Public Relations 3.0

Sodexo in North America – 2017

Measurement Summit – October 13, 2016

AGENDA

Sodexo Overview

Public Relations Overview

Public Relations Strategy

Public Relations Metrics

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Sodexo Overview

PR 3.0 – Sodexo – Quick Facts

Global Fortune 500 Firm – Operations in 80 Countries	***Services Provider – Facilities Mgt. & Foodservice Operations***	***Quality of Life – Key driver of individual, organizational and community performance***
19th Largest Employer Worldwide – 420,000 Employees	***8 Global Line of Business Segments***	***Global Operations touch 75M Consumers per Day***
In North America – 133,000 Employees	***In North America – Operations at 9,000 Client Sites***	***In North America – Operations touch 15M Consumers per Day***

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Public Relations Overview

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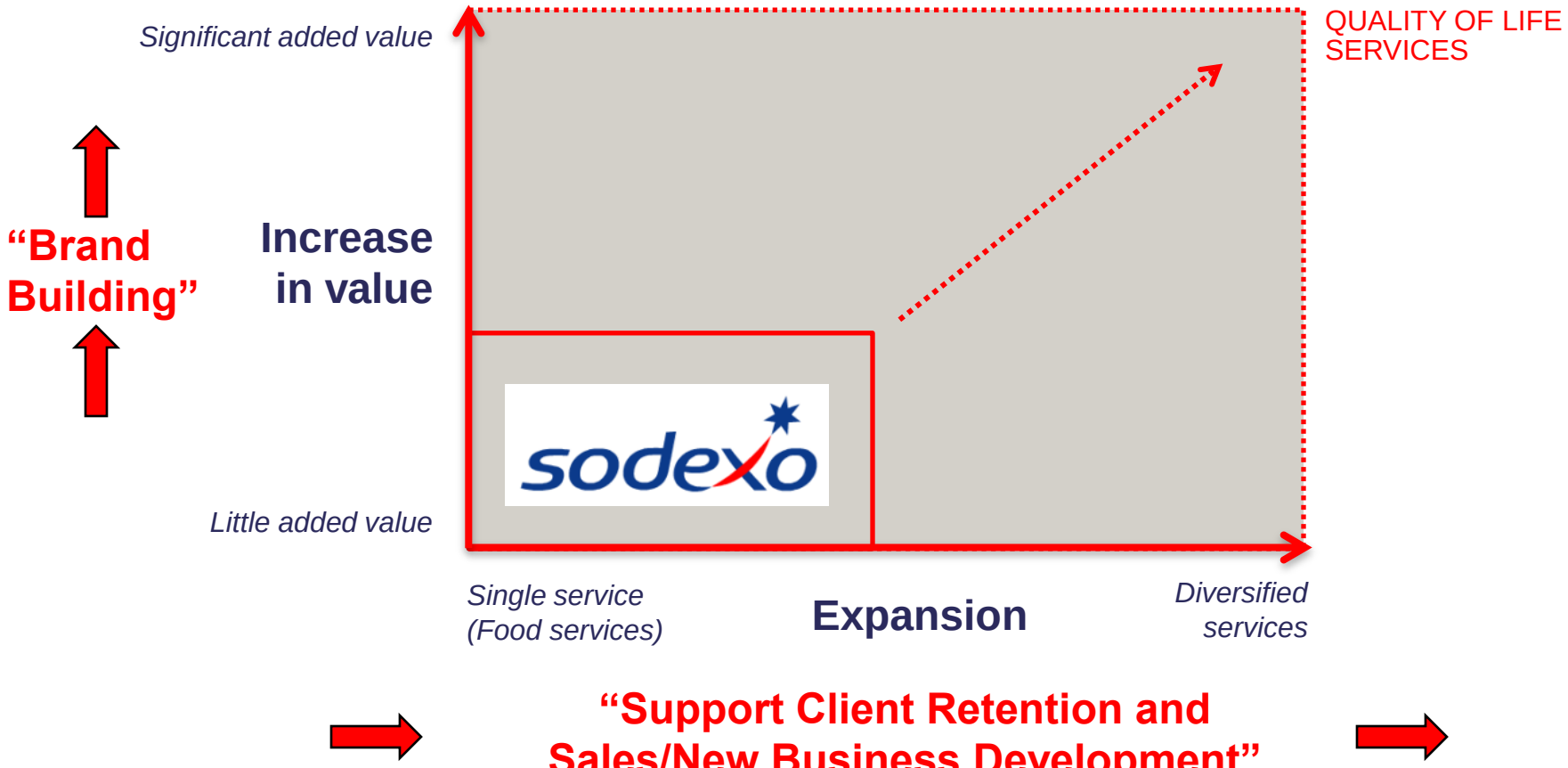
PR 3.0 – Global-to-Local Objectives



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PR 3.0 – Mission, Imperatives and Purpose

Mission:
To enhance and protect the Sodexo brand and reputation, and to support client retention and sales/new business development

Imperatives:
A digital-based, thought leadership-focused PR strategy aimed at our Top Markets

Purpose:
Create an innovative Sodexo Value Chain, where products – Information and Relationships – move with increased speed and precision – delivering network effects and downstream value creation

Becoming the “Quality of Life” Company

2013

Redefine

- Establish QOL message architecture
- Activate proactive digital/media engagement
- Target growth markets
- Establish measurement and metrics
- Gain organizational support and alignment

2014

Own

- Establish QOL thought leadership platform
- Sustain and extend proprietary storytelling
- Broaden visibility of our leaders and experts
- Differentiate the brand
- Measure progress

2015

Excel

- Serve as “go-to” QOL experts inside and outside of our industry
- Refresh all programming
- Redefine metrics

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Public Relations Strategy

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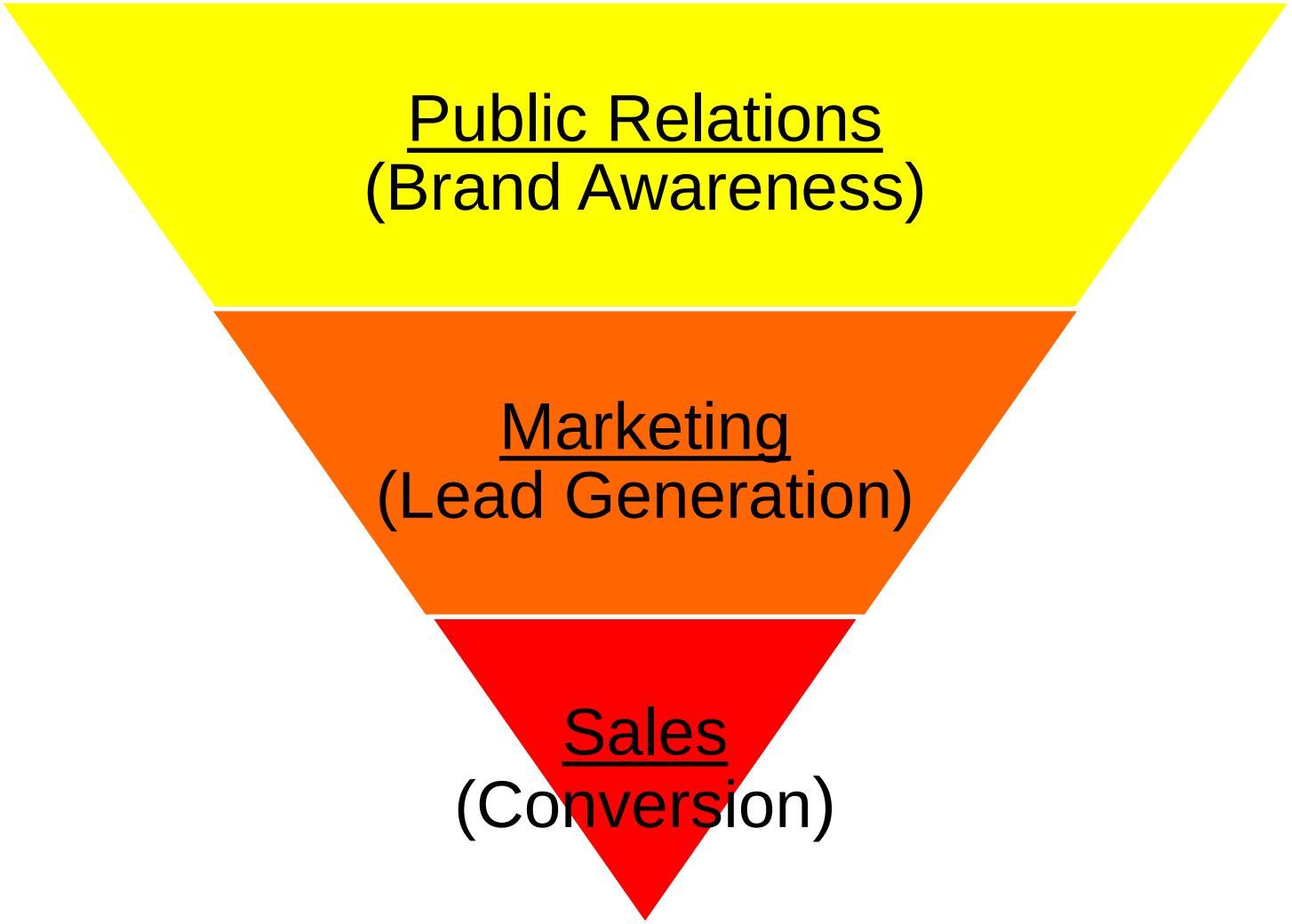
PR 3.0 – PR/Marketing/Sales Continuum



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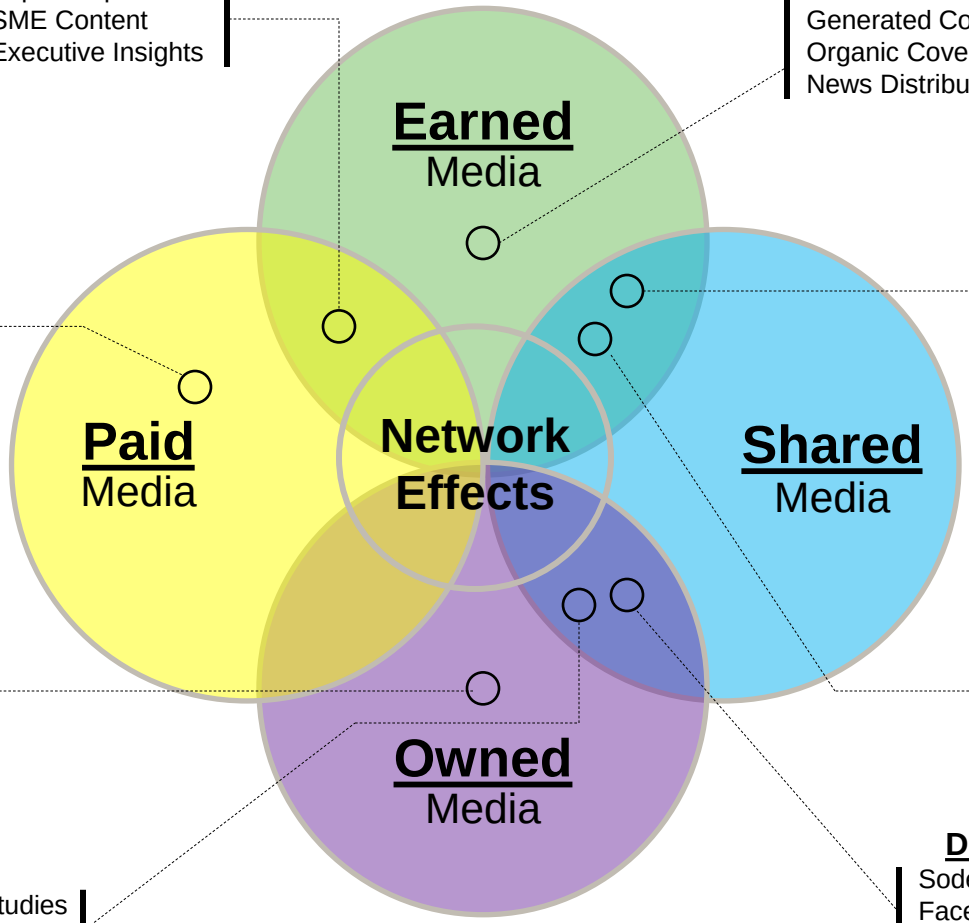
PR 3.0 – External Engagement Approach – PESO Concept



AUTHORITY

- Message Architecture
- Branded Thought-Leadership
- Keynote/Panel Presentations
- Topical Opinions
- SME Content
- Executive Insights

PUBLICITY

- Media Relations
- Generated Coverage
- Organic Coverage
- News Distribution
- Response to Detractors
- Brand Risk Mitigation
- Crisis Communications
- Word-of-Mouth

PAID PROMOTION

- Facebook Sponsored Posts
- Sponsored Tweets
- Linked-In Promoted Posts
- Paid Programming
- Brand Sponsorships
- Broadcast/Print/Digital Ads
- Sponsored Content
- Satellite Media Tours
- Endorsements

RELATIONSHIP MANAGEMENT

- Local Market Engagement
- Client Communications
- Lead Generation
- Government Relations
- Executive Engagement
- Business Development
- Sales Support

CONTENT

- Data
- Surveys
- Charts
- Diagrams
- Imagery
- Video
- Infographics
- Employee Stories
- Client Testimonials
- Customer Insights
- Brand-based
- User-Generated

PARTNERSHIPS

- Philanthropy/Foundation
- Corporate Social Responsibility
- Community Relations
- Brand Ambassadors
- Affiliation
- Co-Branding
- Programs
- Conferences

PUBLISHING

- Brand Journalism
- Content Marketing
- Webinars/Podcasts
- Case Studies
- White Papers
- Reports

DIGITAL PROPERTIES

- SodexoNA
- Facebook
- Twitter
- Linked-In
- SodexoNet
- Branded Microsites
- Native Advertising
- Instagram

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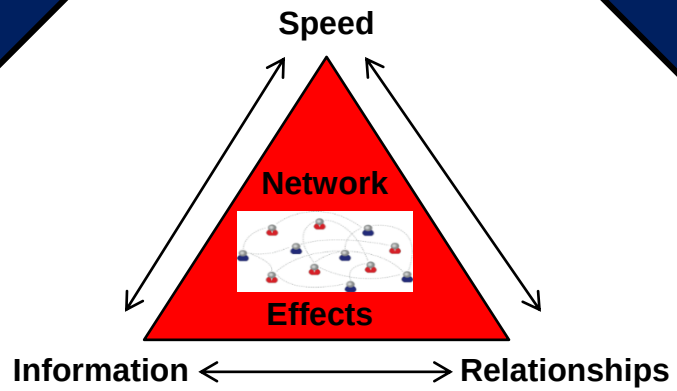
PR 3.0 – PR Strategy Core Components

Digital Ecosystem

Local Market Engagement

To enhance and protect the Sodexo brand by: Engaging external stakeholders to create awareness of and demand for Quality of Life services



Media Relations

Thought Leadership

To support client retention and sales/new business development: Through explaining our business transformation from single-service supplier to high-value strategic partner

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PR 3.0 - Local Market Engagement - Top Markets Strategy

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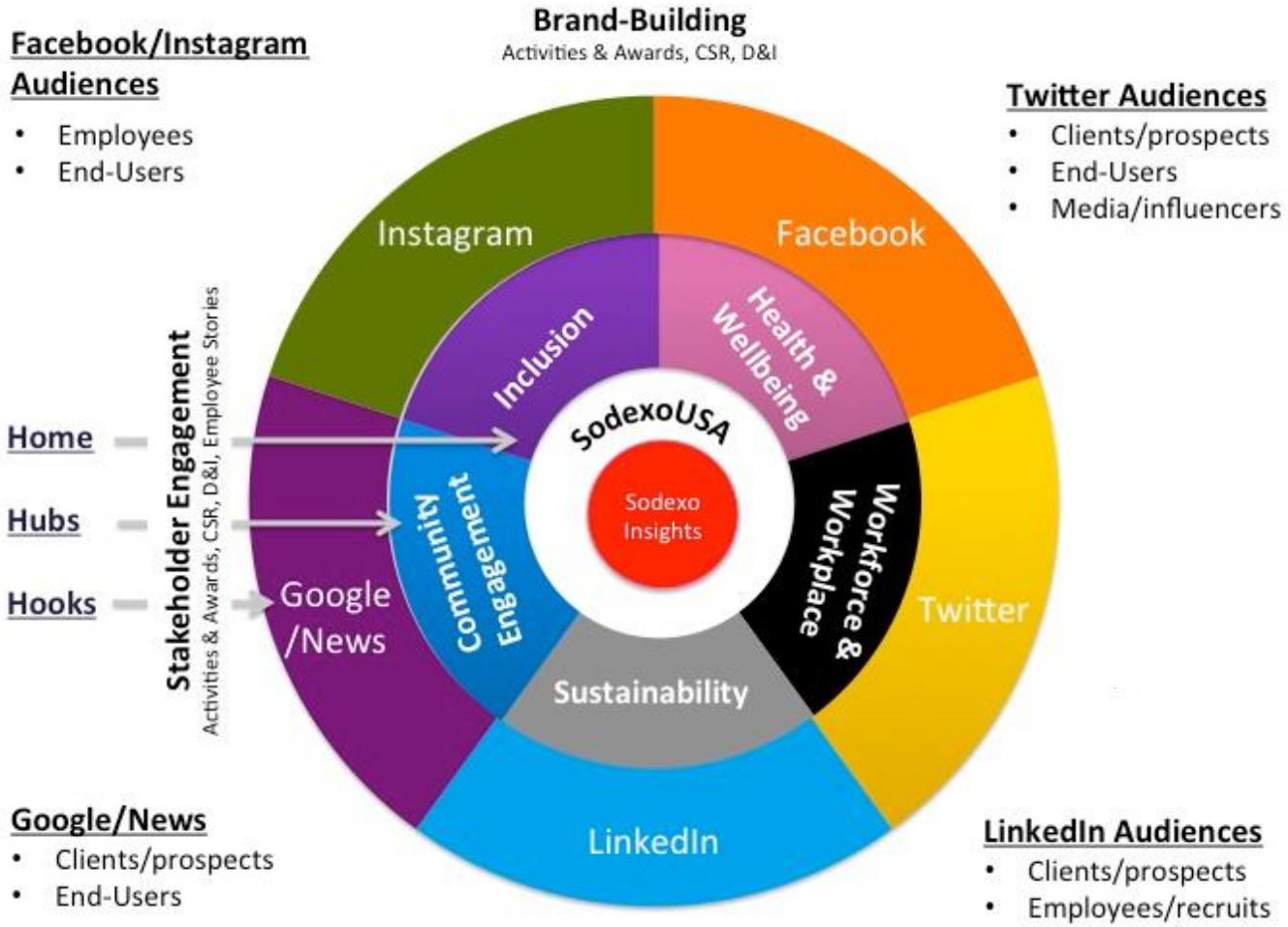
PR 3.0 - Sodexo North America – Digital Strategy



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PR 3.0 – Sodexo North America – Thought-Leadership

SODEXO INSIGHTS

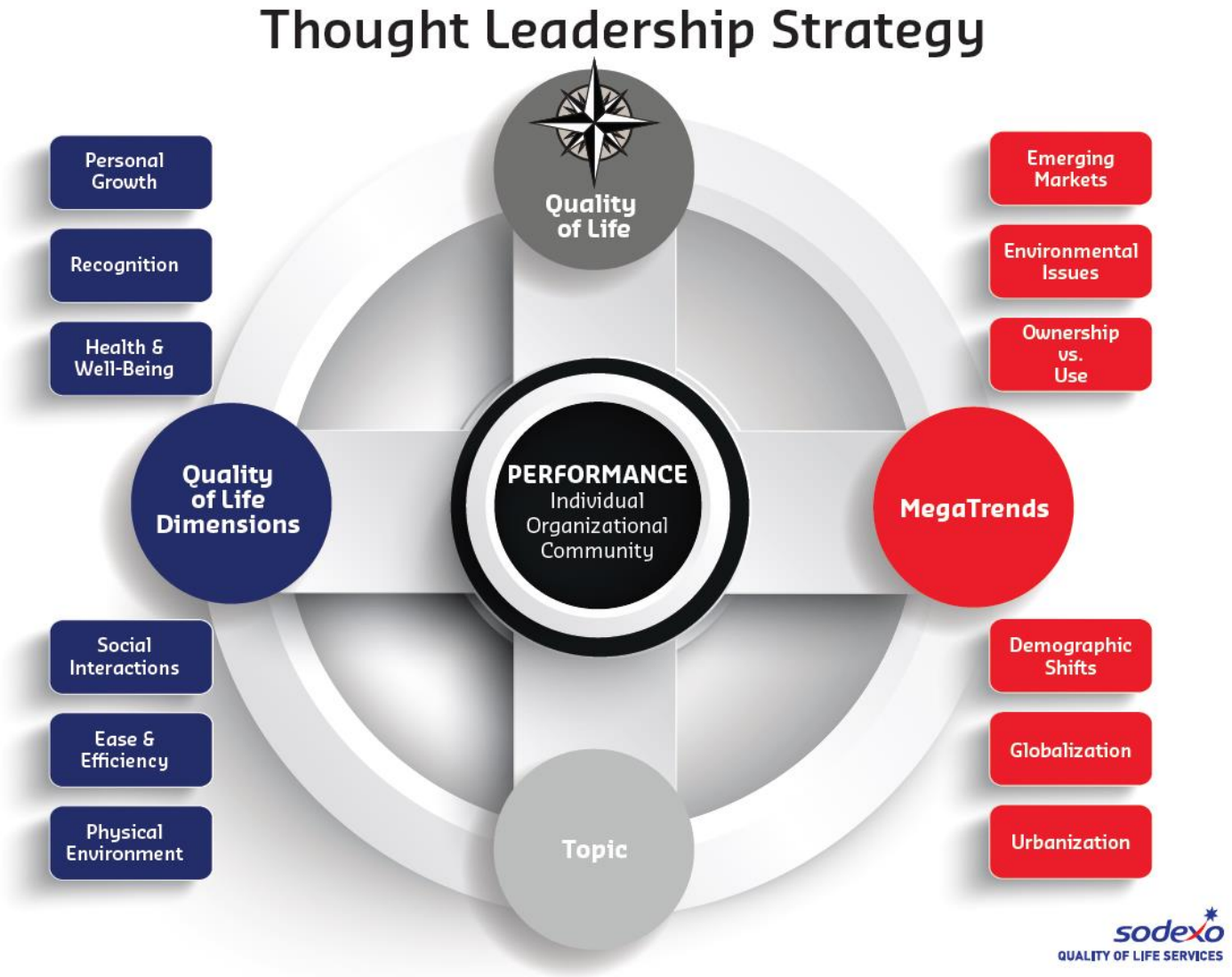
Sharing our first-hand experience into creating environments that improve performance for the clients, communities and people we serve.

Definition: *'Thought-Leadership is aimed at advancing the body of knowledge to support brand building, client retention and sales/new business development.'*

Performance: *'Thought-Leadership – at Sodexo, in terms of Quality of Life – is focused on improving performance – the efficiency, accuracy and reliability with which actions are accomplished to achieve goals':*

- *Individual Performance*
- *Organizational Performance*
- *Community Performance*

PR 3.0 – Sodexo North America – Thought-Leadership



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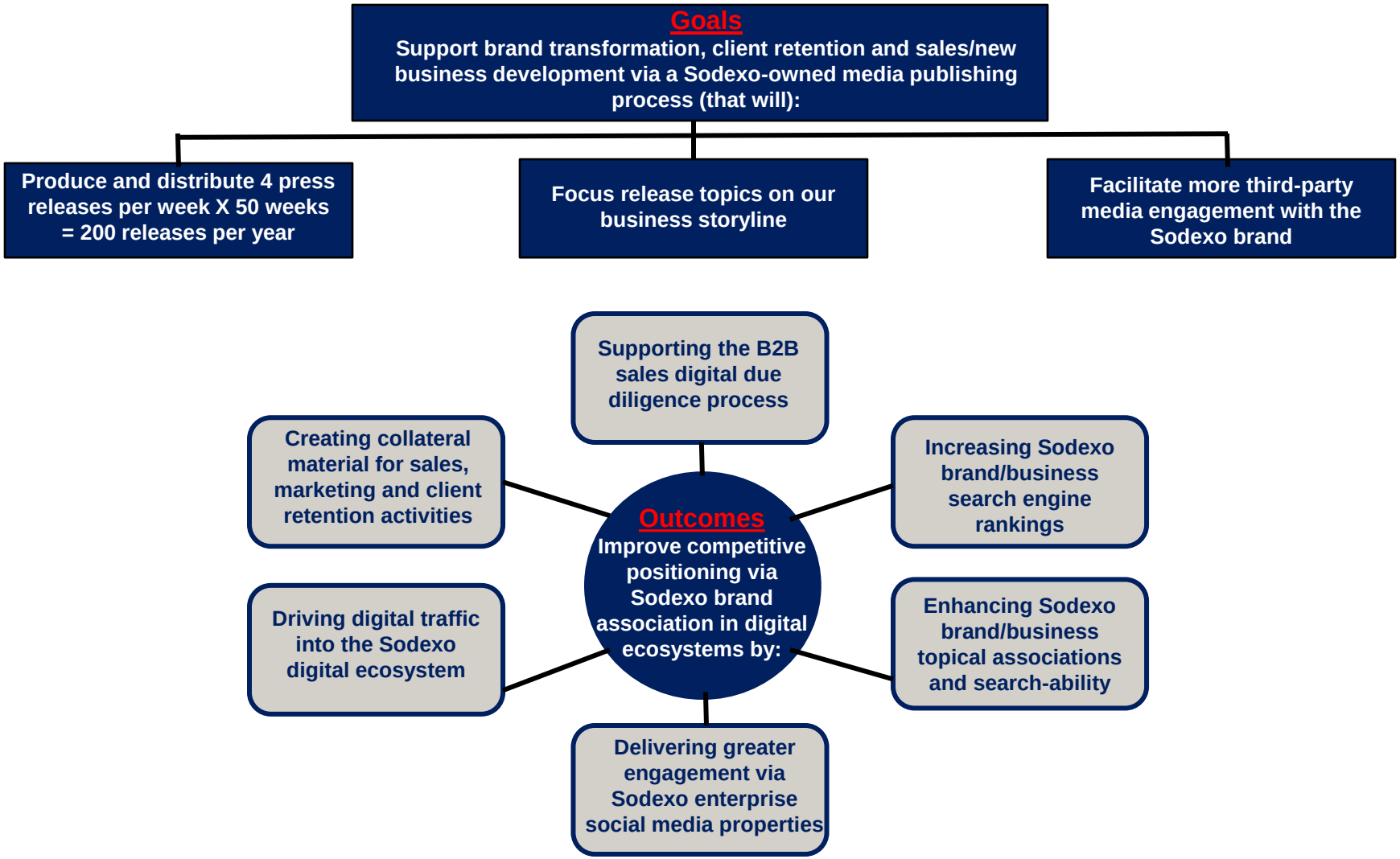
PR 3.0 – Media Relations – Services Story Strategy – S3



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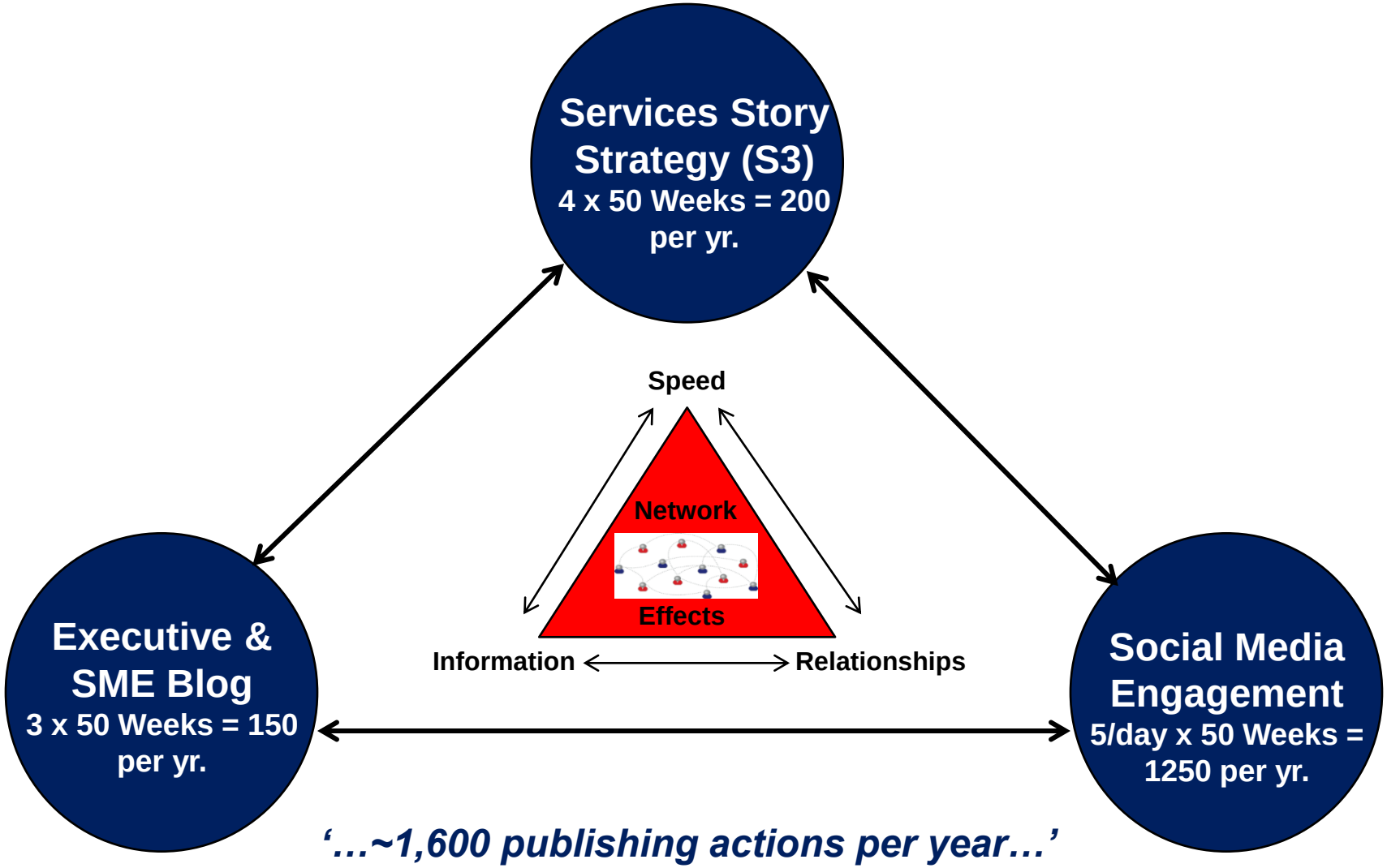
PR 3.0 - Sodexo North America – The Power of 3 Concept



'…~1,600 publishing actions per year…'

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Public Relations Metrics

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PR 3.0 - Sodexo North America – Current Measurement

Sodexo vs. Competitors *(Sodexo is Now Leading in 3 Key Areas)*

- ***Share of Voice***
  - 46% Share of Voice (was 27%)
  - Comp. 1 @ 44% (was 58%)
  - Comp. 2 @ 9.5% (was 15%)
- ***Brand Sentiment***
  - 54% Positive Sodexo Brand Sentiment
  - Up from 22%
  - <1% Negative Sentiment
- ***Engagement Rate***
  - 66.7% higher Engagement Rate with Sodexo content than competitors (reading, viewing videos, sharing, etc.)

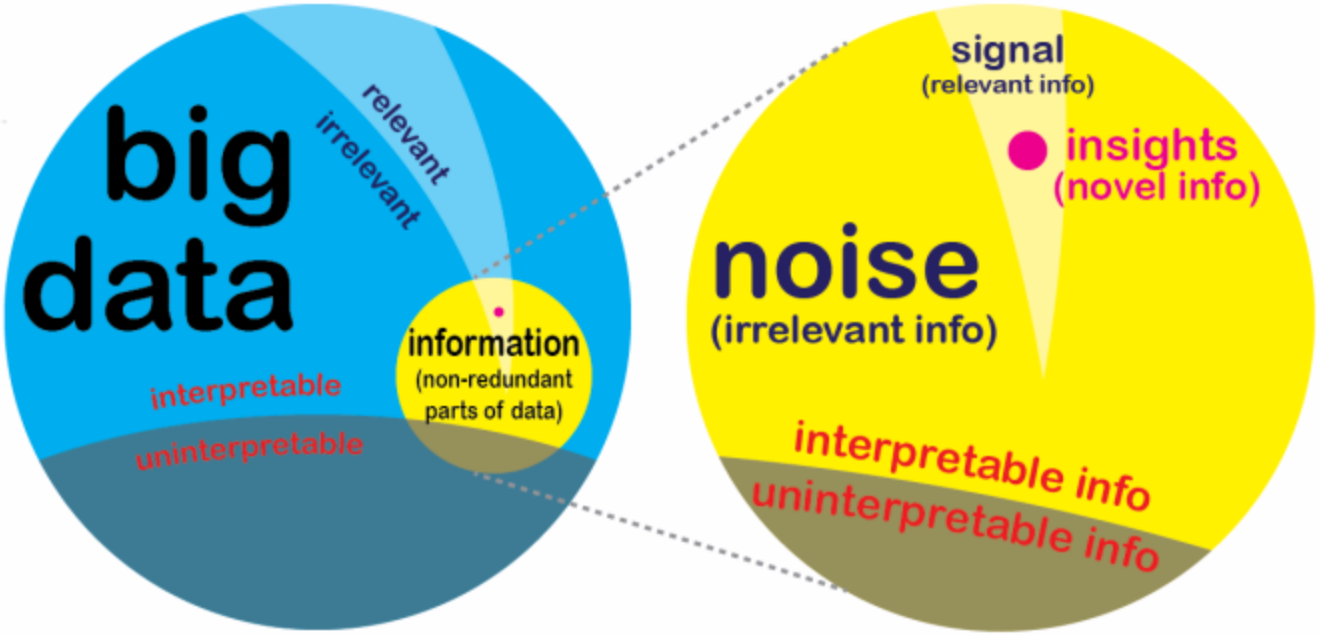
Digital Brand-Building *(When Prospects and Clients search for 'Sodexo' they now find our value proposition)*

- **2 sets of terms now tagged with 'Sodexo'**
  - 'Integrated,' 'Facilities' and 'Management'
  - 'Foodservice' and 'Operations'
- **'Quality' & 'Life' tagged with 'Sodexo'**
  - 'Quality' not associated with 'Sodexo' in CY2015
- **200 3rd Party website postings per release**
  - Trades, Business, News and Affinity
- **'Sustainable' now tagged with 'Sodexo'**
  - First time in 5 years

PR 3.0 - Sodexo North America – Future of Measurement

Return on Information: 3 Steps to Maximize the New ROI

- **Exercise Information Governance**: Network Effects will create tremendous information availability, access and exchange (akin to Big Data volume concepts) and must be managed internally and externally in a controlled manner.
- **Migrate Information Strategically**: Redundancy of information gathering, and duplication of interpretation and exchange efforts can be eliminated if information is managed through strategic migration – requires interoperability to/from Public Relations – to/from Marketing/Sales teams – to/from Line of Business/Operating units.
- **'Informational-ize' Data**: PR/Marketing/Sales data and Line of Business data must be 'informational-ized' to support creation of Network Effects and leveraged for strategic use (Downstream Value Creation).



The Holy Grail – Determine the Value of 'Information': Traditional ROI (Return on Investment) can be applied to 'Return on Information,' but requires that a valuation be ascribed to 'information' (and that 'information' segmentation be applied to screen out noise, account for signal, and place a premium on insights).

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