

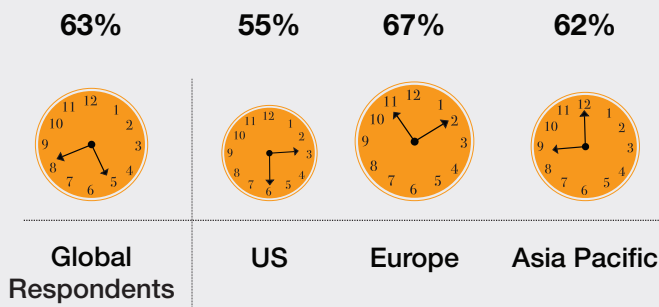
FIVE FAST FACTS ABOUT ADVOCACY

A new wave in communications is taking hold that is fundamentally transforming communication from providing information to promoting and driving advocacy. At Weber Shandwick, we understand the critical role that Advocacy now plays in influencing people's opinions and behavior towards companies, organizations, issues, brands and products. To explore how this New Wave of Advocacy impacts business, we surveyed consumers worldwide with KRC Research to learn how to mobilize Advocates and ignite their enthusiasm early on in the decision process. Among the landmark findings are:

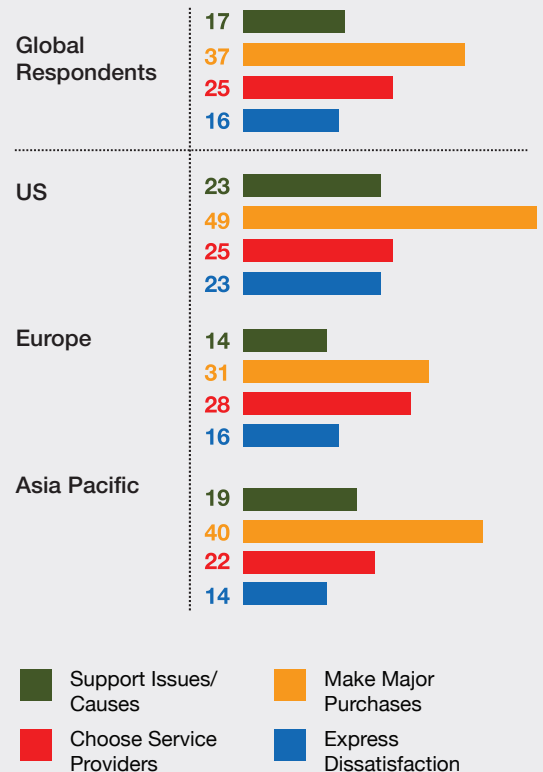
1 Global respondents are quicker to take action on issues and causes, buy products/services, and express dissatisfaction than ever before.

- About six in 10 (63 percent) global respondents have sped up their decision-making from a few years ago.
- It takes global respondents only about two weeks to decide to support issues/causes and express dissatisfaction about brands/products (17 days and 16 days, respectively). It takes longer to make major purchase decisions (37 days or five weeks on average).
- About two-thirds (67 percent) of Europeans have sped up their decision-making in the past few years, a faster rate of change than other global respondents. It also takes Europeans less time than their regional counterparts to make decisions about issues/causes and major purchases. U.S. respondents have the slowest speed-to-decision rate vs. a few years ago and generally take the most amount of time to take action of any kind.

% Who Say Actions Are Made More Quickly Now Vs. 2-3 Years Ago
(among those who took action in the past two years)



Average # Days to Take Action
(among those who took action in the past two years)



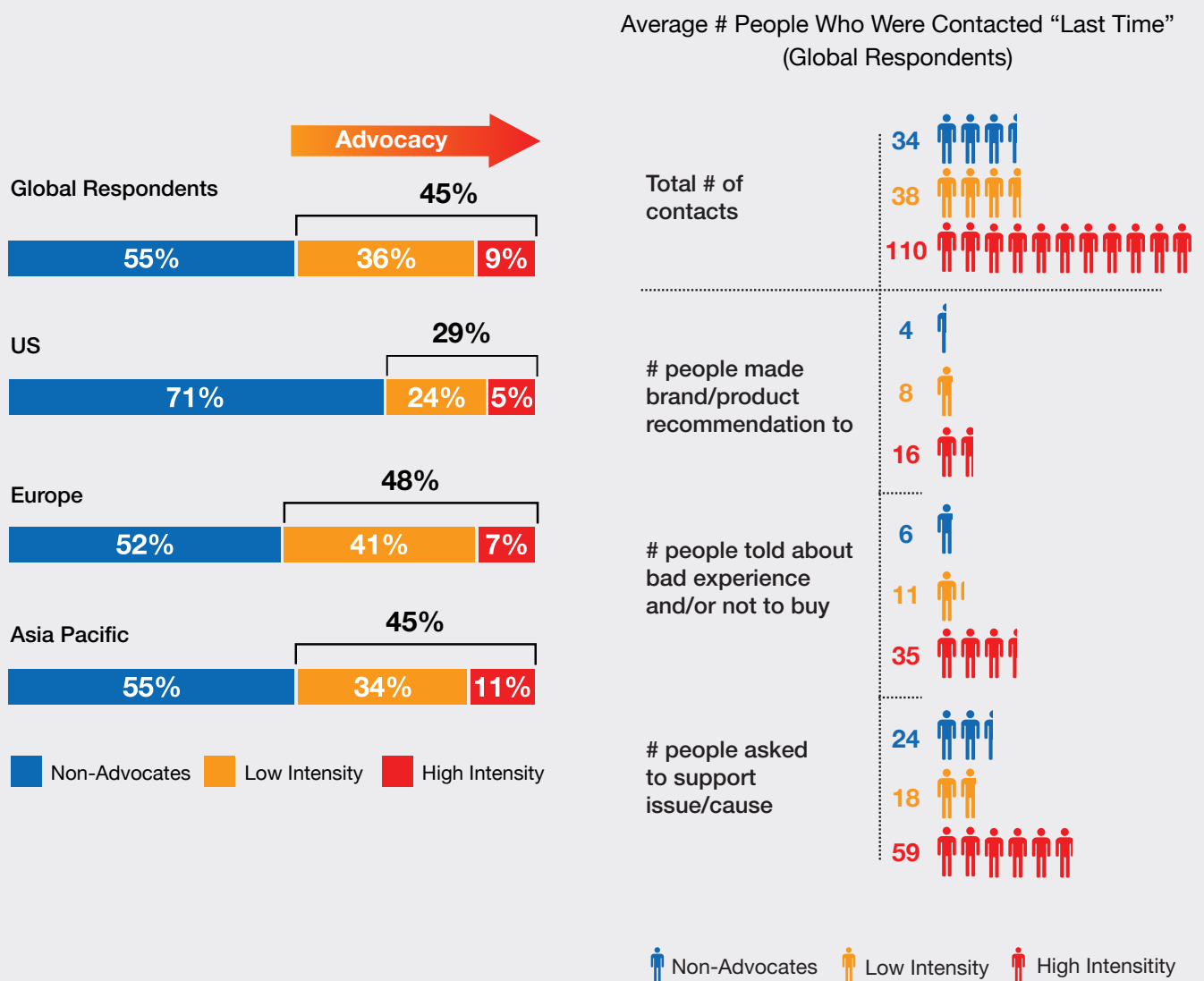
IMPLICATION

Identify and engage your Advocates early

2

The democratization of Advocacy is underway with nearly one out of two global respondents (45 percent) identified as Advocates. Europe and Asia Pacific have the most Advocates and reach more people. Three types of Advocates emerged from the research.

- **High Intensity Advocates** (9 percent of global respondents) engage in demonstrative activities such as organizing protests or writing blogs in support of causes, issues, brands or products. This select group also has a wide reach of influence when advocating – contacting 110 people on average.
- **Low Intensity Advocates** (36 percent of global respondents) actively support or detract from issues, causes, brands or products but not as zealously as their High Intensity counterparts. For example, Low Intensity Advocates write letters to organizations or newspaper editors, solicit support for causes or send product information to others. They reach 38 people on average.
- **Badvocates** are High Intensity or Low Intensity Advocates whose actions detract from brands or products.



IMPLICATION

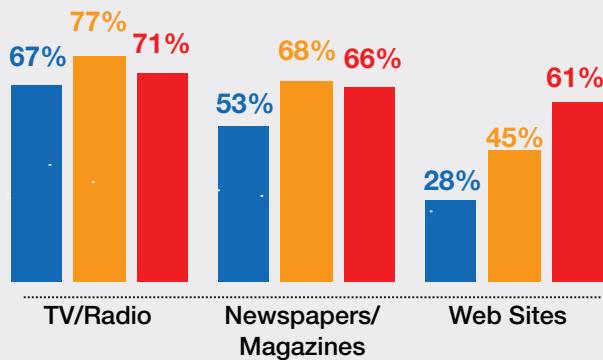
- Advocacy is far-reaching, not limited to the opinion elite
- Companies need to mobilize Low Intensity Advocates to High Intensity Advocacy levels

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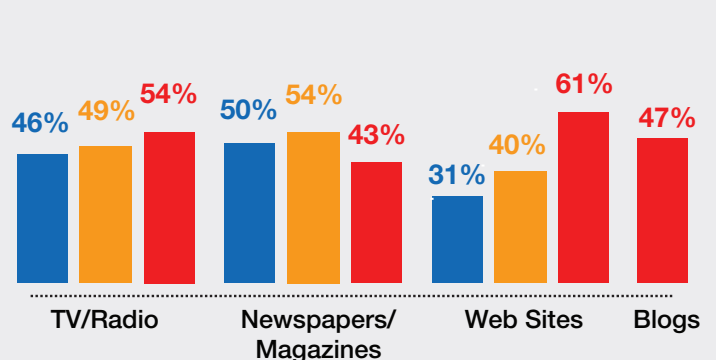
While traditional media has the greatest influence on attitudes and behavior towards companies, organizations, issues, brands and products, the Internet plays a critical role among Advocates.

- Broadcast and print have the greatest influence on opinions and actions among global respondents overall. This form of media influence should not be ignored.
- Advocates, particularly High Intensity Advocates, are more likely than Non-Advocates to report that the Web influences their opinions.
- European and Asia Pacific respondents are more likely to be influenced by broadcast, print and the Web than U.S. respondents.

Top Influences on Opinions about Issues/Causes (Global Respondents)



Top Influences on Opinions about Brands/Products (Global Respondents)



■ Non-Advocates ■ Low Intensity ■ High Intensity

IMPLICATION

Don't throw out the old media for the new media – both are important

4

A positive personal experience or connection is critical in triggering Advocacy.

- Recommendations from friends, family and coworkers drive nearly three-quarters (72 percent) of global Advocates to support issues and causes, by far the most powerful motivator. Charities and environmental organizations have a greater effect on Europeans' support of issues and causes than other global respondents. Asia Pacific respondents are more affected by celebrities.
- Most global Advocates (87 percent) recommend brands/products based on their personal experience. Europeans are more motivated to recommend brands or products based on value for the money and company contributions to causes than other global respondents, while Asia Pacific respondents are more motivated by reviews from information/news sources and advertising.

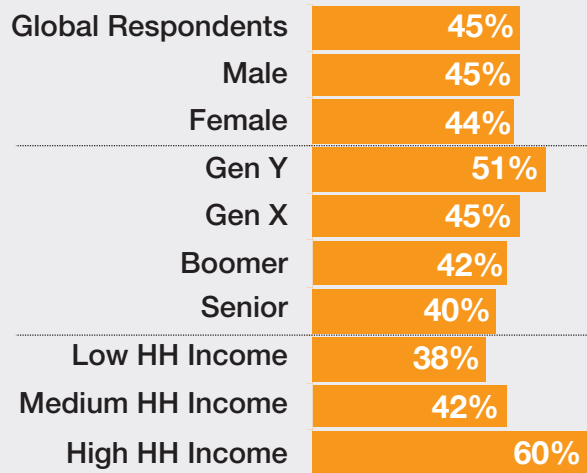
IMPLICATION

Personally engage Advocates and know their hot buttons

5

Advocates are just as likely to be male or female. Although Advocates tend to be younger and live in higher income households than average global respondents, they are found in every age and household income group.

% Who Are Advocates



IMPLICATION

Advocates live among us all

The online survey was conducted by Weber Shandwick with KRC Research in March 2007. The survey included responses from 583 adults (21 and older) sampled across nine countries.

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Advocacy starts here.