



HELLO SUNKIST TEAM,

Thank you again for considering Porter Novelli in your search for a new partner for Sunkist Growers.

Based on our understanding of your agency requirements, I believe you will find that Porter Novelli excels in these areas and is a right fit for your needs. We have identified a team of international experts capable of delivering smart strategy and seamless execution.

We have the integrated culture of a creative, big thinking, boutique agency—with global nutrition, regulatory, food service, corporate, crisis and measurement expertise. Our network is highly energized by this opportunity and we stand ready to leverage our multiple years of experience on your business.

We are immensely proud of our history, our results-driven impact for our clients and, most of all, of the people we bring to work on your business. We hope our capabilities document will demonstrate with insight on how we impact the opinions, beliefs, and behaviors of those who matter most to our clients.

We very much look forward to being able to bring these to life through the individuals that will lead this business in the forthcoming chemistry meeting.



SINCERELY,

WILLIAM KOLBERG
PARTNER, MANAGING DIRECTOR



OUR MISSION

Our mission is transformation. We make this happen by pairing deep immersion with a rich, data-driven understanding of what makes people think and act the way they do. And, our proprietary metrics let us identify, monitor and manage the relationship and reputation ecosystems between brands and individuals. This pairing of insights and analytics allows us to develop integrated ideas that transcend channel and discipline while weaving a compelling story. By building communities, identifying influencers and engaging advocates, we are able to change opinions, beliefs and behaviors of those who matter most to our clients.

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ABOUT PN

WHO WE ARE

WE ARE A GLOBAL BOUTIQUE

Greater than just influencing people, we make them believe

90 offices

60 countries

40 years

FOODSERVICE

TRADE/PAID MEDIA

FINANCIALS

OUR HISTORY

As the agency that pioneered social marketing, our heritage is grounded in influence - motivating people to change deeply ingrained behaviors that are rooted in cultural and social norms. We achieve this by identifying and activating against key insights that drive transformational change - going beyond just “solving a problem.”

Greater than just influencing people, we make them believe.



1972

For our first client, the National Heart, Lung and Blood Institute, created the National Cholesterol Education Program and managed it for 25 years

1985

Developed Project LEAN, the first national program that promoted low-fat eating, sponsored by the Kaiser Family Foundation



1991

Broke the mold with the design of the USDA/HHS Food Guide Pyramid



1992

Introduced the 5-A-Day for Better Health message

1994

Introduced the first genetically engineered whole food, Flavr Savr™ tomato on behalf of Calgene Fresh



1998

Introduced Olean®, Procter & Gamble's new fat replacer

2002

Created an innovative marketing program to get consumers to rediscover the soups they thought they knew



2004

Transformed consumers' perception of almonds from an ingredient only to a great-tasting dietary necessity with a campaign that delivered 400 million impressions, including *Parade's* "What America Eats" feature

OUR FOOD INDUSTRY HISTORY

2005



Helped the U.S. Department of Health & Human Services and the USDA bring to life the Dietary Guidelines for Americans

2006



For the American Beverage Association, announced the new vending policy adopted by the world's leading beverage manufacturers

2008

Called attention to the benefits of soy among nutrition professionals and food policy makers, paving the way for the U.S. launch of SOYJOY

2009



Protected and advanced Nature Made's reputation after media scrutiny over the benefits of supplements

2010



Assisted The Walt Disney Company in creating nutrition guidelines for application throughout its businesses globally and launched the Magic of Healthy Living program

2011



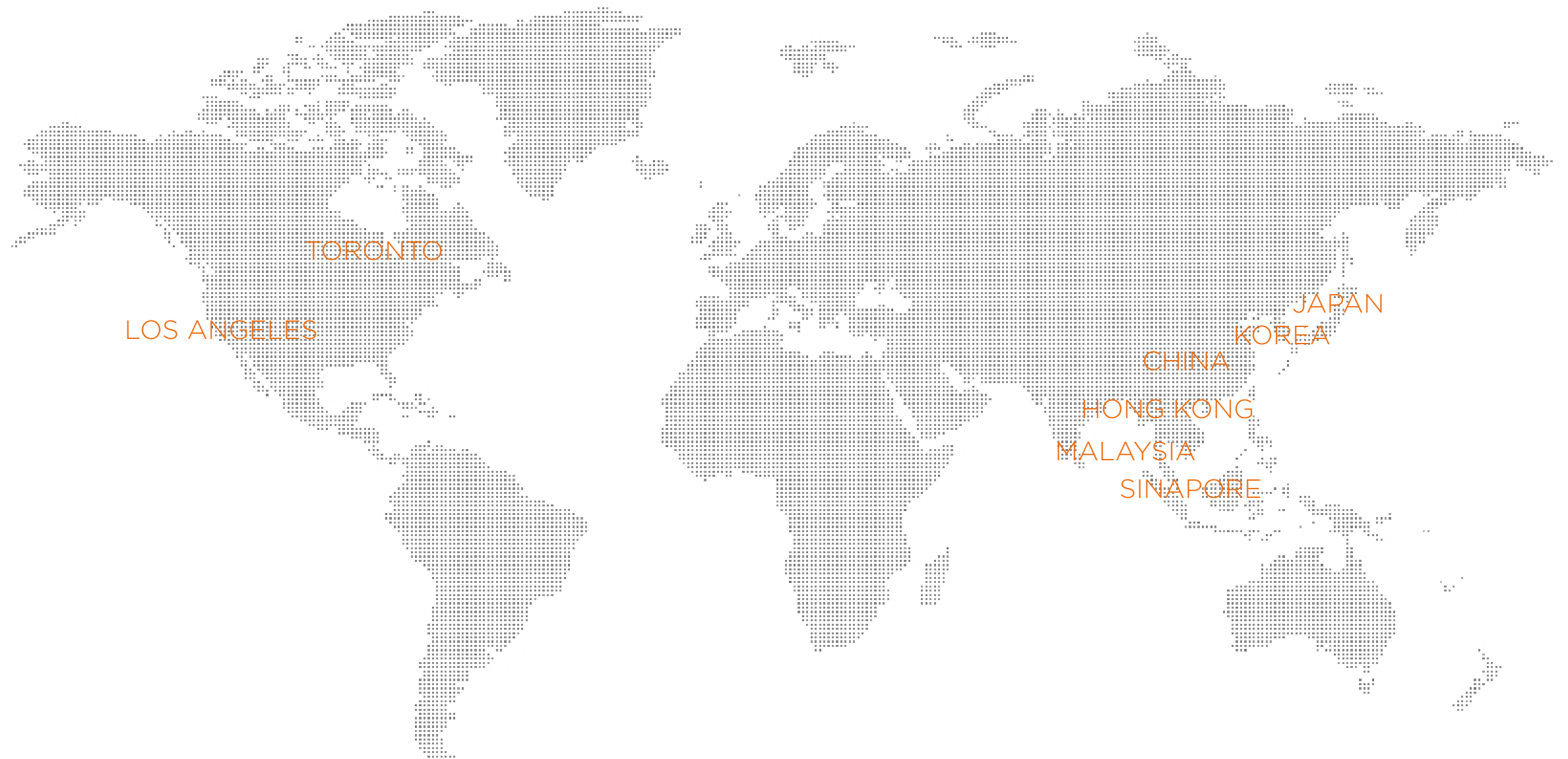
For the National Cattlemen's Beef Association, established health professionals as advocates for lean beef.

2012







Launched the Ben's Beginners cooking contest and brought it to life through traditional and social media as the brand moved to a platform promoting nutrition through families cooking together

OUR GLOBAL CLIENTS





WHAT WE DO

CONSUMER ENGAGEMENT		INFLUENCER ENGAGEMENT	SOCIAL MEDIA ENGAGEMENT
MEASUREMENT & REPORTING		CRISIS & ISSUES MANAGEMENT	
EARNED MEDIA RELATIONS	REGULATORY ENVIRONMENTS FOR FOOD		ENTERTAINMENT MARKETING
NUTRITION & HEALTHCARE COMMUNITIES			PAID MEDIA & CREATIVE

HOW WE DO IT

BREAKTHROUGH
CREATIVITY BASED
IN RESEARCH AND
DATA-DRIVEN
INSIGHTS



STRONG AND
SOUND UNDERSTANDING
OF THE SCIENCE
OF
NUTRITION ISSUES
FACED BY THE FOOD
INDUSTRY

AN UNPARALLELED
NETWORK OF
RELATIONSHIPS
WITH THE INFLUENCERS
THAT SHAPE
CONSUMER THOUGHTS,
ATTITUDES AND
BEHAVIORS ABOUT FOOD
AND NUTRITION

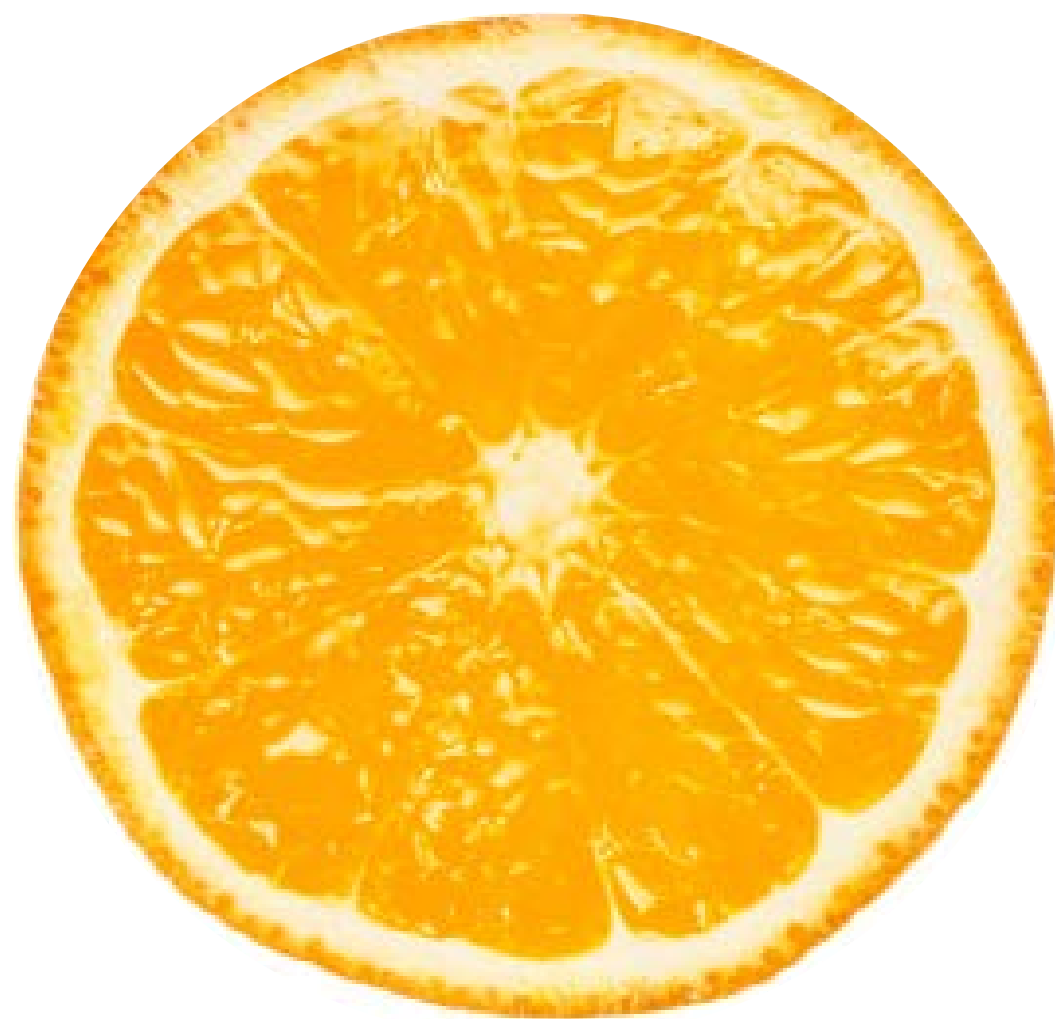
**PORTER
NOVELLI** 



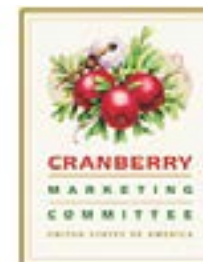
IMMERSION INTO
THE TARGET'S
KNOWLEDGE, BELIEFS,
ATTITUDES AND
BEHAVIORS



THE WORK



MORE FOOD AND BEVERAGE



WE KNOW YOUR SECTOR

CALIFORNIA STRAWBERRY COMMISSION

We combined consumer research, media relations and nutrition science to develop a multi-faceted program that promoted strawberries as a nutritious and delicious red fruit, while positioning the Commission as a key resource for consumers and media looking for information on healthful eating. Our team secured coverage on two national morning shows, highlighted by Al Roker eating and extolling the virtues of California Strawberries live on air.

DUDA

Florida-based, A. DUDA & Sons (DUDA) selected Porter Novelli to guide them through development of Citrines (registered mark), a new citrus product never before offered to consumers. DUDA needed support to get the product from field to market, including everything from naming and branding the new citrus, to developing a retail strategy and creating direct-to-consumer communications.



DOLE

We were tasked with developing a media relations program securing Dole's leadership position in motivating young children and their families to eat more fruits and vegetables as a way to achieve better health. To do so, we leveraged creative partnerships to create programs targeting industry professionals, such as teachers and school food service professionals, as well as consumer-facing promotions which garnered the majority of the program's 58.6 million impressions throughout the year.

CALIFORNIA KIWIFRUIT COMMISSION

We provided The California Kiwifruit Commission (CKC) a remarkably successful campaign touting kiwifruit's matchless nutritional value by grounding our efforts in scientific research. This campaign reached national media, nutrition influencers, retailers and consumers to the tune of more than 238 million impressions, and more importantly for the client, increased sales and crop movement over the previous year—the highest movement at the time in the industry's history.

FRESH PRODUCE ASSOCIATION

Originally hired to manage crisis communications regarding a U.S. ban on Mexican cantaloupes, we developed and implemented an ongoing proactive campaign that has resulted in the development of retailer trade and consumer programs designed to promote Mexican produce in the United States and to help prepare retailers and consumers for the country of origin labeling that is so well known today.

WE KNOW FOODSERVICE



CLIENTS

Porter Novelli food experts come from the industry and collectively bring over 125 years of experience to clients. We're a passionate group of "foodies" who love food and the food business, from farm to fork and all the restaurants and grocery stores in between. Our diverse foodservice backgrounds range from product management, market research and culinary to foodservice editorial, nutrition science and food policy. We hail from organizations such as Del Monte Foodservice, Technomic, Inc. and Restaurant Business. We've worked with leading chefs and restaurant owners, industry-insiders and in traditional and digital communications. We know consumer thoughts, attitudes and behaviors related to all facets of food—both away from home and at home. And, we're active and visible within many of the foodservice industry's leading organizations, including the Culinary Institute of America, International Foodservice Editorial Council, National Restaurant Association, Research Chefs Association, International Foodservice Manufacturer's Association and the Institute for Food Technologists

We've worked with a wide variety of foodservice clients over the years, including operators (commercial, non-commercial), manufacturers and trade associations. Developing integrated communications programs that exceed clients' business goals we affect change by influencing key decision-makers. Highlights include:

CREATING MENU ITEMS FOR NATIONAL CHAIN OPERATORS FOR THE ALMOND BOARD OF CALIFORNIA

LAUNCHING A GAME-CHANGING LINE OF NEW SALADS FOR MCDONALD'S

BUILDING AWARENESS FOR GOLDEN STATE FOODS WITHIN THE QSR SEGMENT

DEVELOPING A HEALTHY MENUS STRATEGY FOR ALL DISNEY FOODSERVICE OUTLETS

INFLUENCER ENGAGEMENT, NUTRITION & HEALTHCARE COMMUNITIES

Our roots run deep in the world of food, nutrition and health influencers. We have long relationships with the individuals and organizations that influence consumers' attitudes, beliefs and behaviors about food and health.

Our team of expert communicators and registered dietitians helps clients devise intelligent strategies to introduce new products or line extensions against well-chosen market segments, including multicultural audiences. We love developing platforms that create a point of differentiation, establish strategic alliances and sponsorships, grow consumption and position brands for new growth segments.

FOOD3000



Porter Novelli founded and leads Food3000, the country's premier meeting of brands and nutrition influencers. For the past 16 years, Food3000 has brought together the most influential nutrition communicators, academics, researchers and organization leaders to discuss trends, current issues, groundbreaking scientific research and more. Food3000 is the only external conference fully supported and accredited by the Academy of Nutrition and Dietetics, and it is widely attended by Academy spokespeople.

DISNEY PARKS



ACTIVATION

Engaged key stakeholders to help navigate the food and nutrition landscape as Disney developed and implemented Nutrition Guidelines for foods it licensed, promoted and sold at theme parks and in supermarkets. Leveraged national media content to help motivate healthy behavior as the Nutrition Guidelines were put into action by Disney business units around the world.

CHALLENGE

Disney wanted to help parents as they sought out healthy food choices in the parks that their children would find acceptable, and even fun.

INSIGHT

Despite parents' desire to feed their children healthy foods, it is difficult for them to find healthy choices they will actually eat when not in control of menu options.

RESULTS

Secured leading nutrition scientists to provide counsel and guidance on the construct and content of the guidelines

Obtained endorsements from 20 influential consumer and health professional groups, including a message from Margot Wootan on the Center for Science in the Public Interest website stating, "Disney Praised for Helping Kids Eat Healthier Diets. The steps [Disney] is taking today put Mickey Mouse's head, shoulders and ears above Sponge Bob Square Pants"

Secured significant national media attention including an editorial in *The New York Times* praising Disney's efforts.

GOLDEN STATE FOODS



CHALLENGE

Golden State Foods (GSF), one of the largest diversified suppliers to the quick service restaurant (QSR) industry, needed a better way to tell its business and charity-related success stories that ultimately supported its position as an industry leader.

INSIGHT

As a foodservice industry leader, GSF was not leveraging media relations as an effective communications channel.

ACTIVATION

GSF, a privately-held \$5 billion company, had conducted media outreach as part of its external communications efforts for years; but, there had never been a clear approach on how, when or why to go out to the media with news and stories.

Through close collaboration with GSF communications team, Porter Novelli developed a targeted media relations approach that focused on trade and local market media outreach that highlighted major milestone announcements around business growth and development, the GSF Foundation, and localized GSF facility news.

RESULTS

Since the implementation of the targeted media relations program starting in January 2013, 72 articles averaging nearly 10 million impressions featuring GSF and/or The GSF Foundation were secured in foodservice and food distribution and manufacturing trade publications, as well as various local media outlets in cities where GSF facilities are located. Integrating a focused media relations approach has helped to nearly triple the amount of media coverage GSF received in all of 2012 in just seven months. The constant momentum of articles featuring GSF business and charitable initiatives has helped reinforce its position as an industry leader. On average, GSF now receives 2-4 media calls a month asking for comments on industry topics or seeking more information about Company initiatives.

BEL BRANDS



CHALLENGE

When we started working for Bel Brands USA, the cheese category was under sharp criticism from every health professional and consumer advocacy group attacking the high percentage of fat — particularly saturated fat — and sodium in cheese. Our challenge was to elevate the reputation and visibility of The Laughing Cow and Mini Babybel cheeses among key health professional influencers to reach media and consumers.

INSIGHT

Consumers want to eat cheese, but felt guilty and were worried it would ruin their diet.

ACTIVATION

Porter Novelli and Bel Brands' communications focuses not only on The Laughing Cow and Mini Babybel cheeses' great taste, but also on the portion control of each individually wrapped cheese, and the growing trend of health benefits that come from snacking and portion-controlled, protein-rich foods like cheese.

Since 2007, influencer events building relationships with registered dietitians have included annual booth presence and sampling at the Academy of Nutrition and Dietetics' Food and Nutrition Conference and Expo (FNCE) and annual Food 3000 sponsorship.

RESULTS

Numerous media placements, book mentions and increased Facebook and Twitter engagement resulting from influencer relationships built through Food 3000 and FNCE

Working with Brian Wansink, author of *Mindless Eating*, we found that kids would eat more fruits and vegetables if they were paired with cheese.

1 billion+ earned media impressions in 2012, with 37 national placements, many of which were earned as a direct result of influencer relationships

580% increase in total volume of annual community interaction

98% increase in Facebook likes

51% increase in Twitter followers; 2590% increase in Twitter RT's and brand mentions



MALAYSIA - THE MILO® BREAKFAST MOVEMENT

CHALLENGE

Change the stereotypes and misconceptions often associated with MILO, the powdered chocolate drink, as it relates to nutrition and breakfast.

INSIGHT

Breakfast for Malaysians typically consists of unhealthy local dishes, with minimal concern for health benefits. The programme aimed to instil healthy breakfast habits into daily routines.



ACTIVATION

FleishmanHillard Malaysia created a campaign to drive MILO's ownership of breakfast in Malaysia. What began as a nutrition movement in 2012 quickly expanded to a breakfast movement in 2013.

The campaign brings Malaysians together in joining forces to alter the negative stereotypes and misconceptions of MILO as an unhealthy and sugary treat.

The campaign was also designed to affect local communities who are needy and underprivileged. A series of roundtable, launch, school education programs, blogger session, concourse event, public areas were organised. MILO distributed 100,000 free breakfast to the needy with KOLs and bloggers as custodians to drive goal submissions.

A MILO Breakfast Day was organized to further strengthen and deepen MILO's relevance to breakfast. Not just an event, it is a day to offer a call to action to all Malaysians to instil healthy breakfast habit into their daily routine.

RESULTS

US\$2.5 million PR value achieved.

MCDONALD'S

CHALLENGE

McDonald's is a beloved brand and enjoying financial success in a bad economic environment. But its ubiquity, iconic status and some lightning rod menu offerings also make it the target of choice for food industry critics and activists alike who blame the company and its menu for the global obesity epidemic and denigrate the nutritional quality of the menu. Even though the company had been continuously improving the nutritional quality of its menu items and expanding its menu offerings with more balanced choices, the brand was consistently held up as the symbol for all that is wrong with the food supply and American-exported fast food eating culture. It clearly needed to marshal its considerable resources to reposition itself as a global leader in nutrition and well-being and, ultimately, to be a destination at which all customers – especially parents – feel confidence, not guilt, when choosing McDonald's.

INSIGHT

INSIGHT

While McDonald's could embrace nutrition as a cornerstone of its brand image, it needed to do so in the context of what the company stands for: Good Food. Good Food for McDonald's means food that tastes good; food that is good quality; food that is a good value and food that is good for you.



ACTIVATION

Porter Novelli is working with McDonald's to link vital messaging opportunities among brand marketing, nutrition science, supply chain, and corporate financial stakeholders in a highly decentralized culture, creating ONE BRAND VOICE that can work even harder for the company in this time of extreme vulnerability.

RESULTS

McDonald's invited to play a role in global conversation about nutrition

Brought McDonald's to the table with leading nutrition influencers, engendering supporting and facilitating future partnerships

New trends in positive consumer sentiment about McDonald's in face of advocacy uproars over Ronald McDonald and Happy Meal toys

EARNED MEDIA RELATIONS

We are PR people at the core - with the iPhones full of media contacts to prove it. Our team is well-versed in digital and mobile advertising, SEO, Facebook and Twitter community engagement, blogger outreach, traditional media relations and media messaging, developing strategies across the landscape. We provide strategic thinking and creative ideas that attract the attention of the national, regional and local news outlets - whether it be print, broadcast, Internet or social marketing sites - which are relevant to our clients' target audiences. As a result, we help clients skillfully navigate an increasingly complex media ecosystem where everything - traditional, social and digital media - cross-pollinates: a strategically placed *Wall Street Journal* article can be leveraged across key stakeholders; a Huffington Post commentary can be used to spark digital dialogue; and a Twitter feed can engage your target in meaningful ways.

The result?

A greater share of voice and message proposition.



BETHENNY FRANKEL



CHALLENGE

After a major USDA research study revealed that almonds contain 20 percent fewer calories than originally thought, the Almond Board of California turned to Porter Novelli to amplify the news and underscore almonds as a smart, everyday snacking solution.

INSIGHT

On its own, the research study on calories was credible, but not significant enough to break through the consumer media clutter.

ACTIVATION

We aligned with pop culture celebrity/media mogul Bethenny Frankel for a multi-faceted campaign to celebrate smart snacking and expand from their traditional, science-based focus.

Prior to the launch event, we tapped Bethenny to help develop a “Snack Talkin’ Guide” featuring lifestyle tips and healthy recipes, available for download on almondboard.com.

Hosted a consumer/media event at The Grove in LA where Bethenny shared anecdotes and snacking tips while the crowd snacked on a variety of almond creations. Secured built-in coverage from national entertainment outlet EXTRA!

Reached out to influential bloggers to spread a “’tis the season for smart snacking” message to avoid holiday weight gain, sharing Bethenny’s secrets to success.

The campaign culminated during American Heart-Health Month and National Snacking Month (Feb. 2013) with a media tour blitz, including a national morning show appearance and interviews with major print and online outlets.

RESULTS

Overwhelmingly positive coverage across all outlets.

687 million+ impressions to-date (more than double the goal). Coverage included: “Good Morning America,” EXTRA!, People.com, Redbook, GoodHousekeeping.com, Huff Post Celeb, Us Weekly, In Touch/Life & Style.

200+ consumers attended the launch event

2,500+ consumers viewed and/or downloaded the Snack Talkin’ Guide from almondboard.com

8 million+ social media impressions generated including Facebook posts, Tweets and blog posts

For the first time ever, national entertainment outlets featured California Almonds in a meaningful way.



NATURE MADE

CHALLENGE

Generate online and offline media coverage of Nature Made's newest product innovations – VitaMelts®, Adult Gummies and Full Strength MINIs while positioning Nature Made as the supplement industry leader.

INSIGHT

Consumers were looking for vitamin variations across delivery form, size, and taste from a trusted manufacturer backed by science.

ACTIVATION

To introduce Nature Made's three newest product innovations – VitaMelts, Adult Gummies and Full Strength MINIs to top tier media and influencers, Porter Novelli (PN) hosted an exclusive media launch event in New York City on September 19, 2012. High-profile media, including prominent long-lead and short-lead editors, elite bloggers, RDs, and other health and nutrition experts, were in attendance at the event.

As a way to engage with attendees at the event, Nature Made brand and science executives were on hand to provide their unique points of view on the new products, from initial development to consumer insights, and from scientific research to the creation of new packaging. Author and brand ambassador Dave Grotto, RD, LDN, served as host of the event to lend a third-party voice.

RESULTS

The private launch event and surrounding tactics generated both online and offline media coverage of Nature Made's newest product innovations

Attendance goal was achieved with more than 40 targeted media, bloggers and influencers attended the event

Top-tier coverage linked to the event included, but was not limited to: *Men's Health*, *Access Hollywood Live*, *SHAPE*, *FIRST for Women*, *Remedy Health*, *Refinery29*, *Well+Good NYC*, *Examiner* and *Hungry Girl*

KOREA - BUY CALIFORNIA MARKETING AGREEMENT



CHALLENGE

Create an engaging programme to promote and influence purchasing decisions in favour of “California Grown” agricultural products in Korea. The programme was targeted at housewives with high purchasing power.

INSIGHT

Korean housewives are motivated to prefer brands and products that have high relevance to their daily lives. Therefore, the typical harvest and import seasons for California produce bore little significance to them.

ACTIVATION

In order to increase awareness and relevance of BCMA and California agricultural products affiliated with BCMA, KorCom Porter Novelli developed a complete PR program leveraging traditional and online outlets. Central to the initiative was managing a BCMA blog that featured recipes from BCMA member sites, and conducting monthly online blog events and on-ground activities.

The outreach programme also targeted industry influencers to build preference for California grown agricultural products. KorCom PN organised a kickoff dinner event for industry partners, developed trade industry newsletters; as well as jointly developed consumer outreach programmes such as in-store promotions with major hypermarkets and department stores and educational cooking classes. The campaign also included a media trip to California with a nationally syndicated TV crew, and media photo events. Governor Arnold Schwarzenegger and California State Officials conducted an Asian tour and visited Korea as one of the countries to promote California products.

RESULTS

Average monthly amount of visitors to BCMA blog ranged between 20,000-35,000.

California fruits showed up to 200% increase in sales, and over 50% increase of wine sales.

8-minute segment in ‘Well-being Talk’ corner on SBS “Good Eating, Good Living” resulted in ROI amounting to US\$120,000.

Governor Schwarzenegger and California State Officials’ Trade Mission received 47 pieces of coverage from 19 media outlets during his promotional visit to Korea, with ROI US\$183,843.



HONG KONG - OUTBACK STEAKHOUSE

CHALLENGE

Generate awareness and traffic to Outback Steakhouse, a long term client of FleishmanHillard since 2004.

INSIGHT

Consumers enjoy the classic products on Outback Steakhouse's menu as well as its rich Australian heritage, but they yearn for greater variety.



ACTIVATION

Outback Steakhouse launched 'Outback Around the World' – featuring a series of international cuisine with a local twist, including Italian, Asian and Mediterranean styles.

FH developed a strategy of partnering with media for print and online exposure, hosting a media gathering and live demonstration by Chef Efrem to showcase the menu, and partnering with Room to Read to host a Charity dinner.

RESULTS

FH supports Outback Steakhouse to manage its on-going media relations – Outback won U Magazine's "U Favourite Food Awards" for 2 consecutive years (2010 – 2011).

Outback Steakhouse has accumulated over 100 positive food reviews on OpenRice.com, the number one food and dining portal in Hong Kong.



WELCH'S HEART-HEALTHY START

CHALLENGE

Elevate message of proven “heart healthfulness” of Welch’s 100% Concord grape above the marketing clutter during American Heart Month by leveraging its tool, a communications device to serve as a springboard for a comprehensive public relations program.

INSIGHT

Current users love Welch’s because it reminds them about how life is supposed to be, but they buy it infrequently because they don’t see how it fits into their everyday lives.



ACTIVATION

Adopted, adapted and rebranded the Surgeon General’s Family Health History tool to help consumers uncover and track their health histories. The Welch’s Family Vine Tool armed consumers with a guide to aid conversations about family health with their health professional. Through additional PR activities, provided guidance on lifestyle changes to make to reduce the risk of heart disease during American Heart Month 2011. Leveraged registered dietitian, chef and media personality Diane Henderiks in media.

RESULTS

104 million media impressions for the campaign timeframe (media impact score = 4.1 million)

251,000 visits to the Welch’s Family Vine Tool (January to May 2011)

Increased share of voice against competitors (media impact score over competitor = +356,000)

Increased awareness of the brand through newly launched social media channels (+2,200 Facebook fans)

SOCIAL MEDIA ENGAGEMENT

Digital communication is integrated into everything we do. We call it PNConnect – a unified team of social media experts that offer clients a complete solution, including web design, app development, multi-national integrated digital platforms and unmatched measurement resources. We use digital thinking – and digital tools – to quickly amplify your messages and build engagement with consumers.

01 PLANNING

We help define your content strategy from audience analysis and goal identification, to fixing workflow gaps and channel misalignments.



02 PLATFORM

We help identify your primary and secondary content distribution platforms (ideally a hub and spoke model of an owned platform plus social media profiles), and can plan, design and develop them.



03 PRODUCTION

We help with all content creation demands from day-to-day community management, to customized premium content projects like videos, infographics, apps and microsites.



04 PUBLISHING

We help with all of the logistical needs of publishing content to the web, from coding and configuration work to optimization and content curation.



THE SEVEN P's

PNCONNECT



07 PERFORMANCE

We help you capture, analyze and measure the performance of your content, from platform metrics to sentiment analysis to competitive benchmarking.



06 PARTICIPATION

We help you understand how the marketplace is interacting with your content, from influencer identification to issues response and reporting.



05 PROMOTION

We help activate earned and paid promotion strategies to promote your content, from social ads and keyword buys to media and influencer outreach.



UNCLE BEN'S

CHALLENGE

To encourage families to cook rice-based, kid-friendly meals, inspiring families everywhere to make healthier choices together.

INSIGHT

Uncle Ben's learned that many children were lacking in basic cooking skills and, in turn, their health was suffering. Uncle Ben's wanted to inspire parents to share culinary knowledge with their children.



ACTIVATION

Porter Novelli's Ben's Beginners™ Cooking Contest program challenged parents to cook a recipe with their child and submit a video on the Uncle Ben's Facebook page for a chance to win \$20,000 and a \$50,000 school cafeteria makeover. We leveraged partnerships with celebrity spokesperson, Angie Harmon, and media partner, "The Rachael Ray Show," to create excitement and drive contest participation. Our team developed a turn-key PR toolkit to provide participants with the resources to generate local coverage and community support for their entries. For the Grand Prize winner event, Porter Novelli planned a live satellite announcement on "The Rachael Ray Show" during a school assembly at the winning school.

RESULTS

700+ videos submitted through Facebook;
nearly 60,000 votes cast

84% increase in Facebook "likes"

Perceptions of Uncle Ben's as associated with "family" up 17%; purchase intent up 22%

814 million media impressions including *USA Today*, *SELF*, Huffington Post TV, About.com, and MSNBC.com

The Ben's Beginners™ campaign has won multiple 2012 Best Social Media Campaign awards including PR News Awards, PRSA LA Prism Awards, MarCom International Awards



SINGAPORE - BOSCH HOME APPLIANCES

CHALLENGE

Develop a creative and engaging platform to generate awareness and demand for Bosch built-in kitchen appliances within a market where built-in kitchens is a relatively new concept and application.

INSIGHT

More and more Singapore consumers are turning to online resources in guiding their purchasing decisions, and are largely influenced by testimonies of highly-visible and trusted sources online.

ACTIVATION

Porter Novelli invited prominent food bloggers across Singapore to participate in Bosch's inaugural online reality cooking show, in a bid to win a Bosch Dream Kitchen Makeover. The web-series gave Bosch a digital platform to directly engage with key opinion leaders who have large following among consumers who are ardent fans of both food and cooking.

The team developed a comprehensive communications program leveraging on the popularity, reach and credibility of celebrity chefs and bloggers, to highlight Bosch expertise in built-in kitchen appliances, as well as key product benefits, through a fun and engaging online reality show.

RESULTS

Over S\$150,000 PR value generated from the campaign.

On-target key message pull-through from all participating bloggers.

Launched Bosch Home Appliances Singapore Facebook page and generating over 15,000 likes as a result of the online campaign.



CHINA – DOVE CHOCOLATE GETS TASTY ONLINE

CHALLENGE

Generate awareness and brand affinity for Dove chocolates to a younger audience in China.

INSIGHT

With an increasing number of younger consumers preferring the Internet to TV and print, digital awareness was a core objective for this campaign.

ACTIVATION

Shunya Porter Novelli designed and delivered a consistent multi-screen brand experience for Dove Chocolate's consumers that seamlessly transitioned between web and mobile devices.

Engaging Dove Chocolate content could be accessed through all major consumer digital touch points - Sina Weibo, Youku, and even mobile apps. The ease of access was also designed to encourage users to submit their own content.

RESULTS

During the campaign, more than 400,000 consumers took part in "Silky Moment" activities across Dove Chocolate's digital platforms.

There were more than 550,000 mentions on Sina Weibo.

The platforms also attracted 35,000 user submissions and 150,000 comments, an engagement highpoint for the brand.

BEL BRANDS



CHALLENGE

Help elevate the visibility of Laughing Cow cheeses through the opinions, insights and perspectives of loyal customers.

INSIGHT

The Bel Brands consumer turns to social media outlets for health and food information and is always looking for new ways to live a healthier life.

ACTIVATION

We developed an online community where existing brand advocates could gather and share their preferences, experiences and recipes for Laughing Cow cheeses.

RESULTS

300% “like” increase on brand’s newly created Facebook page due to relevant content and engaged conversations with brand loyalists and newcomers

141% growth in Twitter followers on newly created account

Quadruple of CRM database goal (email newsletter focus)

25% increase in sales for Laughing Cow wedges; 28% increase in sales for Mini Babybel cheese.



HP EPRINT

CHALLENGE

Drive consumer consideration and demand for HP ePrint printers, ultimately increase hardware and supplies revenues.

INSIGHT

People need a printer that is relevant to how they live their digital lives today — on-the go and always connected.



ACTIVATION

Socialize ePrint with the mobile generation and ignite new interest in printing through a unique branded storytelling and entertainment experience utilizing social channels to drive awareness, encourage participation, and build sustainable, active communities for the future.

Created a dynamic customer engagement platform called “HP ePrint Live” to begin changing the way people engage with and print content across the social Web.

The program was a one-of-a-kind crowd-sourced improv show and video series featured on YouTube where the viewers could send ideas through ePrint to the stage and see their creative inspiration come to life.

The fully integrated program showcased HP as a content publisher, allowed us to develop sharable unique content and moved HP into a new era of branded entertainment.

RESULTS

1 billion impressions

2.3 million video views

32,000 new Twitter followers, 11.7 million Twitter impressions and 62,000+ Facebook page visits

133 pieces of coverage in print, online and broadcast

The average viewer spent 13 minutes with the content (3 times the normal viewing for online content)

Advocacy for ePrint mentions shifted from 6% to nearly 50%

DISNEY PARKS



CHALLENGE

Develop and manage social media programs for Disneyland Resort, Walt Disney World Resort, Disney Cruise Line, the Disney Vacation Club and Adventures by Disney.

INSIGHT

Disney Park-goers are strong brand loyalists, who crave real-time, ongoing news and updates from the brand.

ACTIVATION

Developed overall strategy and long-term roadmaps for social media as well as manage and execute the day-to-day work. We also provide crisis communication counsel, technical development, training, policy development and internal social media oversight and governance.

Created an integrated program which includes the Disney Parks Blog — the primary source for breaking news, coverage of upcoming events and attractions, and what's happening across all of the Disney theme parks, resorts, and vacation destinations — and also includes Twitter, Facebook, YouTube and a number of other social media platforms.

RESULTS

One million+ blog content views per week
\$28 million+ in revenue directly attributed to social media activities

"We're staying in the storytelling business and my team depends and trusts our PN partners to handle every aspect of how we share our stories with the world." — Thomas Smith, Social Media Director, Disney Parks

CONSUMER ENGAGEMENT

We are fortunate to have partnered with the best known consumer brands out there – PlayStation, Mountain Dew, Gillette, Venus, Braun, Uncle Ben's, Folgers, The Laughing Cow, HP, Timberland and Welch's.

We not only understand what motivates consumers to buy, but how you can build organic relationships with them at every phase of a brand or product life cycle. Our team specializes in brand-building and repositioning, influencer outreach, product launches, high-impact media and consumer events and integrated solutions. We've developed and seamlessly executed single-brand, multi-country programs across the globe.

HP WORLD TOUR



CHALLENGE

Broaden the impact of HP's annual customer and media event - HP Discover - in the Asia Pacific and Japan (APJ) region. Amplify HP news across its Printing and Personal Systems business (PPS), and engage influencers to tell a cohesive story across multiple product lines, for both commercial and consumer audiences. Maintain consistency with the company's messages, while driving local relevance for media in the region's 14 countries in 5 unique languages.

INSIGHT

By activating the "Porter Novelli+" network (PN and partner Omnicom agencies, like Fleishman Hillard) we're able to offer HP seamless cross-border service, of the highest quality, to execute an impactful, consistent and highly localized regional event. By leveraging a "hub and spoke" execution model, where Porter Novelli Singapore serves as the project management, strategy and content development hub for 14 markets in the APJ region managed by agencies in the PN+ network, in-country teams can maintain their focus on engaging media with whom they have relationships and apply their deep local market expertise to further localize content and story pitches. In doing this, we could guarantee consistency with the WW HP story, while at the same time ensure local relevance.



ACTIVATION

Porter Novelli partnered with HP clients in Singapore to drive the overall event plan and content creation centrally. Leveraging content developed by the WW team for HP Discover, we worked closely with Singapore-based APJ business unit leads and product managers, to localize content and refine the APJ-specific news agenda. PN also helped to conceptualize an overarching storytelling strategy, which brought to life the ways in which HP product innovation helps customers in both work and play, through real-life scenarios which were acted out on the main stage keynote. Small group breakout sessions and 1:1 Executive interviews helped to reinforce HP's story for consumer and commercial audiences, with a separate breakout track and keynote for China media to ensure local relevance for this critical region. The local markets engaged media to attend the event, localized, translated and distributed content in-country, tracking for and reporting local coverage as it came in.

RESULTS

On June 24-25, 2013, at the HP World Tour in Beijing, HP hosted three press conferences for 420 reporters representing 14 countries from throughout Asia Pacific and Japan. 232 on-site media briefings were conducted. The event resulted in more than 3,830 pieces of coverage, 17,620 Weibo mentions of HP World Tour, and 11,890 retweets and comments.



ALMOND BOARD OF CALIFORNIA

43
TEAM MEMBERS

The Almond Board of California is a Porter Novelli client across six countries on three continents, with the objective of driving demand for and raising awareness of California almonds among consumers and food professionals. In addition to planning and executing regional programs, the teams are part of an integrated global marketing team.

PN helps inform the Almond Board about activities across regions, and the team works to share proven tactics and best practices across regions.

11
OFFICES

THE CHALLENGE:

Aggressively increase almond demand among two key target audiences: consumers and the food industry in three global regions.

INSIGHT

When it comes to food purchases, consumers are highly motivated by health messages and positioning almonds as a nutritious, tasty snack has driven demand in every market. Alternatively, chefs search for versatile ingredients across dishes and products, and always need assurance of consistent supply.

6
COUNTRIES

ACTIVATION

CONSUMERS: We developed a broad messaging platform featuring the benefits of almonds as a tasty, nutritious snack. Customizing the messaging platform to suit local tastes and cultural traditions, we galvanized health and lifestyle influencers in each country as the foundation of the program. Through our strategic global nutrition communications program, the latest nutrition research on almonds was promoted across media channels and highlighted almonds' ability to help manage weight and promote heart health. In 2013, we developed a global social media strategy and rolled out Facebook and Twitter in North America and Asia.

CHEFS: Executing an integrated communications program that included tradeshow, collateral, trade media outreach and e-newsletters, we shared technical and inspirational information about almonds with food service chefs, as well as research chefs and food technologists tasked with developing new products. Each region selected the chefs, trade shows and messages that resonated most closely with their own targeted chef influencers.

RESULTS

Global shipments have increased from 800 million pounds in 2000 to 1.5 billion pounds in 2013

U.S. Monthly Almond purchases increased from 2.7 to 3.2 purchases per person

2.5 billion earned consumer media impressions in North America; 1.7 billion million in the European Union; 150 million in India

7 million food industry trade media impressions



BRAUN GLOBAL SOCIAL MEDIA

ACTIVATION

PN developed the strategy and content for the global Braun beauty page, which, after launch, has been rolled out as a template for pages around the world.

RESULTS

Regular postings of high quality, authentic, content have doubled fans on the Braun page in three months (with engagement increasing from an average of 20 'likes' to 100+ for each post)

The uplift in interaction can also be attributed to the Series 5 Facebook app built and launched by PN UK to support Braun's latest product launch

Braun Beauty on Facebook recently achieved a monthly engagement score four times higher than beauty giant L'Oreal Paris

THE CHALLENGE:

Elevate Braun's social media engagement through deep story telling and content development on a new Facebook page — Braun beauty — to push the brand into beauty territory around the world.

THE ACTIVITY:

Braun was seen as a razor — they had no personal connection to consumers' lives other than as part of a boring morning routine.

JAPAN - GINGER BOOM - HIE-SHIRAZU



CHALLENGE

Generate maximum awareness and preference that will lead to increase in sales of new product “Hie-shirazu,” a soup featuring ginger as a core ingredient.

INSIGHT

Consumers in Japan still largely believe in traditional remedies, and ginger is seen as an ingredient which offers cooling relief in summer months and helps to protect the body against summertime illnesses.



ACTIVATION

BlueCurrent developed a holistic programme to outreach to consumers, by provided company desks with product samples to generate media stories on the reception, as well as distributing product samples through influential bloggers.

A press release highlighting ginger as the first measure against “cooling disorder” in summer was disseminated to all key media, stimulating demand for ginger as a core ingredient against “cooling disorder” for the summer season . The campaign started with “the-wisdom-of-ginger” project by the name of Nagatani-en.

RESULTS

Created a ginger boom that led to 250% achievement over the sales target.

Influential blogger Emiri Henri (7,000K PV/mth) also posted the boom trend on her website.



MAILLE

CHALLENGE

Maille is a 260+ year-old condiment company renowned for its famous Dijon mustard. Often compared to Grey Poupon, it is considered an upscale product, but Maille wanted to appeal to greater mainstream audience to better compete against major players French's and private label brands. The brand typically engaged in very limited advertising (compared to rival French's) and only seasonal in-store promotions at the regional level. In addition, outside of Québec, Dijon mustard and French condiments were not considered a common staple by Canadians. Porter Novelli was challenged to raise awareness of the Maille brand with everyday cooks, promote the versatility of Dijon mustard and French condiments and strengthen Maille's position as a French condiment expert.

INSIGHT

Canadian home cooks crave simple ways to enhance their everyday meals at home and do something a little extraordinary without too much effort. Rather than promote a new cuisine or new way of cooking to a choosy population, promote the versatility of Dijon mustard and French condiments in everyday cooking and how to use them in existing family favourite recipes. localize content and story pitches. In doing this, we could guarantee consistency with the WW HP story, while at the same time ensure local relevance.



ACTIVATION

Porter Novelli leveraged new product introductions and seasonal cooking trends often partnering with high-profile local chefs and restaurants across Canada. The agency also coordinated sponsorships, cooking demos and sampling at consumer food shows and summer festivals on behalf of Maille in order to reach and connect with target consumers. In addition, Porter Novelli assisted Maille with foodservice publicity and promotions. Worth noting is when the agency was challenged to build awareness of Maille's single-serve, Dijon mustard "mini-jar" among hotel chefs/buyers for inclusion in their room service condiment repertoire. Inspired by the mini-jar's small rounded shape, the agency conceptualized and created a direct mailer to look like an elegant mock "chocolate box" holding six sample jars branded "Maille - Treat your guests to the best." Packages were distributed to chefs/buyers at upscale hotels including the Banff Springs Hotel, Royal York Hotel, as well as to the Delta, Crowne Plaza, Fairmont, Westin and Hilton chains. The package received positive response from recipients and within weeks of the mailing five major hotel chains signed on to purchase Maille products due to this mailer.

RESULTS

Periodic consumer tracking studies conducted by Maille showed that one in three Canadians preferred Dijon mustard and of those, 80% used Dijon mustard a few times per week.

Finally, prior to starting PR with Porter Novelli, Maille held a market share of about 10.7% and in a brand decline position. After one year, its market share increased to 11.6%. Since then market share continued to steadily climb reaching more than 13% in heavy new product launch years.



GILLETTE FUSION PROGLIDE LAUNCH

CHALLENGE

Raise awareness and encourage trial of a new, more expensive, razor among a consumer audience suffering from "razor fatigue."

INSIGHTS

Widespread consumer skepticism existed among guys about whether the performance of their current razor could be improved through any technological advances. Men were unmoved by traditional advertising claims of "superior performance," but responded favorably when they actually tried the new razor.

ACTIVATION

The three-phase launch approach isolated specific moments in the product's launch cycle to create interest, drive sales, and continue momentum for a successful launch.

Months before the product was available to consumers, we encouraged key influencers to spread the message for us as part of a first-of-its kind P&G Grooming blogger forum to heighten awareness for the product innovation story.

Created the Gillette Ultimate Summer Job (USJ) contest, where we selected regular guys to serve as Gillette brand ambassadors at a consumer and media event. Their job in turn was to travel across the country to attend VIP events and encourage other guys to try Gillette Fusion ProGlide.

Took the USJ team on the road and created a live blog, YouTube channel, local media tour and social media campaign surrounding sampling opportunities at key "guy events" throughout the summer including the MLB All-Star Game and the ESPYs.

RESULTS

56% awareness one week before the product launch and before TV and print advertising kicked off (exceeding our goal)

Awareness of the razor continued to grow to 66% by the end of June and 72% by the end of July

200% increase in social media engagement

Fusion ProGlide became the #1 razor in the category in its second week of launch

1 billion+ earned media impressions

100,000+ product samples distributed

43% increase in razor sales in Q3 2010; market share up 3.4 points to 67.7%.

SOYJOY



CHALLENGE

Drive sales of SOYJOY by creating greater relevance with its audience of men and women, ages 25-35 through an integrated marketing campaign.

INSIGHT

The target audience rely on nutritional bars as part of their day-to-day lives, but view SOYJOY as different from other bars, and aren't sure when or why to eat it. But when we showcased the unique ingredients, and nutrients SOYJOY provides, they saw the gaps SOYJOY could fill in their lives.

ACTIVATION

Focusing on “Real Ingredients. Real Nutrition,” our plan was designed to show all the real-world ways SOYJOY made life a little more fun. These ranged from engaging contests asking respondents to share real-life adventures, to amusing webisodes on topics from daycations to dating, and partnerships with meaningful brands such as Pandora. Our integrated program reinforced the brand's lifestyle relevance and reflected the brand personality: bold, joyous and authentic.

The campaign incorporates all aspects of the SOYJOY brand ecosystem, including digital and mobile advertising, SEO, Facebook and Twitter community engagement, blogger outreach, media relations and activation aimed at our Hispanic audience, all of which focused on increasing purchase intent. Comprehensive, ongoing monitoring of sentiment and analytics helps to refine execution and hyper-target our audience for greater results and advocacy as we continue to move forward.

RESULTS

Dramatic increase in consumption and purchase intent after just one quarter of integrated outreach, as well as agreement with key brand attributes

Increased efficiency of SOYJOY ad buy throughout 2011, with a 10% decrease in cost-per-click, 67% decrease in CPM, and 86% decrease in Cost per Action

500% increase in on-site actions quarter over quarter

Over 10,000 views of SOYJOY flavors via mobile marketing

75% email opt-in rate

ENTERTAINMENT MARKETING

We have a team of entertainment strategists and enthusiasts who connect brands with consumers through the power of pop culture.

Our Los Angeles-based specialty practice is aimed at driving consumer engagement and brand relevance across a multitude of entertainment properties. We are change-agents who have proven success in shaping perception, impacting behavior and building brand loyalty among key influencer communities. Our team of experts help clients create custom programming ranging from partnerships and alliances; original branded content creation; industry event sponsorships and activations; leveraging script integration and product placement; talent services and entertainment media relations.

P.S. - We'd love to help Sunkist Growers leverage its visibility on next season's "Mad Men."

LEVERAGING ENTERTAINMENT & EVENTS



ENTERTAINMENT

HP and Project Runway

HP and Variety Magazine/Young Hollywood Awards

British Airways and Jimmy Kimmel Live

Kermit the Frog's 50th Anniversary World Tour

HGTV - Change the World; Start at Home

CONCERT TOURS

Gillette Venus's sponsorship of Mariah Carey's 2006 U.S. tour

Gillette Venus Legs of a Goddess National Tour with Hilary and Haylie Duff

INDUSTRY FESTIVALS AND EVENTS

Birgit Nilsson prize event (Classical Music Awards in Sweden)

AOR for SxSW

Porter Novelli at Cannes Advertising/Creativity Festival

MTV VMA's HP Launch

Mercedes-Benz sponsorship of Fashion Week

Big Brothers Big Sisters Centennial Celebrity Scoop (with Nick Lachey and others)

OLYMPICS

Gillette: 2012 Olympics

CSR program using the 2012 London Olympics as a platform, leveraging 25+ Olympians, and a focus on 'great start' moments demonstrating the benefits to a great start/great shave in the morning. Incredible media coverage and millions of top-tier placements, further positioned Gillette as a leader in marketing to men.

MCDONALD'S: CHAMPIONS OF FOOD, 2012 OLYMPICS

Sensormatic: Olympics

Supported the world's leading supplier of electronic security systems in their Olympic sponsorship and other community-focused safety programs

SUPERBOWL

Gillette: The Best Game Face a Man Can Get

Communications program to support Gillette's return to Super Bowl marketing during "razor war," including on site and online activities

GSK: C.H.A.M.P.S.S. AT THE SUPER BOWL

National campaign (Children Helping and Motivating Parents to Stop Smoking) to encourage and empower kids to help their parents quit smoking

BASEBALL

Merck - Vytarin: Minor League Baseball

"Strike Out High Cholesterol: A Program to Help Lower LDL Levels" and included Jim Palmer and a partnership with Minor League Baseball

J&J / DePuy: Rotating Platform Technology - All-Star game

Baseball legend Ernie Banks and J&J / DePuy promote rotating-platform technology for total knee replacement at All-Star game

Rolaids: Bat & Win \$10,000 Game

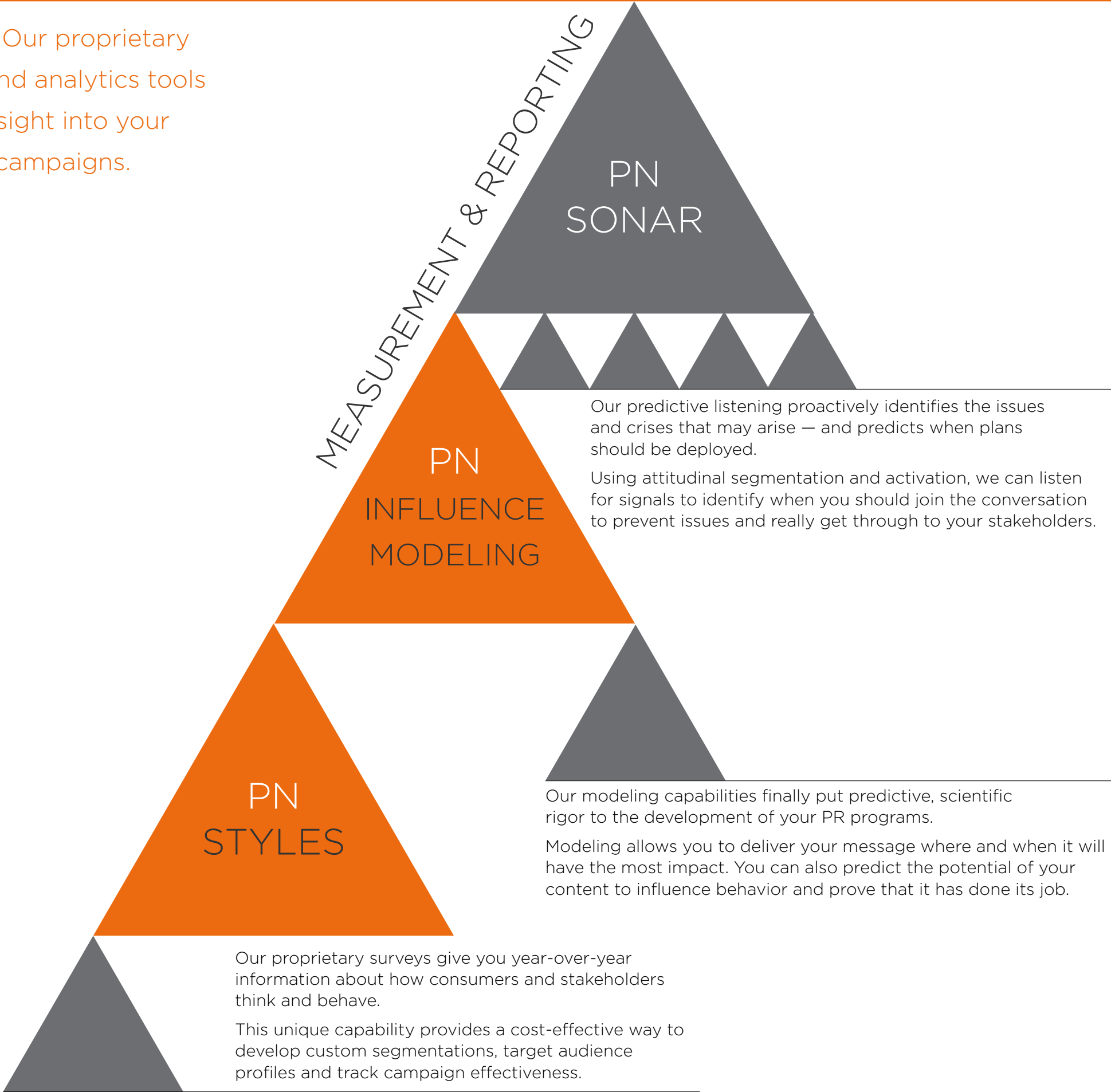
Created national awareness of sweepstakes offering 10 fans across the US a chance to bat against HOF pitcher Rollie Fingers at Minor League Baseball game

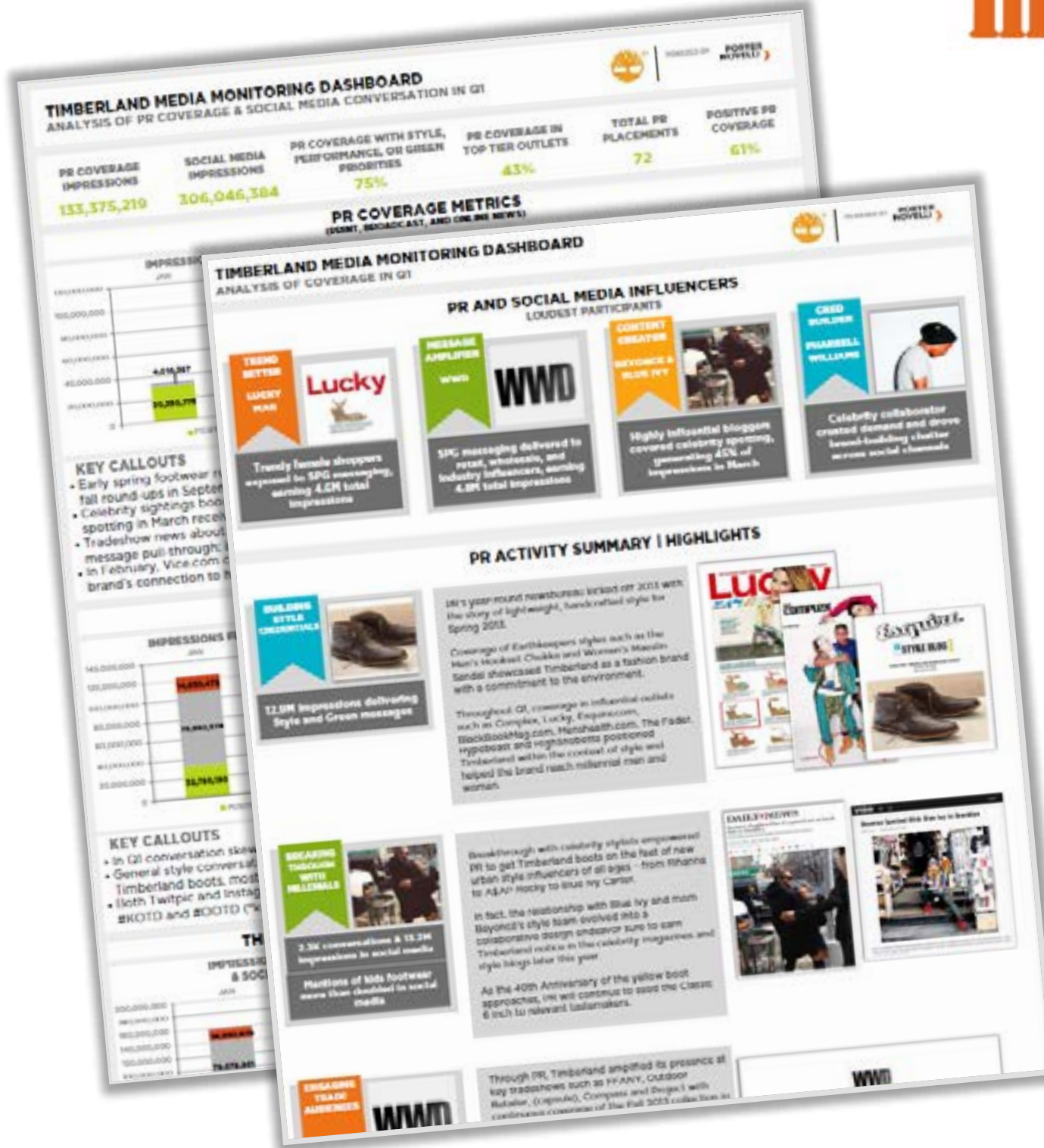
NASCAR

GSK: Nicorette at NASCAR

Helped GSK stop-smoking products enter tobacco-dominated NASCAR world

We love data. Our proprietary data mining and analytics tools give us real insight into your consumers & campaigns.





TIMBERLAND PERFORMANCE

CHALLENGE

Timberland needed a way to track and display the results of its PR outreach internally. Previously, they used lengthy, detailed coverage grids and a results merchandiser every 6 months. The team needed a quicker, more appealing way to demonstrate the results of PR activities.

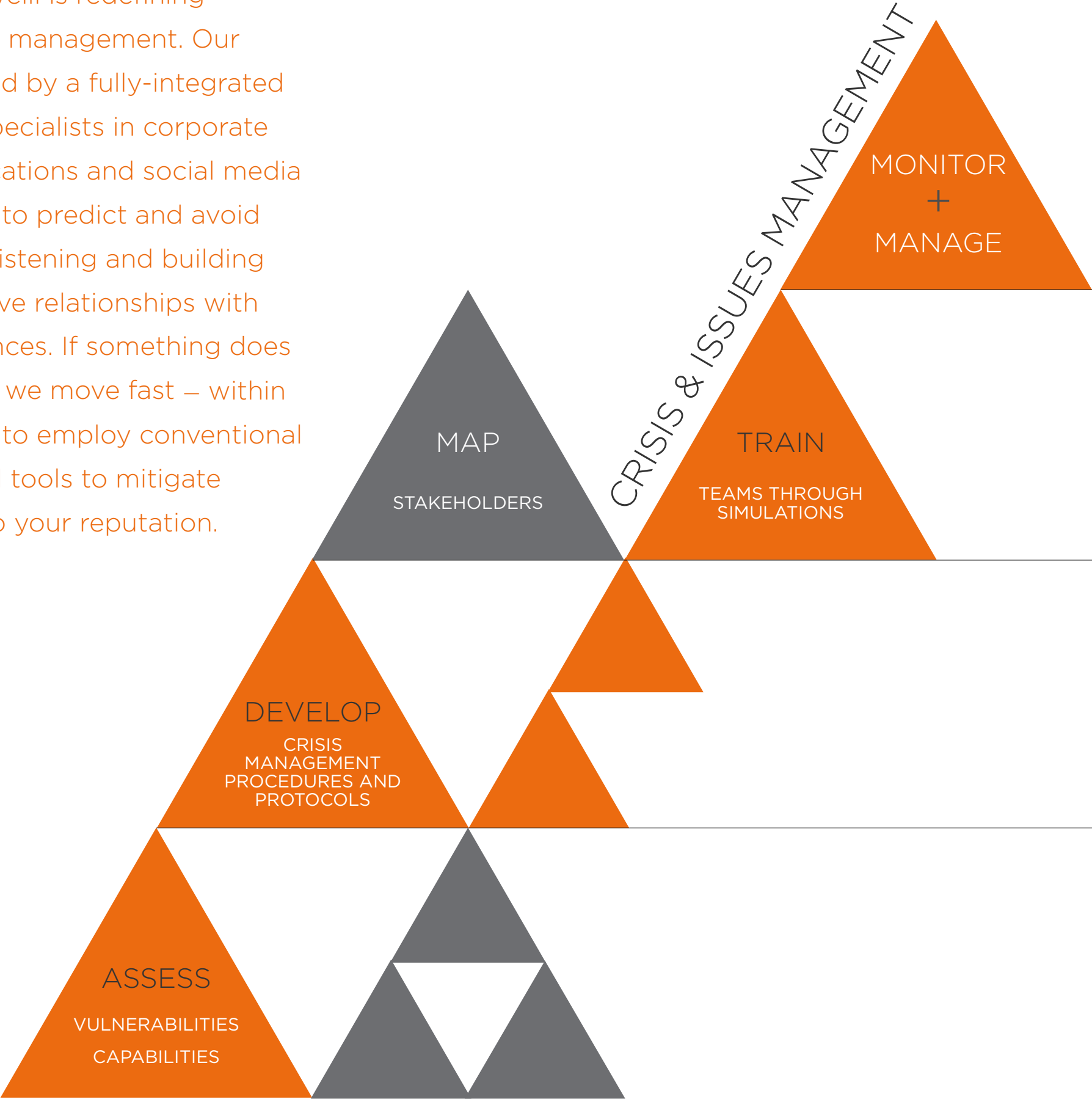
SOLUTION

Using PN Sonar, we built a customized algorithm based on Timberland's marketing goals to more objectively and efficiently track media results in both traditional and social channels. Reports came in the form of monthly dashboards that not only tracked PR performance by the numbers, but also included high-level callouts, influencer identification, and clip highlights.

RESULTS

These monthly dashboards allowed the PR team to speak the same language as their internal colleagues when discussing results and show how their work was contributing the overall marketing goals at Timberland in a timely, easily digestible manner.

Porter Novelli is redefining reputation management. Our group is led by a fully-integrated team of specialists in corporate communications and social media who work to predict and avoid issues by listening and building preventative relationships with key audiences. If something does go wrong, we move fast – within minutes – to employ conventional and digital tools to mitigate damage to your reputation.



FINANCIALS
PRODUCT TAMPERING
RECALLS
WORKPLACE SAFETY
ANIMAL RIGHTS
UNION
ENVIRONMENTAL
LEGISLATION
GOVERNMENT REGULATION
FOUL PLAY

Fortune 500
TECHNOLOGY company:
BRIBERY & A ROGUE
INVESTOR CRISIS

Major cheese manufacturer:
PRODUCT TAMPERING Crisis

MAJOR CHEESE MANUFACTURER: PRODUCT TAMPERING CRISIS

CHALLENGE

A major cheese manufacturer was concerned after someone who claimed to be an employee posted on a community bulletin board that he had tampered with the production of the product. The claim involved bodily fluids.

INSIGHT

The claim had all the elements of a story, if picked up, going viral and finding widespread coverage—in news outlets as well as specialty media like late night comedy shows.



ACTIVATION

Through real-time listening, a Porter Novelli staffer discovered the post during media scanning. After immediately alerting the client, we began a series of steps: expanding our monitoring, preparing holding statements, and counseling the client on the steps they should take to manage the issue. They chose to halt production for a few days and to stop distribution. They also contacted authorities and launched their own internal inquiry. Within days we were on the ground conducting crisis simulations — testing their team on various ways this situation might play out — and media training their spokespeople.

RESULTS

Porter Novelli's early warning allowed the brand to contact authorities, halt production and prepare messaging. Due to the early alert, law enforcement was able to conclude the claim was a hoax before the story went public. Crisis simulations are now an annual part of brand planning.

MCDONALD'S CHAMPION OF FOOD

CHALLENGE

Critics of McDonald's blame the company and its menu for the global obesity epidemic even though the company had been continuously improving the nutritional quality of its menu items offerings. As part of its ongoing effort to add healthy options to its menu, McDonald's launched "The Champions of Food Challenge" - a contest and nutrition education program developed by Porter Novelli in the U.S. for pilot execution in Brazil, Germany and Japan. Families were invited to create fun and nutritious recipes to help inspire the McDonald's menu - and win a chance to participate in a "cook off" at the London Olympics which culminated at McDonald's Olympic press conference.

INSIGHT

With the Olympics viewed as the very symbol of healthy living, we knew that some people might regard this contest with cynicism and that a backlash could ensue.



ACTIVATION

We developed a crisis preparedness kit for each of the markets that participated in the initiative. We began by conducting specific vulnerability assessments with each of the markets to determine not only the kinds of critiques that could happen, but from whom they might come. We mapped stakeholders who were inclined to be supportive as well, and we recommended actions for the officials in the local markets to begin cultivating relationships with those opinion leaders. We prepared statements and talking points for each market and developed a global media monitoring and online listening structure in order to track the coverage and sentiment in real time.

REGULATORY ENVIRONMENTS FOR FOOD

Porter Novelli understands the food regulatory and nutrition policy world better than everyone else – because we know key decision makers and what makes them tick. We advise all of our clients on agenda-setting programs, such as the Dietary Guidelines for Americans.

We work with government agencies ranging from the USDA and FDA to FTC to get things done fast.



ALMOND BOARD OF CALIFORNIA & THE FDA

CHALLENGE

As with any agricultural product, food safety can be an issue. Several years ago the almond industry faced a salmonella outbreak. The Almond Board of California (ABC) turned to PN to help navigate and mitigate the crisis. Part of the corrective measures included working with the FDA on good manufacturing and agricultural practices. ABC asked PN to provide counsel and communications support around the GMPs and GAPs.

INSIGHT

To assuage concerns among consumers and stakeholders, they needed assurance that proper safety measures were in place to ensure future food safety for almonds.



ACTIVATION

PN worked with consulting experts, ABC and officials to provide counsel during the development of the GMPs and GAPs. After the ratification of the guidelines, PN provided communications support through proper consumer and stakeholder channels to describe the industry's response to the salmonella crisis and offered assurance of safety through new standards. The new standards also included a pasteurization process, which PN described to food and nutrition stakeholders including communicators through Food 3000, PN's proprietary trends conference featuring the top 50 food/nutrition communicators in the U.S. This is the only external conference sanctioned by the Academy of Nutrition and Dietetics.

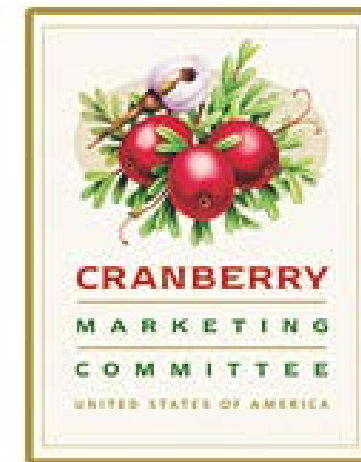
RESULTS

PN preserved the positive image of almonds and supported record sales since the salmonella crisis

There was no erosion in the market share of almonds

Almonds are the top rated nut for healthfulness

THE CRANBERRY MARKETING COMMITTEE & THE USDA



CHALLENGE

The Cranberry Marketing Committee (CMC), which represents the growers and processors of cranberries, was looking to promote the healthfulness of cranberries in a fresh way to help drive sales. However, as a Federal marketing order, the nutrition and health claims were subject to USDA review and the CMC was struggling to find messaging that was successful. They called on Porter Novelli to help achieve claims that would work.

INSIGHT

The claims being made about cranberries may have been outpacing the science so a fresh look at the evidence and the language used to craft claims was in order.

ACTIVATION

PN conducted a review of the existing research and began an audit of all current messaging. Working with the USDA, PN developed a catalog of compliant claims and implemented an on-going system of evaluating all communications to be consistent with current regulations and USDA review. Through this process, the CMC and the USDA developed a stronger working relationship.

RESULTS

CMC had a significant increase in the amount of media materials and impressions as a result of the revised health and nutrition messaging.

The CMC and USDA developed a more collegial working relationship.

PAID MEDIA & CREATIVE

In-house paid media planning & buying and creative development capabilities set Porter Novelli apart. We integrate public relations with paid media to amplify content, create immediacy, test, learn and optimize brand position.

ACTIVATION

Search

Display

Video

Social

Partnerships/
Native

RESULTS

Television

Radio

Print

B-to-B/Trade

Place Based

Public Service

TRADE MEDIA EXAMPLES



**Build with confidence.
Build with respect.
Build with SFI®.**

These days, people are looking for homes designed and built with respect for our environment, like those built with wood certified to the Sustainable Forestry Initiative® Standard. Wood—a renewable resource—is the natural choice for any building project, and SFI-certified building materials meet rigorous environmental standards to reforest areas harvested and help protect wildlife, plants, soil, and water quality. These materials are recognized by green building rating programs around the world. To find out more about building with SFI-certified wood products, visit www.sfi.org/enr-us.

IT WAS A
VERY BIG YEAR.

AVOCADOS FROM MEXICO

We're helping cities across America find something in their water.

\$1,000,000,000

Our clients are saving \$400 million in Atlanta, \$250 million in Indianapolis, and \$145 million in Milwaukee, alone. In total, we're helping cities around the country save over \$1 billion. Guaranteed. How do we do it? By helping them better manage their water systems. Through our technical expertise, financial know-how and international experience, we create unique solutions that generate improved efficiencies throughout a city's water and wastewater systems. We work side by side with city officials and employees to ensure water quality and improve training and productivity. And the city retains control of all assets and facilities—including capital improvements. \$1 billion freed up by improved efficiencies can now be used to balance city budgets and provide better services to city residents. United Water. Greater accountability and better service at a lower cost. For more information, call 1-800-668-4332. Or visit our website at www.unitedwater.com.

United Water

WE'RE REDUCING WATER USE & COSTS

Why search across 50 states when you're trying to hire in one?

Ohio and Monster have teamed up to help big and small businesses match up with the best talent across the state. Ohio Means Jobs uses advanced tools and filters to narrow down your employee search to a manageable number of resumes, saving you time and effort. If you're looking to hire in Ohio, look no further.

**Faster Filters.
Better Results.**

With a name like Automatic 401(k) Plans, you'd think they'd be easy to implement.

(Turns out, they are.)

You know automatic 401(k)s are an easy way for employees to save for retirement. And with all the demands on HR managers these days, it's also good to know that a resource now exists to help make them easy to implement. At RetirementMadeSimpler.org you'll find a host of helpful, relevant and unbiased information, including stories of how other companies have successfully implemented automatic 401(k)s. All to help you help your employees save for retirement—starting now. And it all begins at RetirementMadeSimpler.org.

Retirement Made Simpler
HELPING YOU AUTOMATE YOUR 401(K) ENROLLMENT

There's nothing like eating
a few dozen roses

to make you appreciate the value of a wholehearted.

WHENESAPRILS, because it takes more than flowers to give your business

The EMR technology that has doctors talking.

We listened to physicians for over 30 years. That's how we developed an EMR breakthrough that stays out of their way and doesn't slow them down. With ClinTalk there's no transcription, no clicking and no typing. Just voice to data instantly. Take a look at ClinTalk, the EMR technology that doctors will want to use. And soon you'll be talking, too.

VOICE TO DATA INSTANTLY | NO CLICKING | NO TYPING | FAST AND FAMILIAR

Visit booth #1268 and see what all the talk is about. **CLINITALK**
clinTalk.madcomp.com

INTEGRATING & COLLABORATING WITH AGENCY PARTNERS

At Porter Novelli, we recognize the importance of a multi-disciplinary holistic perspective, whether it focuses on marketing support, “one voice” brand communications or operational business coordination. Within the marketing mix, we understand where PR can play a role and where it cannot. Many ad and marketing agency partners – within our Omnicom parent company as well as outside – welcome our candor in this regard and, therefore, more actively seek ways to involve PR at a strategic planning level. Through rigorous training and development programs, our staff is savvy about all major marketing disciplines as well as corporate brand and communications functions.

Here are just a few clients for whom we partnered with other agencies:



TEAM

PN+ NETWORK – A PROVEN SUCCESS MODEL

PN+ will curate the finest Omnicom agencies across the globe to provide Sunkist citrus growers with best-in-class teams across borders. PN+ is a proven model and has been activated with excellence for leading global brands, such as HP and P&G, which combines Porter Novelli and FleishmanHillard offices working as one seamless team.

Sunkist will be provided with a single point of contact at Porter Novelli who will act as the client relationship leader. The PN+ Global Account Leader will closely work with the regional leads for North America and Asia to manage the nine teams across the globe to ensure consistency of communication, create efficiencies and proactively share best practices.

Through the PN+ model, Sunkist will benefit from the best talent that Omnicom has around the world, and the ability to tap into key influencers, leverage specialty areas and centers of excellence, and ensure flawless execution that is consistent and aligned to Sunkist's business goals.

SUNKIST TEAM STRUCTURE

To best serve your global needs, Porter Novelli will employ a CRL (client relationships leader) model that deploys a sub-hub model, focusing the single point of client contact in Los Angeles as the global leadership and radiating the responsibilities through two geographic sub hubs—in North America and Asia.

These hub leaders would report directly to the CRL.

The CRL will ensure that the Porter Novelli team in each country is consistently executing the highest efficiency and quality. This is accomplished by enlisting every necessary resource from within the agency's network and aligning our work in a direct line through the disparate geographies. This model also ensures that lessons learned are captured and shared and deep expertise is fully utilized. We know this works because we subscribe to the DORA approach-- "Do Once, Repeat Anywhere."

Another primary responsibility of a CRL is to listen to our clients and share what we hear with the team. By paying close attention to your business, this enables us to better anticipate needs and deliver great results.

The sub hub leaders afford a secondary level of oversight that is particularly important when managing large or dispersed team or complex programs. The granularity can also be better merchandised in each geography to deliver clear results against strategy.

SENIOR LEADERSHIP COUNCIL
KAREN VAN BERGEN
CEO
MICHAEL RAMAH
CCO

BILL KOLBERG
CLIENT RELATIONSHIP LEADER

CHRISTY NELSON
NA ACCOUNT LEADER

JIMMY SZCZEPANEK
ASIA ACCOUNT LEADER

MEREDITH PETRAN
US Lead

CHOMAINE CHOI
Malaysia Lead

MARIA ANTONOPOULOS
Canada Lead

LAURA CHON
Korea Lead

SHINOBU NAKASATO
Japan Lead

JOHN ORME
China Lead

RACHEL CATANACH
Hong Kong Lead

GABRIEL CHAN
Singapore Lead

SUBJECT EXPERTS

MARY CHRIST-ERWIN
GLOBAL FOOD

CARRIE SCHUM
STRATEGIC PLANNING
ANALYTICS & RESEARCH

ILENE SMITH
RD

MICHAEL DEANGELIS
RD

ED HOFFMAN
FOODSERVICE/TRADE

HELEN NOWICKA
DIGITAL/SOCIAL

LIZ FITZGERALD,
TRADE ADVERTISING

SEAN SMITH
CRISIS

HOW WE WORK

CLIENT BRIEFS CRL ON PROJECT

CRL COORDINATES WITH NA AND ASIA ACCOUNT LEADS TO ALIGN ON STRATEGIC APPROACH

CRL TO CREATE WW PLAN

CRL SHARES WW PLAN WITH NA AND ASIA REGIONAL LEADS FOR INPUTS

CRL TEAM FINALIZES WW PLAN

NA AND ASIA ACCOUNT LEADS WORK WITH MARKETS TO ADAPT AND LOCALIZE TO CREATE REGIONAL PLANS

GLOBAL TOOLKIT IS DEPLOYED TO MARKETS

LOCAL MARKETS EXECUTE AGAINST TOOLKIT UNDER SUPERVISION OF NA
AND ASIA ACCOUNT LEADS, INCLUDING LOCALIZATION/ADAPTATION OF CONTENT

MARKETS CONDUCT MONTHLY REPORTING TO NA AND ASIA ACCOUNT LEADS

NA AND ASIA ACCOUNT LEADS CONSOLIDATE AND REPORT BACK TO CRL

CRL REPORTS TO CLIENT AND ANALYZES RESULTS AND MAKES NECESSARY REVISIONS

CRL PROVIDES FEEDBACK TO NA AND ASIA ACCOUNT LEADS TO COMMUNICATE TO MARKETS

HOW WE WORK

ACTIVITY

Toolkit deployment calls
Local toolkit deployment calls
Asia – all markets
CRL update calls
Market check-ins
Reporting

REQUIRED

CRL, NA and Asia account leads
NA – US & Canada
Quarterly
All
NA – US & Canada Asia – all markets
All

FREQUENCY

Quarterly

Monthly
Monthly
Monthly

CRL

Creating WW plan
Creating global toolkit
Developing and delivering content
Securing assets, spokespeople, etc.
key stakeholders
Overseeing execution
Facilitating reporting
Analyzing reporting

SETTING STRATEGY

REGIONAL/LOCAL TEAMS

Ensuring local relevance; providing local insights
Deploying toolkit
Localizing and translating content
Leveraging assets, spokespeople, etc. with local media and

Conducting local executions
Media monitoring and reporting
Incorporating changes based on analysis

BILL KOLBERG

PARTNER & MANAGING DIRECTOR/SOUTHERN CALIFORNIA

Bill Kolberg, with more than 30 years of agency experience, serves as a partner and the managing director Porter Novelli's three Southern California offices—in Los Angeles, Irvine and San Diego. In this position, he provides senior level counsel to clients, while maintaining overall responsibility for strategic direction, client service, fiscal vitality and talent management.

Bill is a food specialist. His breadth of client relationships have included quick serve institutions like Krispy Kreme and Baskin-Robbins, retail grocers like Marketside and Smart and Final, consumer package goods companies like Dannon Waters of North America and Nature Made vitamins, and grower organizations like Duda Farms and Farmer's Best International.

He also served as the CRL (client relationship leader) for McDonald's, one of the agency's top 10 clients. In that capacity he led the agency's work with the golden arches in a first-ever national nutrition influencer program, as well as their marketing cooperatives in two of the country's largest markets—Los Angeles and Chicago.

Bill joined Porter Novelli in 1994 and for many years led the local office's consumer and food/nutrition practice groups. He has also served the non-profit sector on behalf of several community institutions.

He has worked with a host of major brands such as The Walt Disney Company, Wal-Mart, GTE (now Verizon), Wells Fargo Bank, and Proctor and Gamble.

Prior to joining Porter Novelli, Bill held agency leadership positions with Bob Thomas & Associates, Gelman & Gray Communications and Pacific West Communications—all in Los Angeles. Previously, he served as assistant director of publicity for both the Los Angeles Turf Club and Del Mar Thoroughbred Club, and also was a published author and spokesperson on the sport of thoroughbred racing.

CHRISTY NELSON

SENIOR VICE PRESIDENT

Christy Nelson is a Senior Vice President with Porter Novelli's Los Angeles office, where she leads the consumer communications' programs in North America for the Almond Board of California.

A 20+-year public relations and consumer marketing veteran, Christy has led strategic and integrated global campaigns for high-profile brands such as Starbucks Coffee Company, Subway, Mattel, General Mills, Frito-Lay, and Levi Strauss & Co. She has extensive CPG, retail, and food and beverage industry experience with an expertise in media strategy, consumer branding, lifestyle marketing, executive communications, and issues management.

Prior to joining Porter Novelli, Christy directed all marketing and PR for California-based CHAYA Restaurant Company. As Vice President of Public Relations & Global Brand Strategy at Starbucks Coffee Company, she led national programs to support the U.S.

Retail, CPG, and Entertainment and Music business units. During this time, Christy also led a cross-functional crisis communications team to set the record straight about the company's coffee-buying practices in Ethiopia. The "Project Africa" campaign included daily communication with internal Starbucks stakeholders, NGOs, press, shareholders, and employees; development of all reactive and proactive materials; and management of all outreach to U.S. and African press.

Throughout her career, Christy worked for TV producer Norman Lear to energize and empower a new generation of voters and spent 10 years at Ketchum, heading up the brand marketing practice. Christy holds a bachelor's degree in Journalism from University of Southern California.

JIMMY SZCZEPANEK

MANAGING DIRECTOR

Jimmy Szczepanek is the Managing Director of Porter Novelli Singapore and has 16+ years of public relations experience in the US and Asia, including extensive brand marketing and technology experience. He leads a team of ten professionals to provide public relations counsel and support for a range of consumer, corporate and technology clients within Singapore and across the Asia Pacific region.

Jimmy is the Regional Lead for HP's Printing and Personal Systems Group across Asia Pacific and Japan. In this role, he is responsible for the management and coordination of PN+ agencies in more than 15 markets, working with agency

leaders and teams to ensure consistent quality of oversight, planning and delivery. He is also actively engaged in oversight of two regional accounts – P&G (Gillette and Pampers) and Timberland.

During his time at Porter Novelli New York, he launched a majority of Gillette's recent shaving innovations, and has managed a multitude of celebrity initiatives with Tiger Woods, Taylor Swift, Derek Jeter, Rihanna, Mariah Carey and Sean "Diddy" Combs; as well as a mock protest for noscruf.org to get guys to sport a clean shaven look.

MEREDITH PETRAN

Meredith is an Account Manager in Porter Novelli's Los Angeles office where she manages the day-to-day consumer programs for the Almond Board of California, including strategically creating and executing traditional and social media programs for North America.

Meredith is a seasoned writer, savvy marketer and public relations professional specializing in food, nutrition and lifestyle topics. Her early career in food and hospitality journalism was followed by 10 years of creating and executing marketing and PR programs for natural foods retailer Whole Foods Market in New York City. Launching this national brand in the heart of a media-rich city has given her a keen eye and ear for what intrigues the media and engages the food-loving consumer, producing excellent media relationships, consistent 'buzz' and likewise impressive sales figures.

During her tenure at Whole Foods Market in New York City, Meredith was integral in creating and maintaining media relationships in the print and broadcast hub of the food world, and responsible for helping secure placements in 'local' publications such as The New York Times and New Yorker magazine. Meredith also coordinated broadcasts and events with top television networks and food personalities from CNN to Bobby Flay and Rachael Ray, and is particularly proud of helping secure and produce an extended segment on the Martha Stewart Show which relayed essential messages of the company's brand to millions of viewers in the target audience.

Additionally, Meredith also is experienced in developing social media promotions, creating community relations programs, and planning and coordination of events and new product launches for several different clients, including Hewlett-Packard and British Airways.

Meredith holds a bachelor's degree in Journalism from Michigan State University.

MARIA ANTONOPOULOS

Since joining Porter Novelli in 1996, Maria has built her career in PR at the agency and currently oversees the consumer and health practices, provides senior strategic direction to clients, and helps run the Canadian operations.

She has led strategic communications programs for a variety of clients spanning numerous industries including consumer packaged goods, food, tourism, non-profit, retail, health and wellness, and pharmaceutical.

Specifically within food, Maria and her team have planned, managed and executed public awareness campaigns, product launches, special events and media relations programs for clients including the Almond Board of California, Bel Cheese (Laughing Cow, Babybel), Bio-K Probiotic, Laura Secord Chocolatier, Maille Dijon Mustard & French Condiments, Natrel Dairy and Maroc Fruit Board.

In addition to this, Maria also leads PN Canada's work for various Procter & Gamble brands (Align Probiotic, Braun, Clearblue, Duracell, Gillette, Head & Shoulders, Old Spice, Zzzquil), Timberland as well as Pfizer EpiPen. Her other clients have included Alzheimer Society of Canada, Canada Post, Centrum Vitamins, Cybertip.ca (online child protection portal), IKEA, Look Good Feel Better program, Purell Hand Sanitizer, Singapore Tourist Board, TheSteelAlliance and Toyota, to name a few.

Maria is accustomed to working within global client frameworks and providing Canada lead strategy and execution as she and her team currently do for Almond Board, Braun, Gillette and Timberland accounts.

Prior to joining Porter Novelli, Maria co-ordinated dealer incentive programs and special events for business partners and department employees at IBM Canada Ltd.

GABRIEL Q. CHAN

SINGAPORE

Gabriel has a decade of experience in public relations and events management working on consumer, lifestyle, travel & hospitality and public sector in Singapore and Malaysia.

Gabriel currently leads the consumer lifestyle and corporate division for the company and heads the account teams for Mercedes-Benz Singapore, Timberland Asia, and HP APJ Consumer PC Business. Over the years, he has worked across a variety of industries with clients such as Frasers Hospitality, NTUC FairPrice, National Environment Agency, Wyeth Nutrition, Cargotec, Prada, Cartier, Porsche, La Mer, and Moët & Chandon, among others.

Gabriel holds a BA in Mass Communication with double major in Public Relations and Journalism and a minor in Film Television Production from Curtin University of Technology, Australia. He is effectively trilingual being fluent in English, Mandarin and Malay. He has keen interest in the lifestyle and fashion industry and a passion for cars.

LAURA CHON

KOREA

Over 10 years of experience in marketing and PR specialties in global companies

Media relations, corporate and product PR, issue/crisis management, event planning, social media

PR & Integrated Marketing Communications – LG Electronics Mobile Communication, GM Korea, Buy California Marketing Agreement, Chadwick International School, UL Korea, Bugaboo, Renesas Electronics/Mobile, Jeju Tourism Organization

4-Year master plan coordination for 2012 Yeosu EXPO global PR

Road Show & Promotional Marketing/PR – Senomyx, SkinMedica at Porter Novelli San Diego Office

SHINOBU NAKASATO

JAPAN

Shinobu Nakasato manages an account service team mainly servicing clients in the food & beverage, daily goods and tourism industries. Prior to joining BlueCurrent Japan in August 2006, she worked for another agency, where she handled tourism and local industry PR for the city of Kobe. She is an expert in strategic PR; for instance, she handled a PR project to promote an instant ginger soup, which led to a ginger boom in Japan. She also has valuable relations with journalists in the F&B and tourism industries. Her main clients are P&G, Suntory, Visa, Aprica, and Danone Japan.

JOHN ORME

CHINA

John joined Porter Novelli in the UK in 1982 after 13 years in journalism, and was appointed as a board director in 1988. He moved to China in 2007, leading the international development of Porter Novelli's business in China, having spent the previous six years in Porter Novelli's Brussels office.

In Europe, he helped develop international communications services, integrating 'traditional' PR skills with public affairs and Investor Relations expertise. His experience includes corporate, brand and product support work for pharma and medical device companies in the European and Asia Pacific regions.

John is also regional leader of Porter Novelli's agency partnerships in northern Asia Pacific. He led the development of Porter Novelli's nine-year relationship with the Dow Chemical Company, and has also worked for clients in the healthcare, automotive, energy and utility fields with clients including Baxter, Wyeth, Novo Nordisk, Eli Lilly, Toyota, BMW and ExxonMobil,

He has considerable experience in corporate, business and issues management, and has an extensive track record of helping organizations handle crises. This work covers strategic and practical support during a crisis, and developing preparatory strategies to reduce the likelihood and impact of a crisis. He has supported clients including major retailers, chemical producers and financial services companies. He has helped the Porter Novelli group develop issues management planning concepts and tools such as Crisis Incubation, Site Auditing and Risk Assessment techniques, and provides senior executives with personal media training and communications counseling.

RACHEL CATANACH

HONG KONG

Rachel was a journalist with over 20 years' consultancy experience, including six years in Asia.

As a brand strategist and senior consultant, Rachel provides senior counsel, issues and crisis management, senior media and message development training, brand positioning and strategy development, financial communications, content strategist and writer, and media training to clients.

Her clients included Hyatt Hotels Corporation, Westpac, Goldman Sachs JB Were, AIG/AIA, Fidelity, Emerson, Fox International Channels, Melco Crown Entertainment, APEC, ISD (Brand Hong Kong), NZTE, Huawei Technologies, Hyatt, Burberry and Societe Generale .

CHOMAINE CHAI

MALAYSIA

Chomaine Chai is the general manager in the Kuala Lumpur office of FleishmanHillard Malaysia. In this role, Chomaine is the country lead and oversees strategic consultancy of key clients. She focuses on key client relationships and creates synergies and integrations between traditional and digital PR strategies.

Chomaine has 13 years of multi-industry experience and a strong track record in providing fiscal, strategic counsel to clients in PR and marketing communications, often in uniquely challenging situations. Her specialties encompass management, strategic planning and integrating multiple disciplines of marketing (market research, public relations, digital and event management). Chomaine has worked with clients across multiple industries not limited to telecommunications, sports, financial services, automotives, education, FMCG, lifestyle and technology where she contributed to both corporate and brand strategies.

Chomaine's impressive portfolio of past and present clients include brands like Philips, Nokia, Volkswagen, Nestle, Unilever, BAE Systems, MBF Cards, RBC Dexia.

MARY CHRIST-ERWIN

PARTNER, LEADER OF FOOD, BEVERAGE, AND NUTRITION PRACTICE

Mary Christ-Erwin leads Porter Novelli's Food, Beverage & Nutrition discipline. Mary's experience in issues and product and organizational positioning has been integral to clients ranging from The Walt Disney Corporation to the Healthy Weight Committee Foundation.

Currently, she provides ongoing counsel to clients including the Almond Board of California, SOYJOY, McDonald's, Disney, Culinary Institute of America and Nature Made, among others. Translation of science into influencer and consumer communications is a hallmark of Mary's work. She is deeply involved in developing designing strategies to address obesity issues, including positioning the tenets of

the Dietary Guidelines for Americans into tools for daily living and providing clarity around issues such as nutrient adequacy, food safety and satiety.

A frequent speaker on development and communication of food-related messages, Mary is the current chair of the Institute of Food Technologists and the first and only PR professional to be named an Honorary Member of the Academy of Nutrition and Dietetics.

MICHAEL A. DEANGELIS, MS, MPH, RD

VICE PRESIDENT AND NUTRITION DIRECTOR, FOOD, BEVERAGE, NUTRITION

Michael is a Vice President and Nutrition Director of the Food, Beverage & Nutrition discipline, with extensive experience in nutrition communications and public health. He leads the nutrition science and stakeholder relations capability in the Food, Beverage and Nutrition Practice and manages a team of nutrition professionals and a global researcher network.

Michael's expertise lies in translating nutrition science into language consumers and health professionals can understand. He also works on building and maintaining relationships with health professional organizations and provides strategic counsel on labeling claims and regulatory issues. His main clients include: Almond Board of California, SOYJOY and Nature Made/Pharmavite, Disney, and Bel Brands/The Laughing Cow cheese account.

Michael graduated from Tufts University with an M.S. in Nutrition Communication and an M.P.H. Michael, his wife, Susan, and twins, Samantha and Zachary are big citrus fans.

EDWARD HOFFMAN

EXECUTIVE VICE PRESIDENT PORTER NOVELLI—NEW YORK

Ed joined Porter Novelli in 2009 to oversee the North America integrated communications program for Almond Board of California. He also co-established the New York office Food & Nutrition, providing strategic counsel to a variety of clients.

A foodservice industry specialist, Ed has spent nearly 20 years in strategic marketing communications on behalf of trade associations, branded foodservice companies, ingredient suppliers and high-volume restaurant organizations. His diverse background spans multiple disciplines, including brand positioning, market research, integrated marketing and product management. Beginning his career

at Technomic, the leading foodservice research and consulting firm, Ed expanded and developed his expertise within Ketchum's Food B2B practice and Landor Associates. And his award-winning work has quantifiably increased his clients' businesses. Prior to joining Porter Novelli, he founded The Varick Group, a brand positioning and marketing strategy consultancy.

Active in the industry since 1994, Ed continues to volunteer in various professional organizations, including the is a member of the New York Hospitality Group, New York/New Jersey International Food Technologist (IFT) Chapter, American Marketing Association and International Foodservice Editorial Council (IFEC) Institute, where currently serves as chairman of the IFEC Institute.

Ed contributes to various foodservice trade publications and online media outlets, and lectures at New York University. You may follow him on Twitter @edwardhoffman.

CARRIE SCHUM

EXECUTIVE VICE PRESIDENT

During the 15 years she has been at Porter Novelli, clients ranging from the American Red Cross to Gillette razors and the National Cattlemen's Beef Association have benefited from Carrie's leadership, strategic insights, and creativity. Driven by the belief that there is too much bad communication in the world, Carrie sees her mission as helping clients tell their story clearly and comprehensively to those who need it most. Research, insight and creativity are the tools she brings to bear, along with her years of experience as an account lead on some of the agency's largest clients.

Carrie work spans commercial, non-profit, and government clients, and includes local, national, and global accounts. She also leads outreach and promotion for Porter Novelli's suite of proprietary research surveys: ConsumerStyles, HealthStyles, YouthStyles and DocStyles. In addition to guiding program development, she plays an integral role in developing and tracking business-driven objectives, closely linking communications program performance to business outcomes.

Before moving to the Strategic Planning, Analytics and Research group in DC, which she now heads, Carrie led a variety of healthcare and social marketing accounts. Her healthcare expertise includes communicating about tobacco control, childhood vaccines, HIV/AIDS, and women's health. Most notably, she was a key member of the team who ran the State of Florida's "truth" award-winning anti-tobacco campaign, which resulted in the largest single-year decline in youth tobacco use ever recorded in the U.S.

Carrie began her career at the sports marketing firm ProServ, implementing event marketing programs and coordinating daily schedules and appearances for many of the firms' athlete clients, including Stefan Edberg, Pete Sampras and Gabriela Sabatini.

Carrie has both a BA (from Swarthmore College) and an MA (from the University of Maryland at College Park) in English literature, degrees that are surprisingly helpful in both making cocktail party conversation and in applying communications theory to agency practice.

HELEN NOWICKA

EXECUTIVE VICE PRESIDENT

Helen heads up the digital team at Porter Novelli's Washington DC office, having transferred from Porter Novelli UK in September 2012. As EVP, digital, she provides strategic social media counsel to clients across a range of sectors including food and nutrition, and public services. Helen offers 14 years of digital brand experience, including six years developing social media and digital approaches for clients.

Recent work includes helping Braun communicate its sponsorship of the London 2012 Olympic Games through a series of on-the-ground videos, and launching a Knowledge Network hub for Bayer Diabetes Care.

Previously, Helen was a director at leading UK agency The Red Consultancy. While there she worked on digital businesses including MSN, Expedia and McAfee before founding the agency's social media practice Shiny Red in 2006 and becoming its managing director. Her client experience spans the consumer, corporate, health care

and public service disciplines, having worked with Accel Partners, American Express, eBay, the European Interactive Advertising Association, the Food Standards Agency, Molson Coors, Pfizer and Unilever. She began her career as a reporter and has written for The Guardian, The Independent and The Times in the UK.

Helen has led numerous award-winning campaigns, and while based in London was a member of the digital councils of both the Chartered Institute of Public Relations, and the Public Relations Consultants Association. She has spoken at a number of conferences and panels, and contributed to the book Share This: the social media handbook for PR professionals published in 2012.

Helen has a degree in English from Churchill College, Cambridge University, and a diploma in journalism studies from Cardiff University.

In her free time she is a keen runner, gig-goer, long-distance walker and scuba-diver.

JESSE SOLEIL

SENIOR VICE PRESIDENT, DIGITAL

Jesse Soleil leads Porter Novelli's Digital practice, with specific expertise in designing integrated cross-platform experiences. In addition, he brings a mix of strategic consulting, business building, marketing and digital product development to Porter Novelli and has a deep understanding of how to reach consumers in ways that are creative and compelling. He has worked with a wide range of client vertical markets from health care to consumer, from Fortune 50's to startups.

Prior to Porter Novelli, Jesse was CEO and Founder of Massiverse LLC, a boutique media entertainment company. Before that, he spent nearly eight years with Scholastic Inc. driving business and marketing strategy, architecture, project management, design, development, R&D, social media and eCommerce.

Jesse spends much of his off time in Kenya where he both participates in the Rhino Charge (rhinocharge.co.ke), an annual car race to raise money to protect the last remaining rhinos in the region from poachers and is assisting in launching the first free-to-air educational kids television channel in East Africa.

Jesse earned a B.S. in Computer Science from California State University – Sacramento. He has three children, an amazing wife.

LIZ FITZGERALD

PARTNER EXECUTIVE CREATIVE DIRECTOR

Liz guides writers, art directors, designers and producers in developing a wide range of marketing communications materials in all media. She is known for work that is not only breakthrough and award winning, but strategically smart, true to the brand and highly effective.

After several years in the advertising agency creative world, Liz joined Porter Novelli in 2000 to build a robust conceptual creative capability. Over the years, Liz and her colleagues have helped clients to successfully advance causes, launch initiatives, strengthen brands, educate audiences and change behavior.

Liz and her team are equally at home with consumer and b-to-b advertising in all media. B-to-B engagements include United Water, Booz Allen, Almond Board of California, Wholesale Florists and Floral Suppliers Association and the Internal Revenue Service.

Liz's work has been recognized by numerous advertising and PR award shows for creativity and effectiveness, including the One Show, Effies, ADDYs, Communications Arts, PRWeek Public Affairs Campaign of the Year, Toths, Tellys, Sabres and Clios.

SEAN SMITH

SENIOR VICE PRESIDENT, GLOBAL CORPORATE AND CRISIS COMMUNICATIONS

Sean Smith is a Senior Vice President at Porter Novelli, where he leads the global Corporate Reputation and Crisis Communications practice.

Since joining Porter Novelli in 2011, Sean has traveled to four continents helping implement corporate reputation campaigns and managing issues for Hewlett Packard, Bel Brands Cheese, Chapstick, SanDisk, NetApp, Dun & Bradstreet, among other Fortune 500 companies.

From January 2009 to April 2011, Sean was the Assistant Secretary for Public Affairs at the United States Department of Homeland Security (DHS). In that role he was responsible for managing all aspects of the Department's brand and reputation. He was the principal advisor

to the Secretary on these matters and helped lead the Obama administration's public response to attempted terrorist attacks, the Gulf of Mexico Oil Spill, the H1N1 outbreak, border violence in Mexico, cyber attacks and dozens of other breaking news incidents.

He earned a M.A. in Public Administration from Harvard University's John F. Kennedy School of Government, and has his undergraduate degree from the University of Oregon.

In between client crises, Sean can be found kayaking, hiking, and converting his nieces, nephews and the neighborhood children into college football fans. He teaches at Yale University and lives in New Haven, CT.

KAREN VAN BERGEN

CHIEF EXECUTIVE OFFICER, SENIOR PARTNER

Karen van Bergen brings nearly 30 years of experience in marketing, communications and public affairs to her role as Chief Executive Officer of Porter Novelli with extensive agency and client-side experience.

Prior to joining Porter Novelli she was a senior partner and senior vice president at Fleishman Hillard, and the global lead for OneVoice – an integrated Omnicom offering that serves Royal Philips Electronics. As the global leader for OneVoice, Karen grew a 600-person consulting team across more than 80 countries.

Before Fleishman Hillard, Karen served two stints with McDonald's totaling more than 13 years. She was chief of staff, vice president of corporate affairs for McDonald's Europe and also as the director of marketing, communications and government relations for McDonald's Central Europe/Central Asia division. Prior to that, Karen worked at Coca-Cola for three years in Corporate Affairs.

For Karen, the key to successfully managing and growing large teams or large offices is a genuine investment in people. She believes passionately that when team members are constantly challenged to learn more and do their best, given opportunities to develop and empowered to look out for one another, creativity will flourish, clients will thrive and staff will “come to work whistling.”

Karen has spent much of her professional life using her communications experience for not for profit organizations – foster parenting organization, Inspire2Live (putting global brains together to turn cancer from a deadly into a chronic disease), environmental organizations and human rights organization.

Karen moved to New York for the opportunity to work with Porter Novelli. She is a hardcore foodie and loves cooking, especially healthy recipes infused with citrus flavors.

MICHAEL RAMAH

SENIOR PARTNER, CHIEF CLIENT OFFICER

Michael is Chief Client Officer at Porter Novelli's Corporate Headquarters in New York. As such, he plays a significant role in driving organic growth, "upstream" client business engagements, and new business acquisition.

Prior to his current role, Michael was Global Director of Strategic Planning and Research with overall responsibility for developing the planning capabilities at Porter Novelli, including stewardship of the agency's proprietary in house planning tool, Compass. In addition to these tasks, Michael also served as ad hoc counsel to the agency's clients on branding, strategic planning, message development, business plan development, strategy summits and related marketing based undertakings.

As a broad based marketing generalist, Michael has worked across all of the agency's practices, as well as internationally. Clients including McDonald's, GSK, Amgen,

Gillette, The American Cancer Society, HP, IBM, The Dole

Food Company, The CDC and a host of others have utilized his planning and facilitation expertise to tighten their strategic focus and align their business and communications objectives.

From 1987-1997 Michael was part of the PN International Social marketing team, which he eventually directed. Funded primarily by The Agency for International Development (USAID) and the World Health Organization (WHO), projects took place in developing countries around the globe on topics including family planning, HIV prevention, nutrition, maternal and child health, and substance abuse prevention.

Prior to joining Porter Novelli, Michael was Manager of Marketing Services at Seven Up International, with responsibility for worldwide implementation of non-advertising based brand support.

He is a graduate of Williams College and is fluent in Spanish.

BILLING PROCEDURES

Level	Title	US	Korea	Japan	China	Malaysia	Singapore	Hong Kong
Level 1	Partner, Executive Vice President, Senior Vice President	300	350	620	350	275	275	300
Level 2	Vice President, Account Director, Account Supervisor/Manager	235	300	400	250	150	210	180
Level 3	Senior Account Executive	170	200	250	150	110	147	147
Level 4	Account Executive	150	150	200	75	100	125	125
Level 5	Assistant Account Exeuctive, Account Coordinator	100	103	110	45	65	100	90

SCHEDULE OF BILLABLE MONTHLY CHARGES

The vast majority of our clients prefer fee-for-service or hourly billing based on approved annual programs. This method allows our clients to pay for actual time spent on their account and always allows both the client and Porter Novelli to track billing against activities. Each project or program has a budget ceiling, which we will not exceed without client approval of program changes. It is our responsibility to conduct the program for the agreed upon budget.

Porter Novelli structures its billing systems to meet the needs of each client. We offer our clients the option of determining exactly what information they would like to have included in each invoice they receive. We submit monthly bills to our clients accompanied by a statement that provides an exact status report on each project – the budget cap established, the amount of money spent to-date and the amount remaining.

Telephone – Long Distance	Charged as per internal bill with markup
Fax	\$3.00 per page
United Parcel	At cost
Photocopies	\$.25 per copy (B&W)
Color Prints	\$1.00 per copy (Color)
	\$40.00 per page 11" x 17"
	\$20.00 per page 8.5" x 11"
Postage	At cost
Messenger	As per gross bill
Federal Express	As per gross bill
Factiva – Research, Monitoring, News & Business Information	\$2.95 per article
All Travel & Hotel costs	Billed at cost
All Meals and Carfares	Billed at cost
Third Party Vendors	Billed at cost plus 17.65%

WHY PN?



One thing you should know about Porter Novelli.

We aren't exactly the superficial type.

We delve deeper. Push ourselves harder.

Peel away the expected until we get to the really good stuff that makes a meaningful, measurable difference in your image, your sales, your future.

What differentiates Porter Novelli?

PROPRIETARY INNOVATIONS LIKE STYLES RESEARCH, FOOD 3000
OUR 40 YEARS OF "WHITE HAT" HERITAGE OF CREATING SOCIAL MARKETING
DEEP AND TRUSTED GLOBAL NETWORK OF NUTRITION INFLUENCERS
EMBEDDED STRATEGIC PLANNING ANALYTICS AND RESEARCH
REAL-TIME MONITORING AND STATE-OF-THE-ART SOCIAL MEDIA MEASUREMENT
MEMBER OF THE OMNICOM NETWORK
20-YEAR CLIENT RELATIONSHIPS
DEDICATED CREATIVE DESIGN, GRAPHICS AND PAID MEDIA DEPARTMENT

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