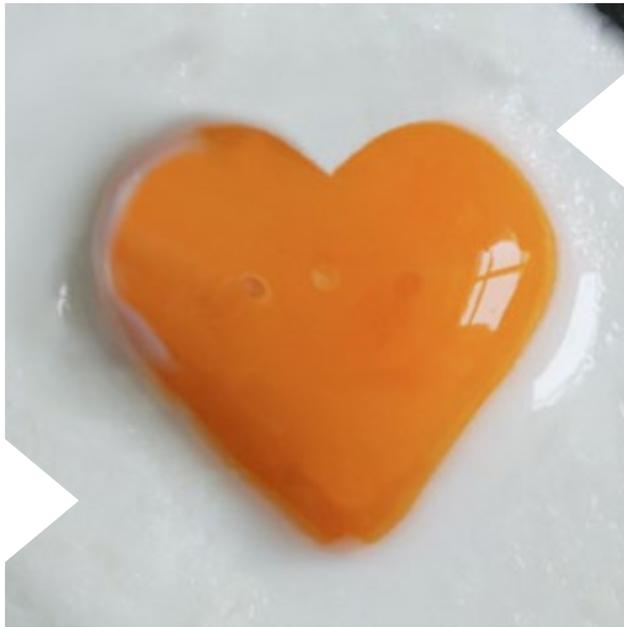


# Rules of Engagement



weber  
shandwick  
engaging. always.

# 1

## Get a New Job

We did. In a world where information comes at us from endless sources, it's no longer just about engaging people with a story. Today, we engage people *IN* the story. It's an important distinction. Just like the fact that we are now an Engagement Agency.



# 2

## Get Over Yourself

You are not in control of your brand or message anymore. Today, you share it with your audience. They shape your story, how others see you, what people say about you. They'll even write your advertising. In short, they can make or break you. So don't talk at them. Have a conversation instead.



# 3 You're a Drop in the Ocean

People are drowning in content. More video is uploaded to YouTube in 60 days than all three major U.S. networks produced in 60 years. And despite the fact that 60% of all Internet traffic now comes from video, 80% of people never get past the first 10 seconds. Be bold and original and be the drop that's drunk.



# 4

## You're Probably on Something

Like everyone else you're probably on some sort of device most of the time. Your audience is constantly engaged with the information, entertainment, conversations and people that matter to them. Your message needs to be where everyone is. Which is everywhere.



# 5

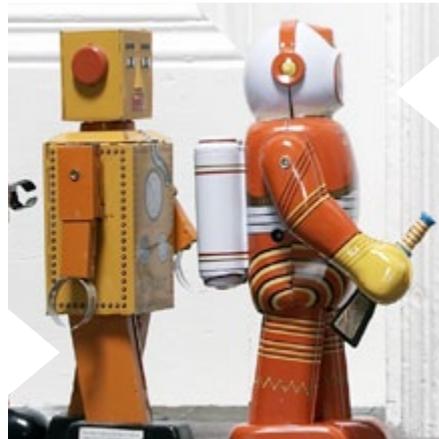
## Ask: What's the <sup>^</sup>Insight?

For many, the insight is the holy grail. For us, it's the *Incite*, the creative idea at the heart of every campaign. The *Incite*, through its originality and share-ability, propels a campaign forward. *Incites* contain an energy that gains momentum across the media galaxy - paid, earned, owned and the social power of each. As more and more people participate in it, share it, and advocate it, *Incites* spark movements and transform businesses, brands and issues.



# 6 Follow Directions

If you don't know where you're going, all roads lead there. Every brand, company and organization has a positioning in the marketplace, or should. The content we create is carefully designed to move a brand's story forward towards a distinct goal. First we define where we want to end up; and then we plot out how to get there.



# 7

## Be Contagious

Asking for a viral video isn't like ordering soup. Content that "goes viral" is the kind that's talked about and passed around. It takes creativity, and luck. So inspire, delight, entertain, shock, captivate, illuminate - whatever it takes to create emotional experiences that drive participation.



# 8

## Pay Attention

One of our secret weapons is our Engagement Index. This proprietary tool allows us to monitor the level of engagement a campaign is generating, so we know who is part of the conversation; how and with whom the campaign is being shared; and most important, how it's affecting the awareness, perception and health of your business. What do we do with that knowledge? See rule #9.



# 9

## Caffeinate

You can't go to sleep, not in this world. You must be ready to react and respond at a moment's notice. Answer, project, update, argue. Adjust the content, find a different medium, use the newest technology. Whatever you do, don't close your eyes.



# 10 Hire Us

It's the Engagement Era and we practice what we preach. While it's an uncertain time for many marketers and agencies, it's one we're very familiar with: Engaging audiences is what we've done since the beginning. When you engage, you converse. When you engage, you inspire advocates. When you engage, you create movements. It's actually what we've always done. And always will.



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