

THE RETURN ON ADVOCACY

The Payoffs of Finding Your Advocates and Heeding Your Badvocates

WEBER SHANDWICK

Advocacy starts here.

Advocacy plays an increasingly critical role influencing people's opinions and behavior toward companies, organizations, issues, brands and products. Weber Shandwick conducted a survey with KRC Research among adults in nine countries to explore this accelerating global shift and to understand how companies and organizations can identify Advocates and engage them early in the decision-making process.

Our survey, *The New Wave of Advocacy*TM, reveals that people today are quicker to take action on issues and causes, make decisions to buy products and services, and express satisfaction and dissatisfaction than ever before. Also, nearly one-half of respondents are Advocates – individuals who forge emotional bonds and higher levels of involvement with companies, brands and issues. Three types of Advocates emerged from the ground-breaking research – High Intensity Advocates, Low Intensity Advocates and Badvocates.

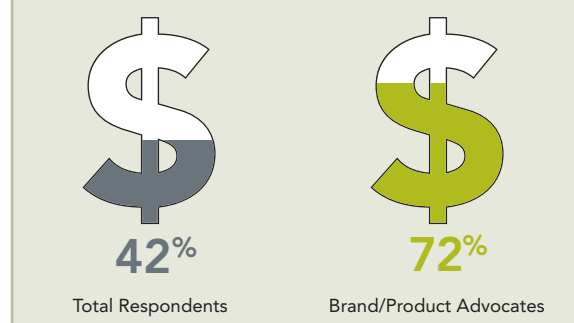
As described below, additional analysis of our multi-market research identified four distinct ways that Advocates generate discernible business benefits and value. Due to Advocates' significant impact on the bottom line and support in times of crisis, companies need to recognize their power to influence organizational success and failure.

1

Advocates are much more likely than average adults to pay a premium for brands they support. Advocates vote with their wallets and provide tangible returns for the brands they champion.

- Nearly three out of four Advocates pay more for select brands compared with approximately 4 in 10 global respondents who are willing to do the same.

Pay more for specific brands



2

Advocates stand by companies they support in time of trouble. They are more likely to give companies the benefit of the doubt when controversy arises. When reputations are endangered, companies can count on their Advocates to help stabilize revenue and sales. Companies should engage their Advocates before needing their support.

- Advocates are 3.5 times more likely to continue loyalty to a company when it is in crisis than to discontinue loyalty. The average adult is only 2.8 times more likely to continue loyalty than to discontinue loyalty.

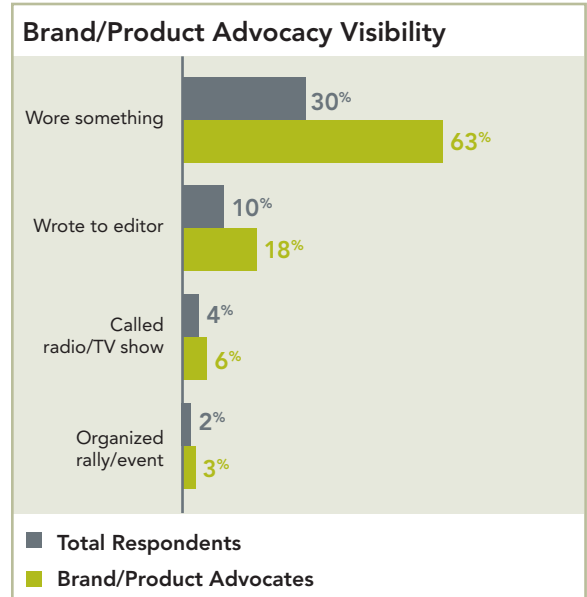
Remain loyal when company is in trouble



3

Advocates make their brand loyalty visible by wearing logos or carrying branded products that let others know their brand allegiance. Personal investment is what every company hopes for and Advocates deliver. Companies should recognize that Advocates can help boost their marketing investment by displaying brand preference.

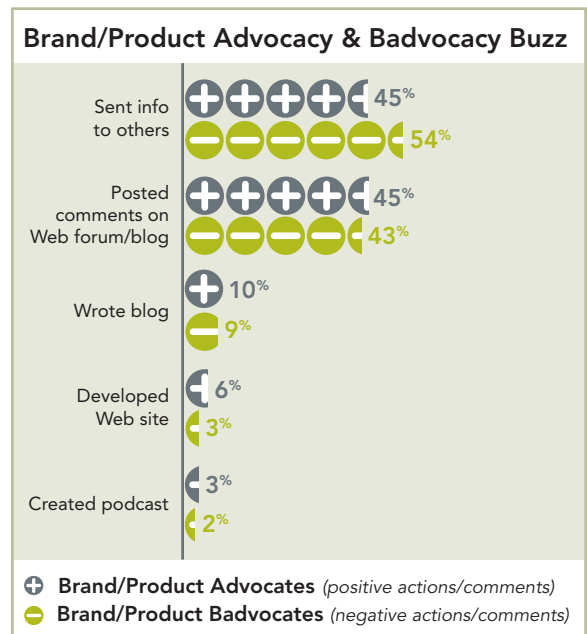
- Advocates are more likely to wear something that supports brands. More than 6 out of 10 Advocates report wearing something that shows their support for brands or products compared with one in three average adults (63 vs. 30 percent).



4

Badvocacy – actively detracting from companies, brands or products – is more likely than Advocacy to travel through personal networks. When encountering a negative experience, Badvocates take their stewardship seriously. They feel more responsible than Advocates for cautioning others about which brands or products to avoid. In contrast, less direct channels – posting online, writing blogs, developing Web sites and creating podcasts – are just as likely to be used by Badvocates and Advocates. Companies should be sharply attuned to Badvocates considering their drive to influence and protect.

- Negative information is more likely to be forwarded than positive information – 54 percent of Badvocates send information to others about brands or products they dislike compared to 45 percent of Advocates who send information about brands or products they like.



The New Wave of Advocacy™ survey was conducted online by Weber Shandwick with KRC Research in March 2007. The survey included 583 adults (21 years of age and older) sampled across nine countries - Australia, China, Germany, Italy, Japan, Singapore, Spain, U.K. and U.S. For more information, please contact Leslie Gaines-Ross, Chief Reputation Strategist (212.445.8302) or Liz Rizzo, Vice President, Reputation Research (212.445.8425). You can also visit www.webershandwick.com.

ABOUT WEBER SHANDWICK

Weber Shandwick is one of the world's leading global public relations firms with offices in major media, business and government capitals around the world. The firm specializes in strategic marketing communications, media relations, public affairs, reputation management, and crisis and issues management. It also offers corporate communications counseling services. The firm provides specialized integrated services including Web relations, advocacy advertising, market research and visual communications. Weber Shandwick received the highest client-satisfaction honors in the 2007 Agency Excellence Survey by PRWeek U.S. and in 2006, was named Large PR Firm of the Year (PR News U.S.), European Consultancy of the Year (The Holmes Report) and Network of the Year (Asia Pacific PR Awards). The firm also won the 2005, 2006 and 2007 United Nations Grand Award for Outstanding Achievement in Public Relations. To learn more, please visit www.webershandwick.com.

Weber Shandwick is a unit of The Interpublic Group (NYSE: IPG), which is one of the world's leading organizations of advertising agencies and marketing services companies.