

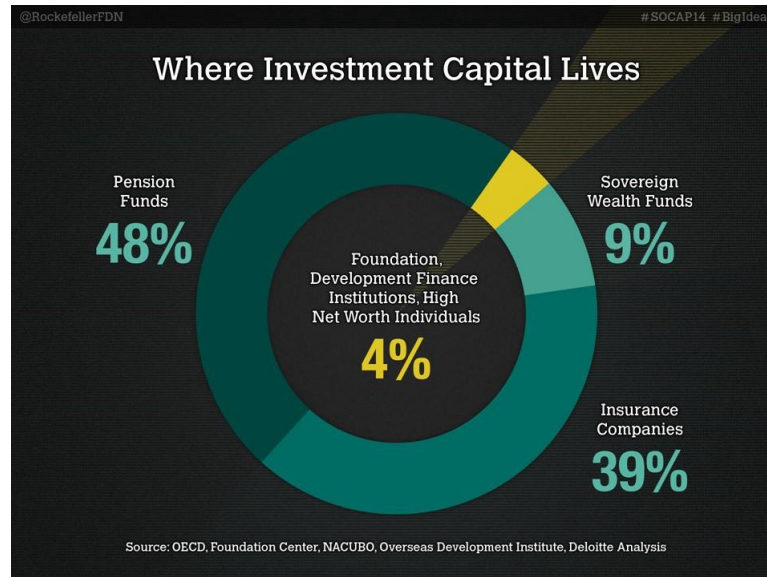
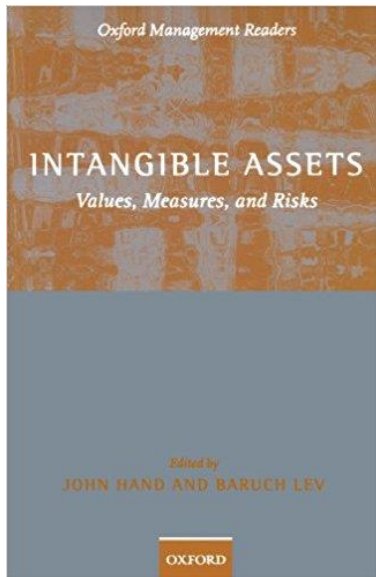
Impact Branding

Concept and service presentation for WCF-Global Geneva 2018



Impact investing: Inspiration for impact branding

- Impact investing: investments “made into companies, organizations, and funds with the intention to generate a measurable, beneficial social or environmental impact alongside (or in lieu of) a financial return.” (Global Impact Investing Network & Cambridge Associates)
- Estimated capital available for social investing: **\$210 trillion**
- Estimated **\$2.5 trillion annual funding** needed to achieve global Sustainable Development Goals (SDGs) (Rockefeller Foundation)



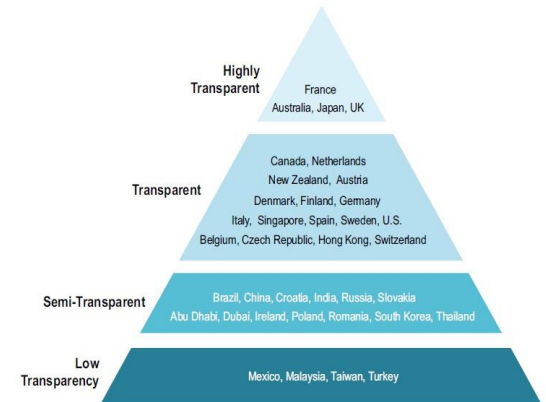
Sustainability in corporate branding and financial comms

- Sustainability indices are now key constituents of most major global listed markets and prime focuses for investors, especially leading institutions
 - Key priorities in corpcomms, investor relations, corporate and institutional brands
- Sustainability indices go beyond financial markets to industrial sectors, real estate, etc.



FTSE4Good

Real Estate Environmental Sustainability Transparency Index, 2016
Countries by transparency tiers



Source: JLL

The key importance of impact branding

- Impact branding and communications/branding around impact is now essential to modern businesses
 - Edelman Earned Brand survey 2017: 57% of global consumers now buy or boycott a brand “solely because of its position on a social or political issue.”
- UNSDGs “are becoming a de facto framework for bringing together investors, companies, governments and citizens with the aim of protecting the planet, ending poverty and promoting peace and prosperity.” – Morgan Stanley Capital International
- “Companies that know what they stand for, and can build alignment with consumers and employees, have an opportunity to stand out in their markets.” – Michael Maslansky, CEO, maslansky + partners

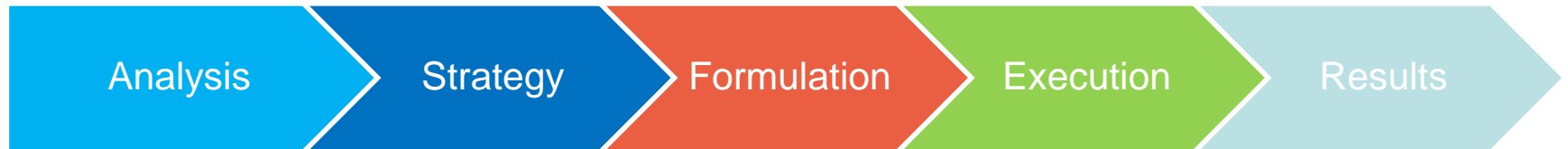
Capital Communications impact branding

- Impact branding applies impact investing principles to brand-building and brand value
- Impact branding builds and projects beneficial social or environmental impact to enhance and reinforce client's overall brand value and corporate strengths
- Impact branding reflects and reinforces dialogue of brands and organizations with stakeholders/communities
- Impact branding merges CSR, ESG, donations, philanthropy, environmental responsibility, etc. under single new concept and unified service



Impact branding process

- Exact mix of services and options at each stage **varies** with each assignment



Auditing and assessment of current plans & practices to begin process; targeting and liaising to key agencies, partners, etc.

Define impact branding strategy and decide with client leadership/management

Articulate brand values and ideas to drive plans, campaigns, to achieve strategy.

Execute comms, branding plans, campaigns to deliver results from strategy and formulation.

Measure results against impact branding targets, with metrics, measurable data, numbers.

Impact branding **analysis**

- Define appropriate impact branding focus/goals for company/institution
 - Interview, discuss with current leadership
- Audit, analyze current practices
 - Map current practices, discuss with staff
- Outreach to and liaise with relevant global bodies, organizations, agencies, etc.
 - Benchmark current practices against UN SDG, or other external standards



Impact branding strategy

- Prepare impact branding strategy in line with conclusions of audit, analysis stage
- Formulate new/revised brand identity and corporate values as appropriate
- Draft core impact branding messages/concepts/values
- Decide on and confirm strategy with client leadership



ESG Disclosure Scores for Interbrand's Best Global Brands 2013

ESG DISCLOSURE SCORES (ESG D.S.) RANGE BETWEEN 0 (NO DISCLOSURE) AND 100 (FULL DISCLOSURE)

1 Apple	2 Google	3 Coca-Cola	4 IBM	5 Microsoft	6 McDonald's	7 Nestle
8 Intel	9 Intel	10 Intel	11 Intel	12 Intel	13 Intel	14 Intel
15 HP	16 Gillette	17 USAA	18 ORACLE	19 Amazon	20 Honda	21 AM
22 Nike	23 SAP	24 SAP	25 SAP	26 SAP	27 SAP	28 SAP
29 SAP	30 SAP	31 SAP	32 SAP	33 SAP	34 SAP	35 SAP
36 SAP	37 SAP	38 SAP	39 SAP	40 SAP	41 SAP	42 SAP
43 SAP	44 SAP	45 SAP	46 SAP	47 SAP	48 SAP	49 SAP
50 SAP	51 SAP	52 SAP	53 SAP	54 SAP	55 SAP	56 SAP
57 SAP	58 SAP	59 SAP	60 SAP	61 SAP	62 SAP	63 SAP
64 SAP	65 SAP	66 SAP	67 SAP	68 SAP	69 SAP	70 SAP
71 SAP	72 SAP	73 SAP	74 SAP	75 SAP	76 SAP	77 SAP
78 SAP	79 SAP	80 SAP	81 SAP	82 SAP	83 SAP	84 SAP
85 SAP	86 SAP	87 SAP	88 SAP	89 SAP	90 SAP	91 SAP
92 SAP	93 SAP	94 SAP	95 SAP	96 SAP	97 SAP	98 SAP
99 SAP	100 SAP					

ESG DATA WAS DOWNLOADED FROM A BLOOMBERG DATA TERMINAL ON 4/20/14. ESG SCORES ARE BASED ON 2013 PERFORMANCE.



Impact branding **formulation**

- Development of actual branding/comms campaign and strategy based on target goals and defined messages/branding criteria
- Map out strategy implementation, resources, channels, targets
- Assess and refine strategy against target impact branding goals

MDG3 **THE WORLD HAS ACHIEVED EQUALITY IN PRIMARY EDUCATION BETWEEN GIRLS AND BOYS**

PROMOTE GENDER EQUALITY AND EMPOWER WOMEN

LET'S TAKE ACTION TO ACHIEVE GENDER EQUALITY IN ALL FIELDS

2015 TIME FOR GLOBAL ACTION FOR PEOPLE AND PLANET

© COPYRIGHT UNITED NATIONS (UN PICTORIAL) DOMINIC



HELP FEED THOSE IN NEED with FareShare

DONATE FOOD TO OUR **MILLION MEAL APPEAL**

Help support our charity partner FareShare

Saturday 6 - Sunday 7 October

OUR VALUES MAKE US DIFFERENT

Sainsbury's

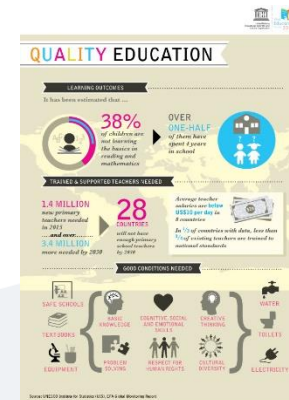
Impact branding **execution**

- Execute branding/comms campaigns using in-house resources and existing or new partners as appropriate
- Continuous monitoring and refinement of execution during campaigns
- Campaigns, media relations, IR, ads, social media, events, contests, grants, etc.



Impact branding results

- Measure impact branding achieved against defined objectives
- Brand value enhancement, community engagement, compliance, customer loyalty, retention (staff, clients), carbon emissions, etc. – **all measurable**
- Evaluate methods and outcomes, assess execution
- Give conclusions, proposals for future exercises



Impact branding in the news



OUR NEW HOME PR PROS WEBINARS AWARDS

Find out about the exciting changes at Bulldog Reporter!

Capital Communications Launches New Concept and Service: Impact Branding

September 28, 2017

CEE/SEE communications and branding consultancy **Capital Communications** is debuting a new concept, and service package: impact branding. This applies the focus and criteria of impact investing to branding, corporate identity, corporate communications, public affairs, and many other disciplines.

Capital Communications has a 20-year track record of pioneering innovation in branding, IR, and corporate and financial communications in Hungary and CEE/SEE – including work for NGOs and MNCs addressing environmental and social issues. In the course of its work, and through its engagement with the global communications and PR community in Europe, Asia, Africa and elsewhere, Capital Communications has identified the prime importance of social, environmental, ethical and ecological impact for brands, organizations, and corporations – and the need to combine the diverse practices and services in one single concept: impact branding.

“Impact branding combines established and new communications and branding approaches under an important new concept that reflects the critical importance of these target issues in today’s world,” said **Gábor Hegyi**, founding Managing Director of Capital Communications and former Co-Chair of the World Communications Forum. “Customers, stakeholders, investors, institutions and the public all expect brands and organizations to

EMEA News In Brief (September 25, 2017)

New people at FleishmanHillard, MHP, Voivo, Newington, Good Relations, Newgate; new business for Porter Novelli, Aspectus; Adam Clyne launches new firm; and more.

...
BUDAPEST—Communications and branding consultancy **Capital Communications** is debuting a new concept, impact branding, which applies the focus and criteria of impact investing to branding, corporate identity, corporate communications, public affairs, and many other disciplines. Capital has identified the importance of social, environmental, ethical and ecological impact for brands, organizations, and corporations, and the value of a consolidated approach to those issues.

How far will your agency go for you?

ODWYERS ANNUAL RANKINGS OF PR FIRMS DEADLINE: Fri., Mar. 3, 2018
 Ranking Instructions PDF



Thank you!

 **Capital Communications**

5. Régiposta utca, Budapest H-1052, Hungary
+36 1 266 0199
Email: capital@capital.hu