



Strategic Planning for Global Public Affairs Campaigns

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A changing landscape



A collapse in **trust**



75%

of countries distrust
government as an
institution



53%

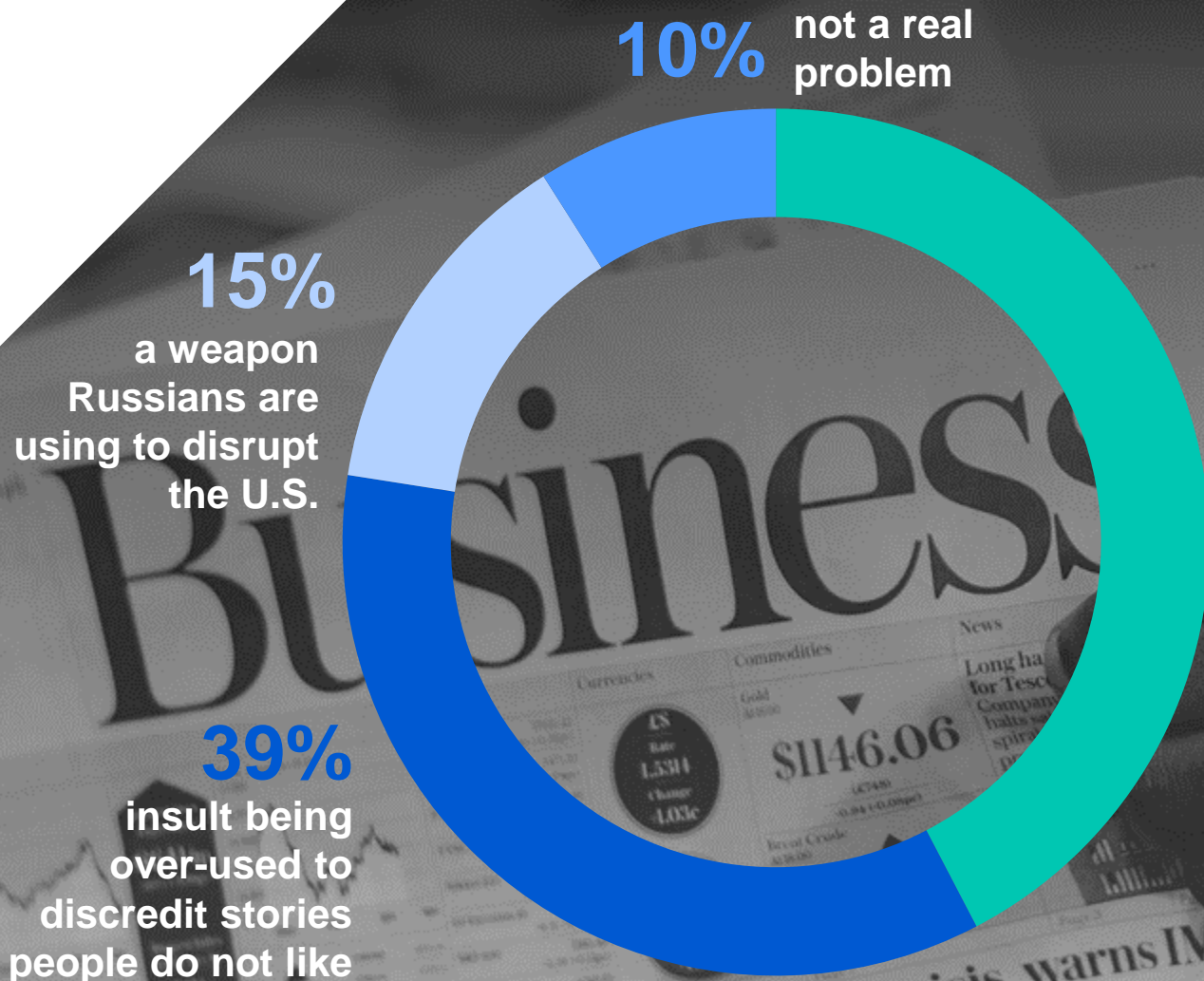
believe that the system
isn't working for them



82%

of countries distrust
media as an institution

A rise in fake news



There is little
agreement
about what
fake news is

Fake news has led to a

62%

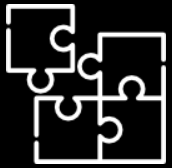
decrease in trust in
traditional media

More than

50%

of the gen. population
blame social media for
spreading fake news

A challenge for communicators



an increasingly
fragmented landscape



competition to be
heard above the noise



Challenges for campaigns, according to **policy makers**

14%

poorly designed strategies

23%

poor messaging

2% weak team

4% no studies supporting goals

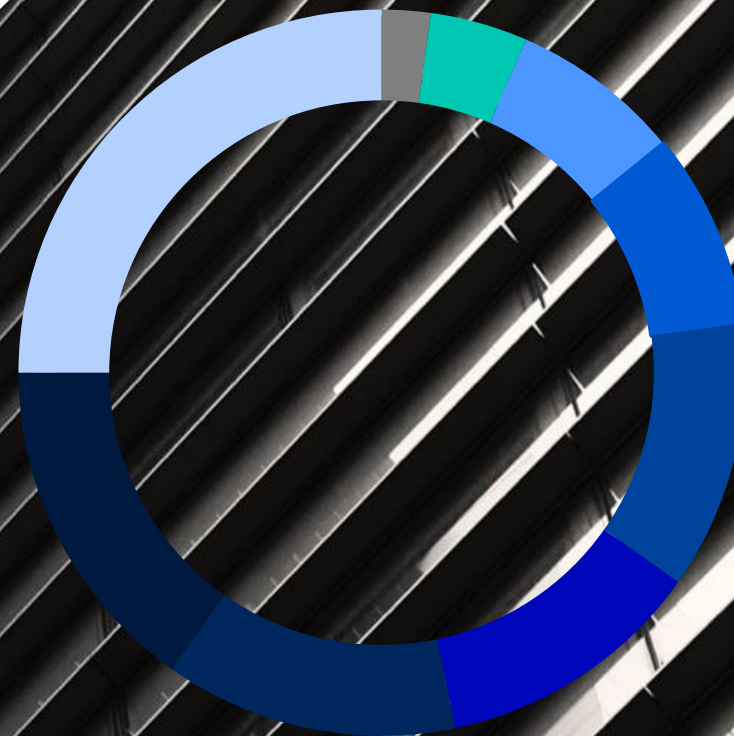
7% poorly executed advertising

8% weak media relations

11% narrow corporate interests

11% poor spokesperson

12% limited support

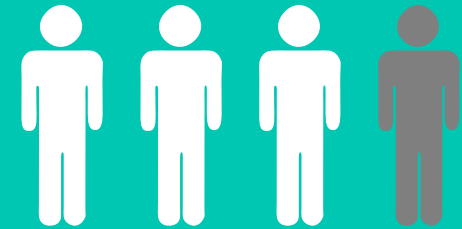




The silver lining

Businesses are the most trusted institution, opening an opportunity for them to lead the conversation

75% agree



“A company can take specific actions that both increase profits and improve the economic and social conditions in the community where it operates.”



The imperatives

for successful global campaigns

Know your audiences

across different markets



Be grounded in research
to inform the campaign's overarching strategy
and establish metrics for success

What resonates
with audiences?

51%
personal
experience

49%
data

54%
blunt &
outspoken

46%
diplomatic
& polite

Have the right **message**
and the right **messenger**



Tailor your **market approach** through a hub and spoke team model

Manage your **program** like a **campaign**





Employ a **360 approach toward storytelling**

Case Studies



**Educating through
thought leadership**



**Applying a global
campaign mentality**



AURORA PRIZE
FOR AWAKENING HUMANITY



**Employing global
360 storytelling**



Thank you

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