



DELIVERING DIGITAL PERSPECTIVE TO COMMUNICATIONS



Burson-Marsteller

Access to new technologies and information continues to dramatically change communications in three ways:

- Enabling people to consume, create and share information on their own terms.
- Stakeholders no longer value corporate messages, and instead rely on content from other like-minded stakeholders.
- Consumers have embraced an entirely new and more efficient way of learning, communicating, engaging that doesn't see the world as two separate halves, online or off, but instead embraces integration, conversation and interaction.

Burson-Marsteller believes that organisations need to embrace this shift from broadcast to conversation and create dialogue with stakeholders. They need to find new ways of talking with, rather than to, their audiences, and to do so in ways that are trustworthy and credible. This requires a shift to branding based on dialogue, as opposed to branding based on control.

Brands are being both dissected and amplified online, regardless of a company's involvement or preference. By participating, and doing so in an authentic and transparent manner, organisations have a prime opportunity to influence the dialogue and ensure a fair share of voice. This dialogue can build loyalty, sway opinions, provide insights on how to adapt offline communications and help organisations reach measurable business goals.

“Modern technology now disseminates news more rapidly, in greater depth and to a larger more diverse audience. Today's 24-hour news cycle works at the speed of light, recognising no national boundaries, no oceans, and non-discriminating on the receiving end. This creates a “time frame compression” that demands immediate response. Even the largest corporations are usually ill-equipped to respond as quickly as necessary. Burson-Marsteller can help ensure your organisation thrives in today's digital environment.”

- **Harold Burson**, Co-Founder Burson-Marsteller

About Burson-Marsteller: Burson-Marsteller is a leading global public relations and public affairs firm. We provide clients with strategic thinking and program execution across a full range of public relations, public affairs, digital and advertising services. The firm's seamless worldwide network consists of 57 wholly-owned offices and 46 affiliate offices, together operating in 59 countries across six continents. Burson-Marsteller is a part of Young & Rubicam Brands, and a subsidiary of WPP, one of the world's leading communications services networks.

Our Digital Capability: The Burson-Marsteller team brings digital perspective to all client engagements. Perspective to help organisations adapt to and participate effectively in today's 24/7 communications environment. We devise and deploy digital communications strategies and tactics, typically as part of broader integrated communications campaigns. We believe that effective digital communications plans encompass interactive reputation management, online image shaping and digital business management.

Given the changing way that stakeholders access information, it is important that a company tell their story consistently online. We know that 90% of the online population use search engines to find content of interest. Therefore, the content of search listings outside of a company's own listing will help shape opinions about them. Blogs are highly searchable content, with a new blog being launched every 2 seconds. Given that we know consumers are more likely to value an independent message versus a corporate one, it has become even more important for companies to participate in blog conversations – in a transparent and authentic manner. Information gleaned from other sources is likely to be confirmed on corporate and brand Web sites – and these sites have a much better opportunity to influence visitors if they provide an engaging user experience versus delivering information. And, digital technologies have dramatically changed how we collaborate and share information, creating the need for a suite of new tools that save us time and money in our daily interactions.

Specific offerings within our three focus areas include:

- **Interactive reputation management**
involves creating communications strategies, devising policies and procedures, and leveraging social media to build and protect a company's, brands, and reputations online. This may include blogger/user-generated media identification and outreach, online crisis/issues management, or research-based programs.
- **Online image shaping**
pertains to designing and developing digital tools that define an organisation's brand such as Web sites, online advertising campaigns, search programs, mobile marketing and digital video, to name a few. Ideally these elements are developed as part of integrated communications campaigns to provide a holistic marketing message for stakeholders.
- **Digital business management**
relates to leveraging digital tools to help organisations communicate and operate more effectively. Programs may include measurement tools, digital dashboards, intranets and/or extranets, content management systems, training development, and Web hosting services.



Additionally, we conduct design, programming and content development assignments via a global network of production resources including designers, programmers, animators and copywriters. We supplement our internal products and services development with business partnerships with companies whose skills, experience, and product offerings best help us meet our client's needs. For example, we have a global partnership with The News-Market to facilitate easy and efficient transfers of broadcast-standard digital video and multimedia content to journalists. Our partnership with Visible Technologies allows us to provide a comprehensive, multi-language online monitoring and assessment platform. Please visit Burson-Marsteller.com to learn more about our current partners.

Contact Us:

We have established a worldwide network of digital strategists that have expansive digital and traditional public relations experience. This experience is combined with an understanding of local markets and cultures to provide exceptional client service. Please visit Burson-Marsteller.com to identify your local digital strategist. Or, contact the office of our Chief Digital Strategist at global headquarters in New York (1.212.614.4000) to get additional information.

Visit us online:

www.Burson-Marsteller.com

www.DigitalPerspectiveBlog.com

// Digital is no longer an option. For communications to reach ever more fragmented and segmented audiences, and to do so in a way that truly engages the individual, digital must be central to communications planning and top of mind for our clients. //

- *Mark Penn, Chief Executive Officer*



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