

8 DELIVERABLES



LEADERS EXPECT

FROM THEIR

CORPORATE

COMMUNICATIONS TEAMS



1

01

BRAND VISIBILITY

Make the corporate brand more visible and credible to audiences and stakeholders that matter in industry, media, government and society



INDUSTRY RELEVANCE

02

Help make the business more relevant through thought leadership at industry events; showcased achievements, demonstrated impact and performance made visible to key audiences



03

MEDIA INTELLIGENCE

Proactively alert and advise management on messaging; when/how to engage with the media and on public platforms



REPUTATION CLEAN-UP

Timely and effective deployment of narratives, strategies and tactics that **clean up the news headlines** and restore reputation to post-issue/crisis status

04



VALUE FOR MONEY

05

Communications programs and activities deliver *MORE with LESS* and ensure value for every \$ of budget spend



IMPACT STORYTELLING

The full impact of the company's social and economic contribution is well communicated, received and understood by key stakeholders in industry, investment finance, government, media and society

06



07

COMPETITIVE COMMUNICATIONS

The communications practise and performance is expected to be at par or higher than that of peer companies in the same sector

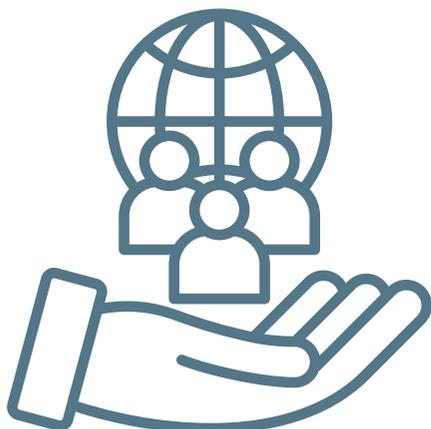


PR and Comms impact, reach and performance should not lag behind competitors in the sector

BUSINESS IMPACT

Leaders expect communications teams to help sustain and grow the business through:

08



- ***Strategic Marketing & Brand Communications***
- ***Facilitating initiatives that open doors to new relationships***
- ***Managing the external narrative***
- ***Managing relationships with key stakeholders***
- ***Enabling organizational effectiveness***
- ***Brand & Reputation Building***

8 DELIVERABLES

1. **Brand Visibility**
2. **Industry Relevance**
3. **Media Intelligence**
4. **Reputation Clean-Up**
5. **Value For Money**
6. **Impact Storytelling**
7. **Competitive Communications**
8. **Business Impact**