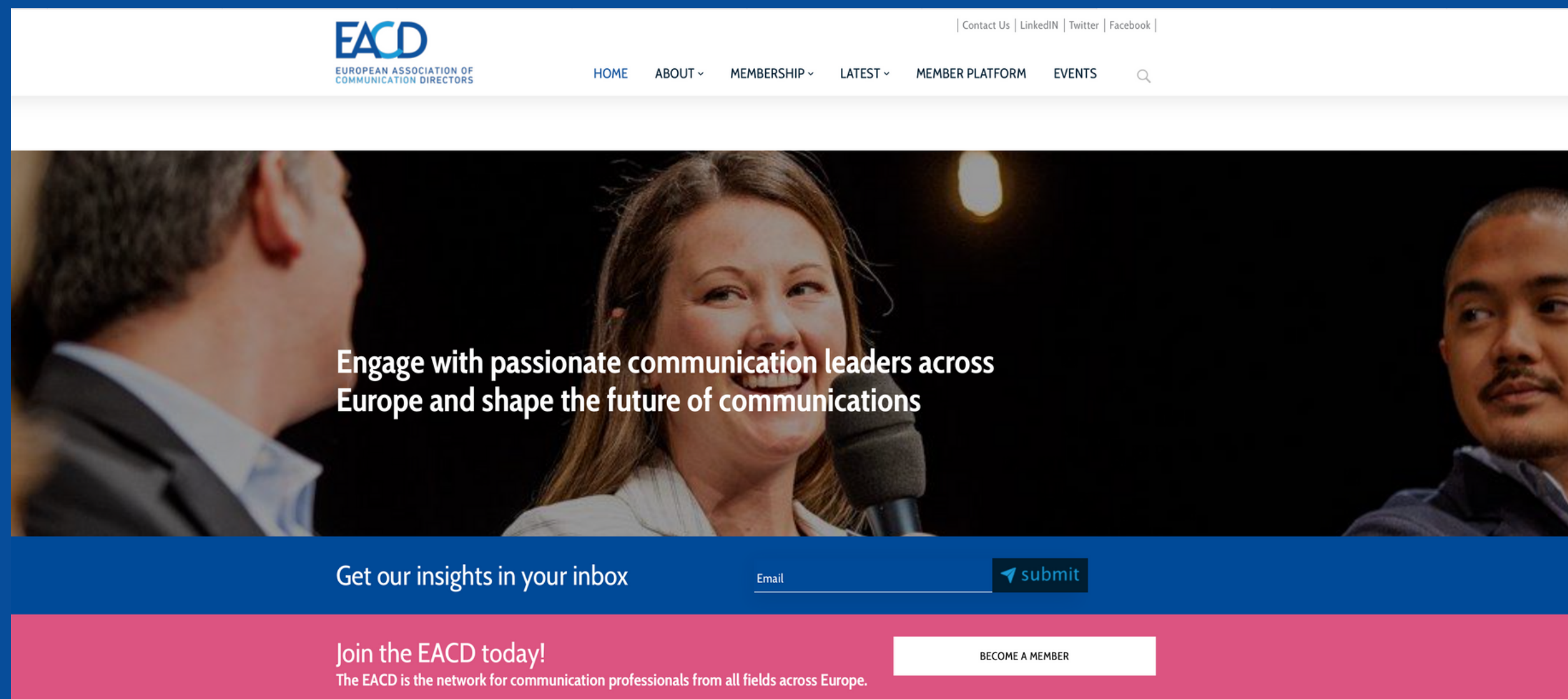
Treasurer, the EACD

Founder, the Brand & Reputation Collective

phil.riggins@bandrcollective.com

History

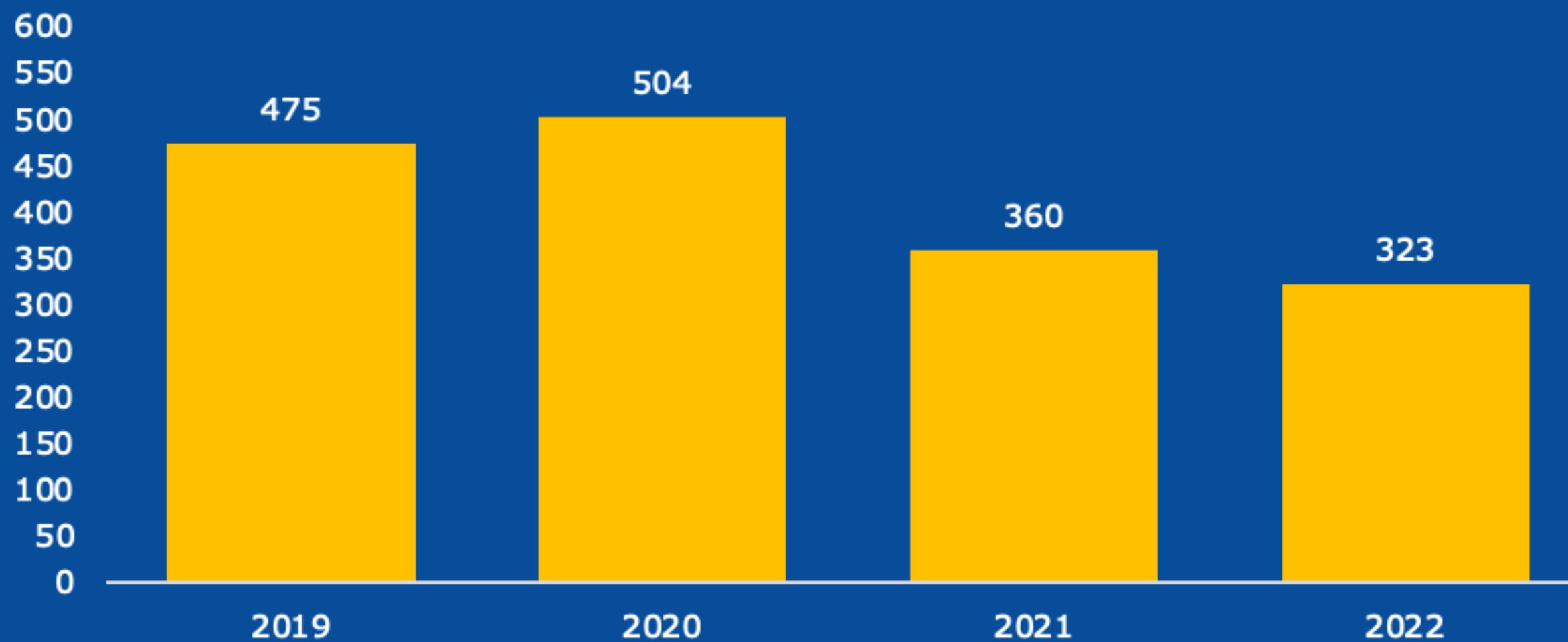
- Founded in Brussels in November 2006
- The **network for communication professionals** from all fields across Europe
- PURPOSE: **promote diversity, overcome cultural barriers and formulate communicative norms** in order to ensure quality and foster professionalism in communications



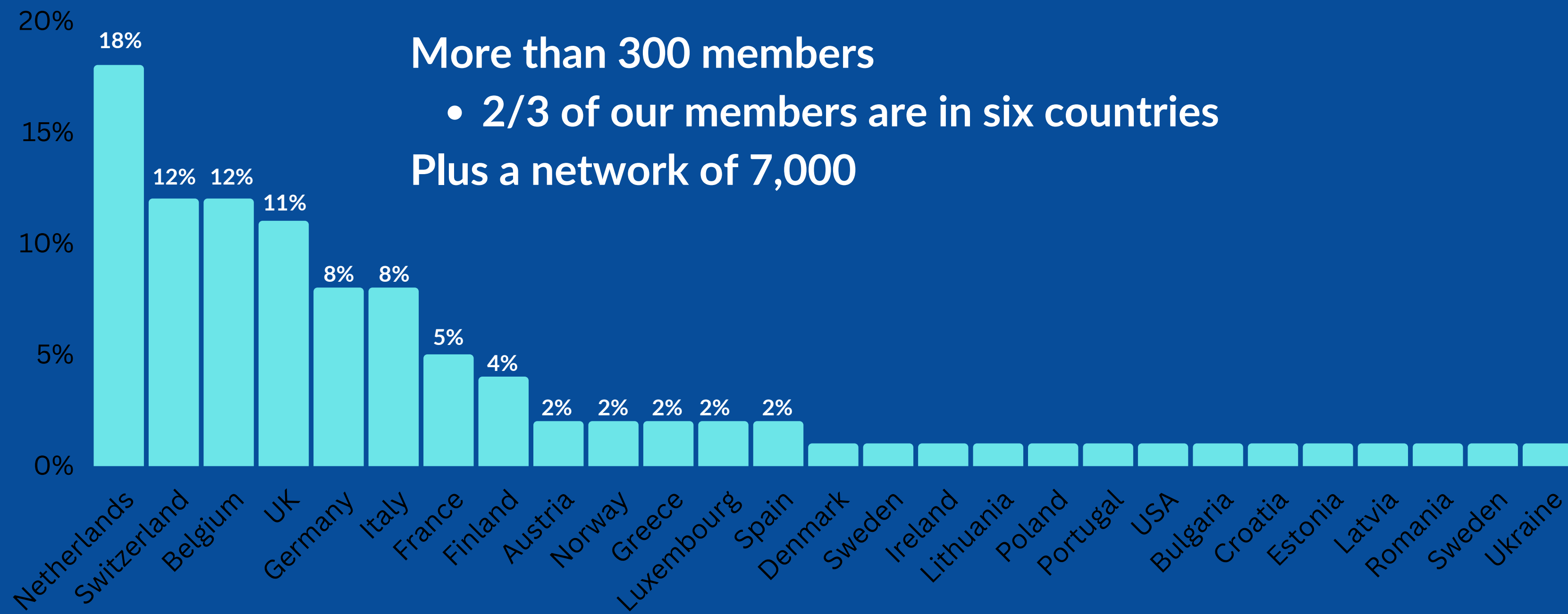
What we do

- **Provide a European-wide Network of Communication Professionals**
 - network of 7,000
 - 300+ members
 - Regional groups (Belgium, Bulgaria, France, Germany, Italy, Netherlands, Norway, Switzerland)
- **Top-level Events & Networking Opportunities**
 - Online - adapting to Covid
 - Hybrid/Offline - Local, Community Wide (e.g., the Circle, Annual Summit in June 2023 in Brussels)
- **Exclusive Online Platform for Members**
 - Mighty Networks
- **Latest Insights Into the Profession**
 - **European Communication Monitor**
 - **Partner studies - FourTold**
- **Information & Knowledge Exchange**
 - Regular content sharing
 - Events on hot topics of interest to our members
- **Promoting Qualification & Professionalism**
 - Mentoring
 - Working groups
- **Representation Of Interest & Promotion Of The Professional Image**

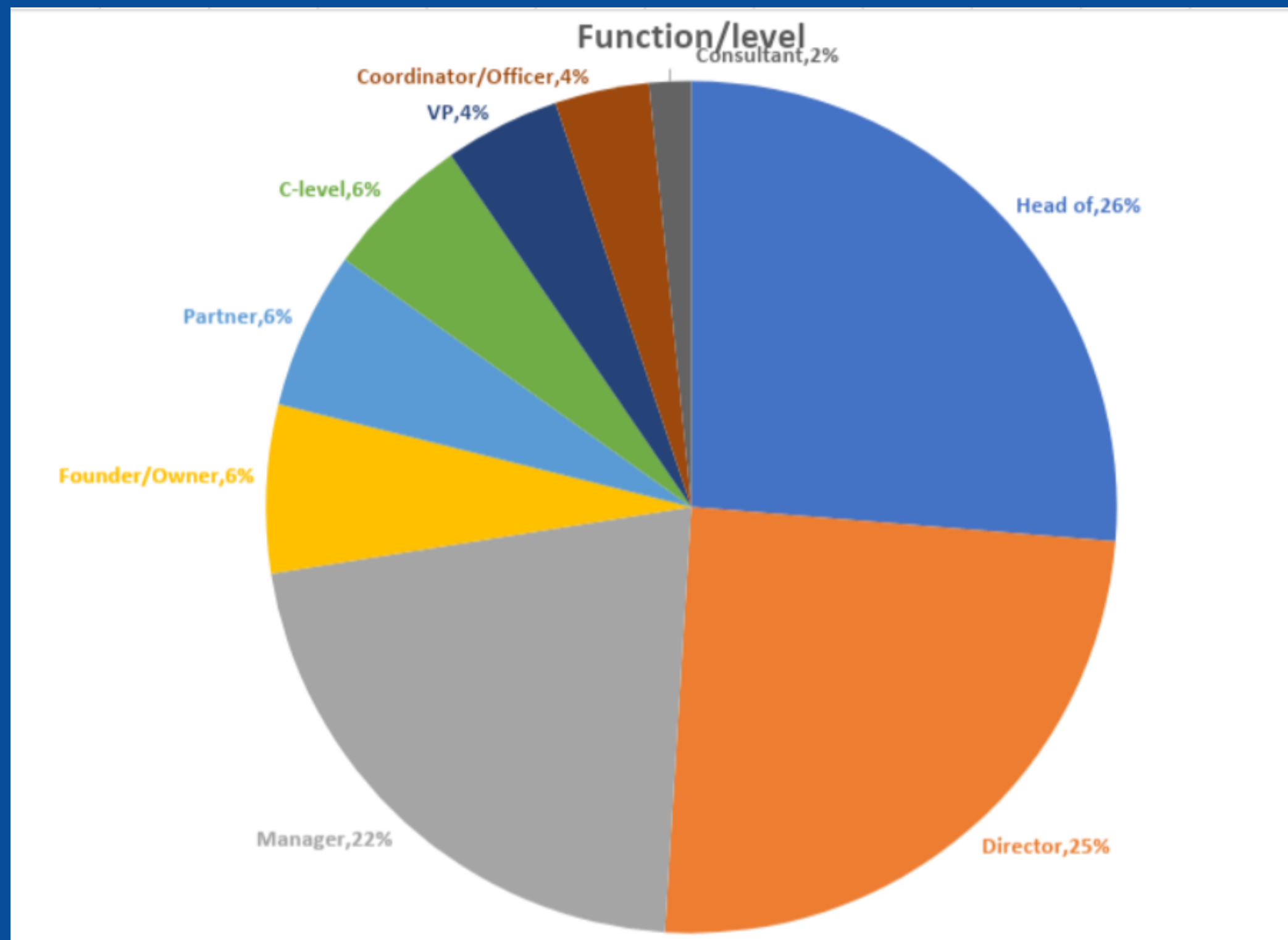
Impact of Covid on the EACD



Members By Country: 2022

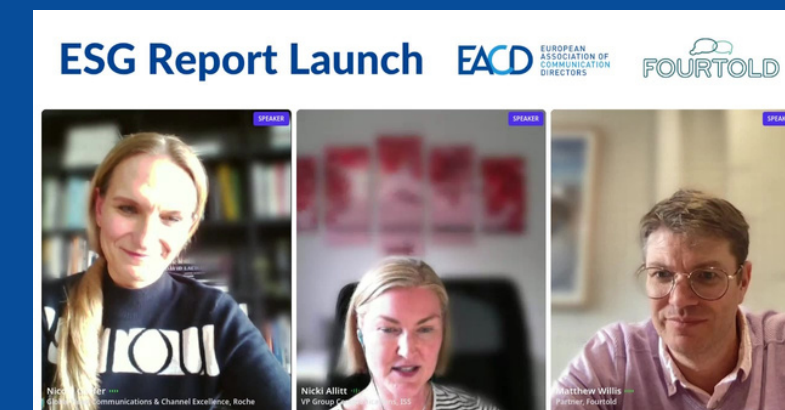
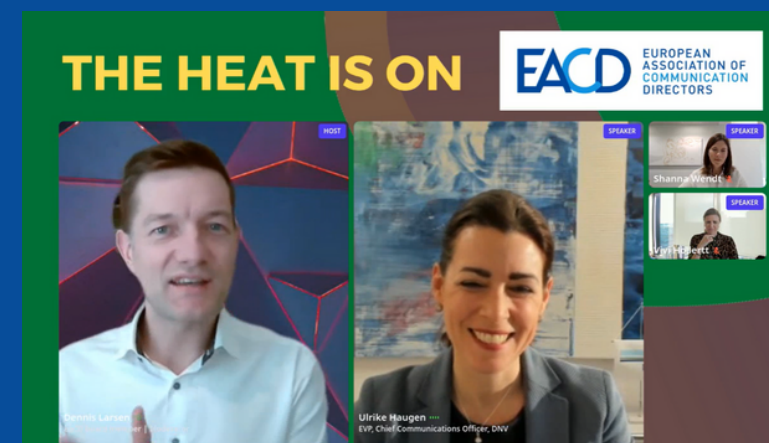


Members by Functions & Level



Events 2022

- 11 online events with conversations on a wide range of topics, like the Metaverse, sustainability communications, organizational change, to the promise of data and diversity & inclusion. The attendance rate was between 30-60 people.
- We hosted four physical events in Paris and Brussels, Dublin, and soon in Copenhagen. The attendance rate was between 40-70 people
- This November we organised THE CIRCLE // HYBRID EVENT with networking events in Amsterdam, Oslo and Brussels. The attendance rate online was 30 and live around 20 at each location.



Events 2023: EACD Summit



What the World Needs Now: Creating security, stability, and resilience in an unpredictable world

Brussels, June 8-9

The EACD Summit 2023 will be a one and a half-day conference bringing together top professionals, academics, and influencers to discuss the why, what, and how of what the world needs now from communicators and communications.

Content 2022

- We have published 34 **thought-leadership pieces** on themes such as Leadership, ESG, Crisis Communications, the role of communicators and the use of data and insights.
- We also delivered insights from our partnerships including the European Communication Monitor (16th year), the EACD-Fourtold Report on ESG, and the Edelman Trust Barometer.





Platform for Online Events

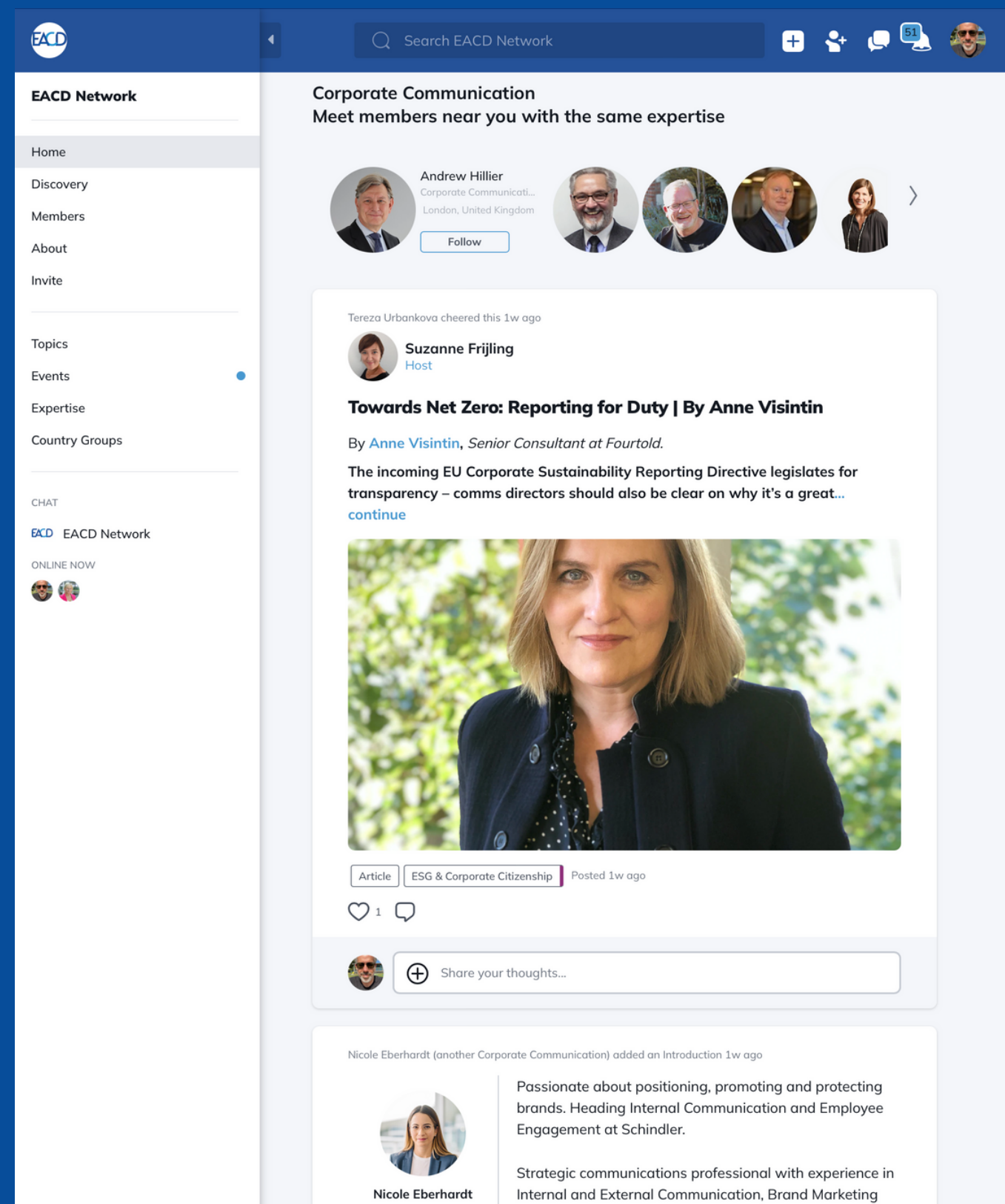
The pros of Airmeet:

- A distinguished online seminar experience
- Pre and post session virtual networking
- Sponsor booths
- Live interactive features
- Backstage area for speakers
- Simple ticketing and admissions links
- Fully brandable look and feel
- Expert moderation and technical support



Mighty Networks:

Our platform for member engagement



Partnerships

- Joint development of Thought Leadership content
- Sponsoring events such as webinars, the EACD Summit, the EACD Forum, The Circle
- Promotion /collaboration across social media



Questions?

Winning hearts and minds

Brands in an age of purpose and polarization



1

The new
reality

2

What it means
for brands

3

How
organisations
are adapting

4

The role of
listening

A brand is a promise

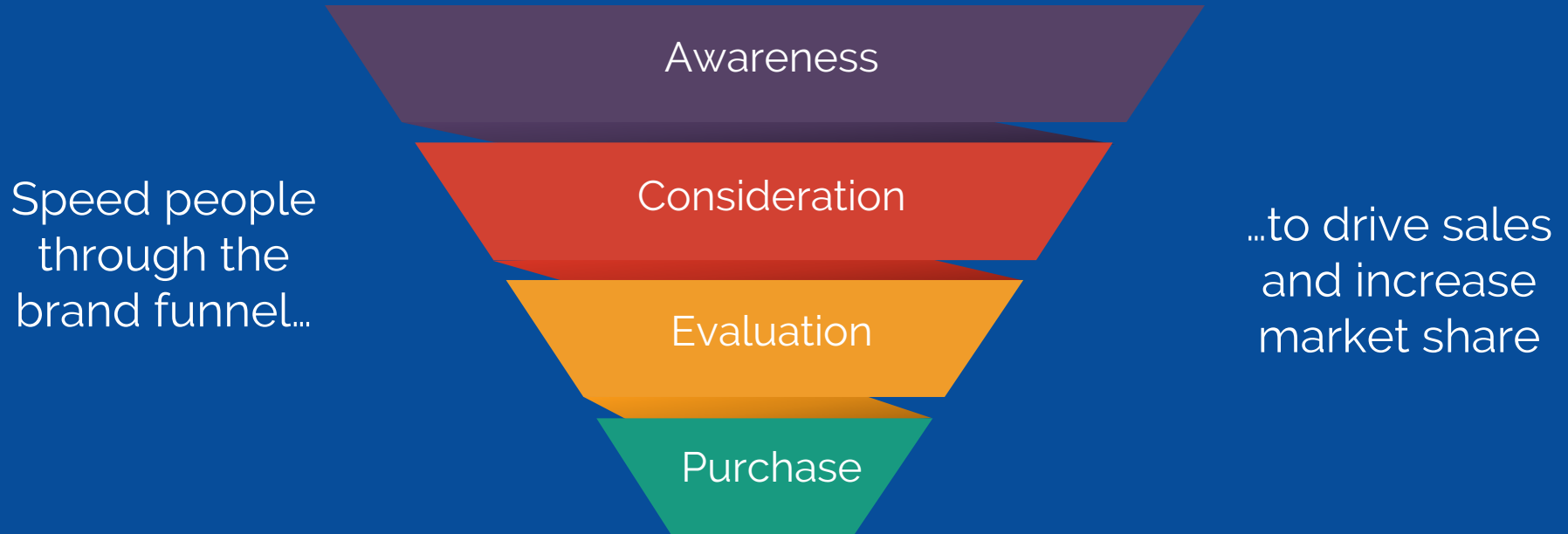
the
BRC



Answers the question

Why should I care?

Traditional view of brand: relevance = sales



The reality is more complicated

Why should I

Buy

Join or Stay

Invest

Support you

Partner

Customers

Employees

Investors

Regulators
(and society
at large)

Suppliers &
Allies

How we manage brand and reputation is changing



No matter the audience, every brand has three challenges

the
BRC



Grab and hold attention

Build credibility and trust

Compel people to act

THE WORLD HAS CHANGED



The new reality





78%

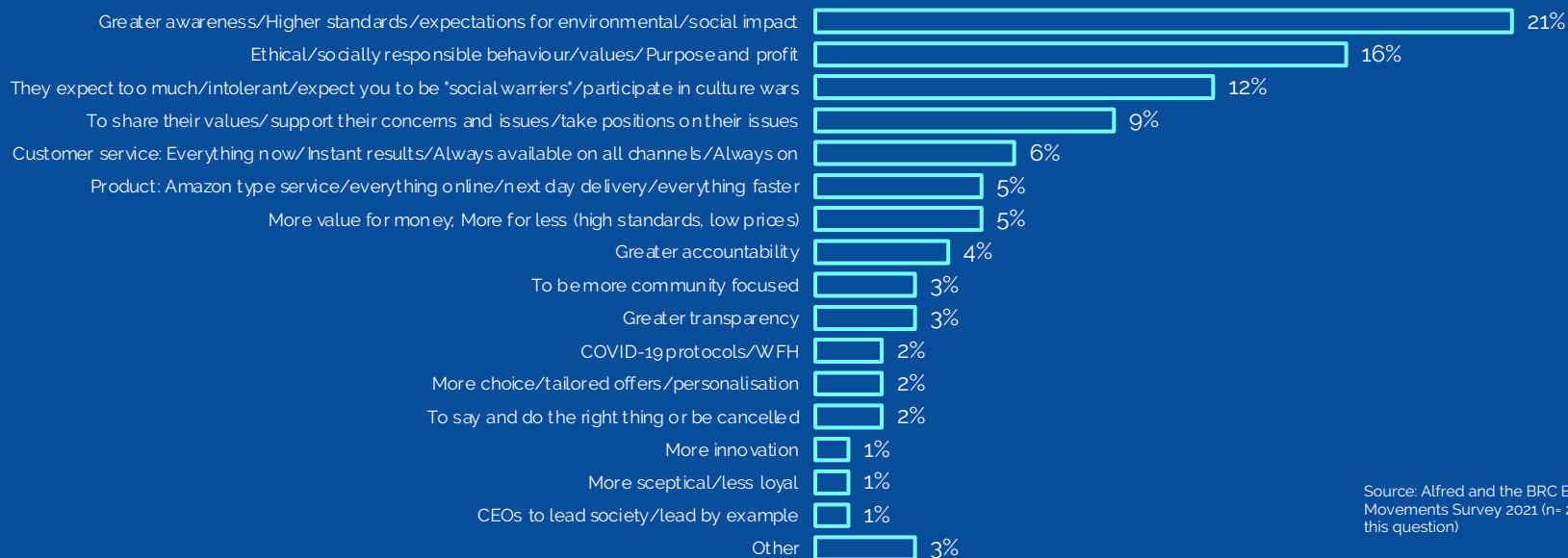
of business leaders in the US and UK think
consumers' and society's expectations
have changed over the past few years

Source: Alfred and the BRC Brands
& Movements Survey 2021 (n=302)

The biggest change? People expect brands to have a purpose, share their values, & move fast

In what ways do you think consumers' and society's expectations have changed over the past few years?

(*only asked of those who think expectations have changed a great deal or a fair amount)



Source: Alfred and the BRC Brands & Movements Survey 2021 (n= 236 for this question)

THE CALL TO ACTION IS CLEAR:

CONSUMERS EXPECT BRANDS
TO LISTEN, STAND UP AND
SPEAK OUT ON THE ISSUES
THAT MATTER TO THEM.

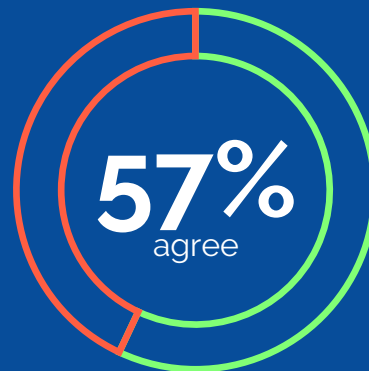
Majorities of Gen Z and Millennials expect brands to have a purpose and stand up on their issues



It's important that the brands they buy and support "have a **clear social purpose** beyond making profit"



It's important that the brands they buy and support "actively **promote diversity and inclusion**"



It's important that their brands "**take a stand** on social issues that they care about"

Source: the BRC "Purpose Pulse" survey of 2,878 Gen Z and Millennials, 2021

These consumers reward “their” brands ...

61%

Would be likely to choose a brand's product or service over a competitors of equal quality and price if the brand supported a social or environment issue they cared about.

53%

Would pay more for the product in this scenario (vs those of equal quality).

51%

Say they actively chose a new product or brand in the past year because the brand was active on social or environmental issues.

Source: the BRC “Purpose Pulse” survey of 2,878 Gen Z and Millennials, 2021

... and say they will punish those that are on the wrong side of an issue

48%

Say they would be likely to boycott a company or brand that supported an issue they disagreed on.

42%

Say they would be likely to join others in taking action against the brand on the issue.

42%

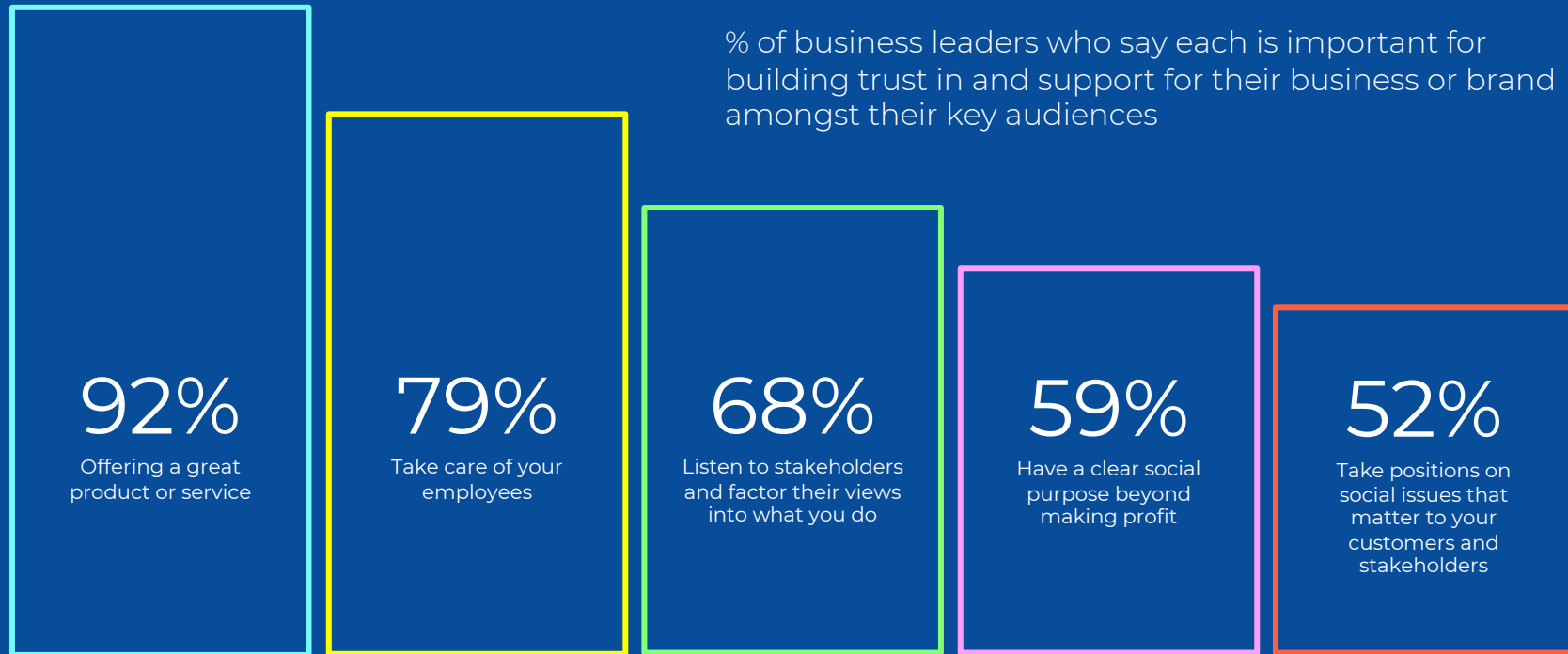
Say they boycotted a product or company in the past 12 months because they didn't agree with the values or behaviour of the company.

Source: the BRC "Purpose Pulse" survey of 2,878 Gen Z and Millennials, 2021

IMPACT ON COMMUNICATORS



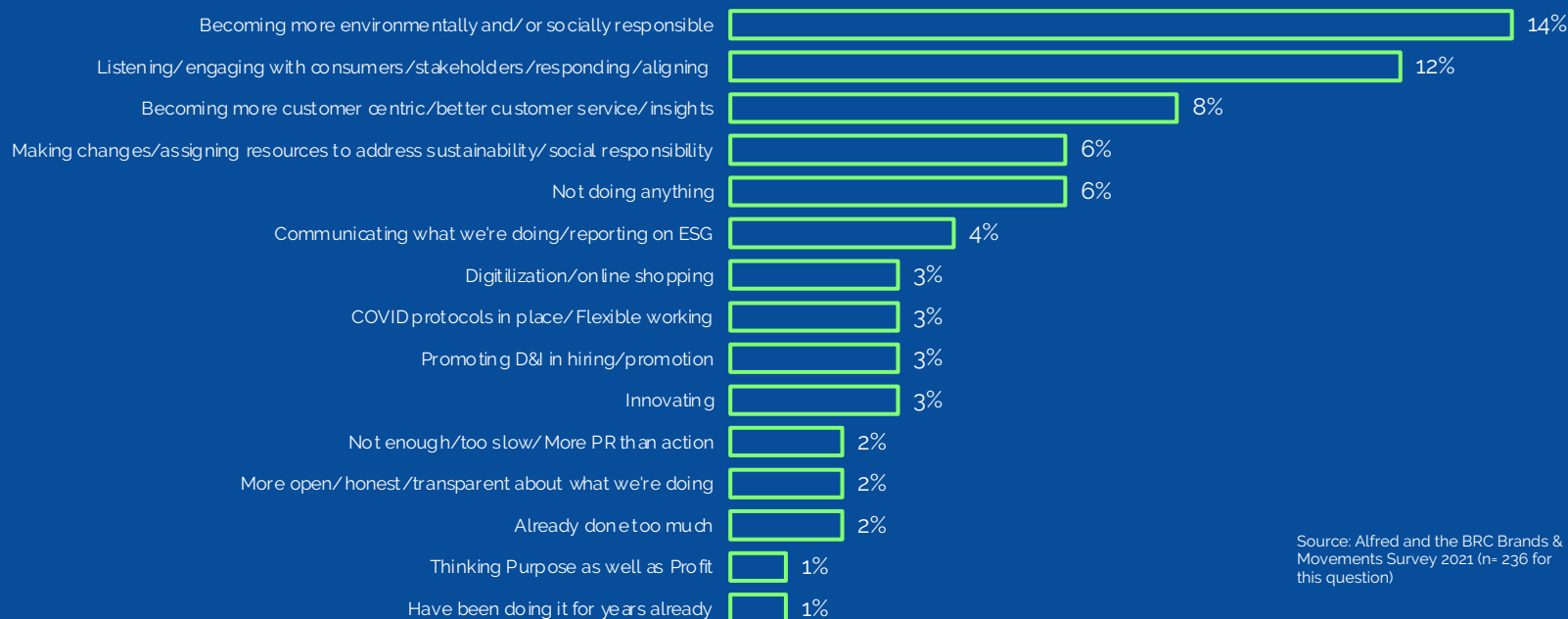
Building a brand today requires great products - and great stories about why you matter



Source: Alfred and the BRC Brands
& Movements Survey 2021 (n=302)

Organisations are adapting by listening, becoming more responsible, and communicating the change

How is your organisation adapting to meet consumers' and society's changed expectations, if at all?

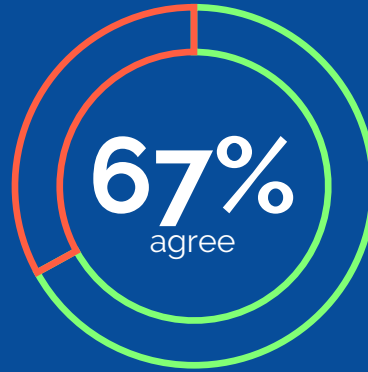


Source: Alfred and the BRC Brands & Movements Survey 2021 (n= 236 for this question)

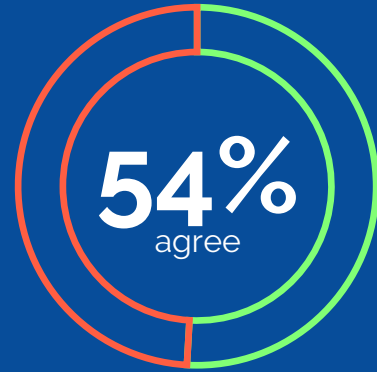
Brands see the importance to their own success of greater alignment with their audiences' concerns



By supporting the issues that matter to our customers/stakeholders, we will ultimately be more successful as a business



Purpose and profit are not mutually exclusive.
Investing in purpose will ultimately make a business more successful



Brands that focus purely on product and profit, will lose out to those that also actively engage on social and environmental issues over the next decade

Source: Alfred and the BRC Brands & Movements Survey 2021 (n=302)

CREATING ALIGNMENT



There are two realities: Yours and theirs



The first step to creating a shared reality...

Listening

To those inside and outside your organization who matter to its success

Employees

Customers

Investors

Suppliers

Influencers
(society at large)

The toolbox for listening

QUALITATIVE

- One-on-one interviews
- Focus groups



QUANTITATIVE

- Surveys



OPEN SOURCE

- Desk research

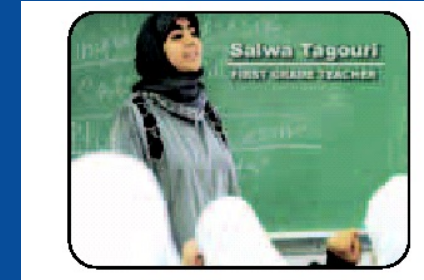
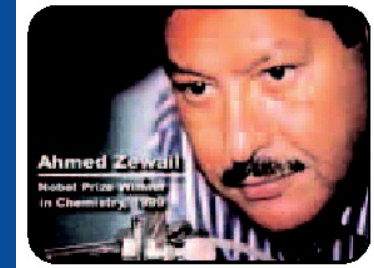
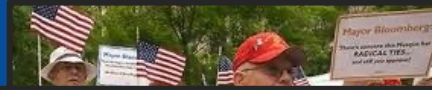
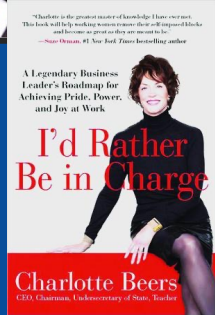
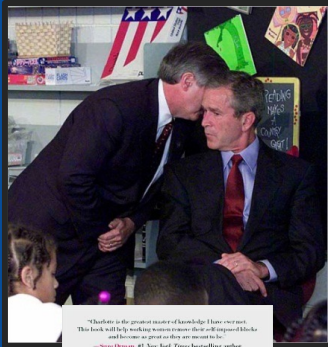


DIGITAL

- Social media listening



A story about “shared values”



Key uses of measurement



Five questions to always ask

1

What matters to you?

2

Who matters to you?

3

What matters to them?

4

What is the gap?

5

How do we close the gap?

THANK YOU



Phil Riggins
founder, the BRC

phil.riggins@bandrcollective.com
www.bandrcollective.com