

WEBER SHANDWICK

Advocacy starts here.

[webershandwick.com](http://webershandwick.com)

**We all know them.**

They're those rare people  
with the passion to stand  
up and speak out.

To lead. To change minds.  
Theirs are the lone voices that  
shape public opinion.





**Advocates.**  
**They make all the difference.**

We live in an era of personal power. The wired, multimedia world has empowered all of us with greater control over the type of information we receive and the way we receive it.

One-way media and marketing communications have given way to two-way engagement, interactivity, user-generated content and the blogosphere.

We no longer take our cues from traditional, centralized experts. Now we access the views of influencers, connectors, bloggers, activists and people simply willing to stand up and voice their opinions, virtually or otherwise, anywhere in the world.

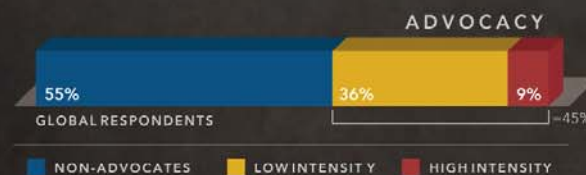
Anyone can have influence.  
Anyone can make change.  
Anyone can be an advocate.

## Advocates make good business.

Consider the facts. *The New Wave of Advocacy*,™ a recent study by Weber Shandwick with KRC Research that covers more than 500 respondents in nine countries, reveals powerful truths.

## Advocacy is not the latest buzzword or hype. It's a global truth.

**1** The democratization of advocacy is underway, with nearly one out of two respondents globally (45 percent) identified as advocates. Advocates are individuals who actively support issues and brands, make their dissatisfaction known and reach a wide network. But some advocates are more intense than others.



### Badvocates

A recent poll suggests that 20 percent of respondents worldwide actively make their dissatisfaction known in a variety of ways and do so more quickly today than two or three years ago. Managing this new landscape is critical to the success of any communication by any business, brand, cause or individual.

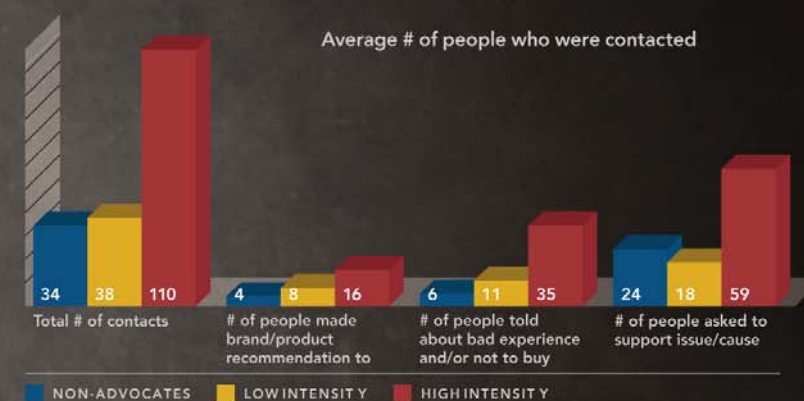
**2**

Respondents globally are quicker to take action on issues and causes, buy products and services and express dissatisfaction than ever before. About six in ten respondents worldwide have sped up their decision making from a few years ago. It's an empowered world, and the empowerment is spreading.



**3**

High-intensity advocates have a wide reach of influence. They contact more people than non-advocates to express their opinions about issues, causes, brands and products. They are the most active ingredient in any effort to spread word of mouth. You need to know what makes them tick and mobilize them to rally more advocates. That skill is the cornerstone of our business.



To successfully mobilize advocates and earn their support, you need to first identify them and learn how to engage them. Time is of the essence, given the speed at which both advocates and badvocates make decisions and spread their influence around the globe.



**Advocacy starts here.**

Weber Shandwick creates what clients need to grow—a legion of believers, supporters, allies and fans.

Through our unique “Advocacy Ignition” methodology, we move people faster to the highest form of loyalty—advocacy—by mobilizing advocates early on in the communications process. Likewise, through a variety of service offerings and initiatives, we are investing in new ways to sustain and build advocates as the core foundation of our clients’ marketing communications programs.

Advocacy. It’s the power to help move businesses, brands, people and ideas forward.