

# Kelton

**CSR Communication:  
Prepared for CVNY**



**Kelton is an insights +  
strategy consultancy.**

By fusing research with strategy and design, we transform  
insights into business solutions.



## **Insight**

The engine of our work that turns challenges into opportunities and ideas into reality. From ethnography to analytics, segmentation to semiotics, insights power the stories that inform, inspire, and light the way forward.



## **Innovation**

Our human-centered design process blends classic principles of design thinking with an ideas-first approach to deliver tangible concepts for new experiences, products, and services.



## **Branding**

We view branding through one critical lens: as a tool for business growth. Utilizing the same ideas-led approach we use in innovation, we coalesce around creative ideas that will move the financial needle for your brand.

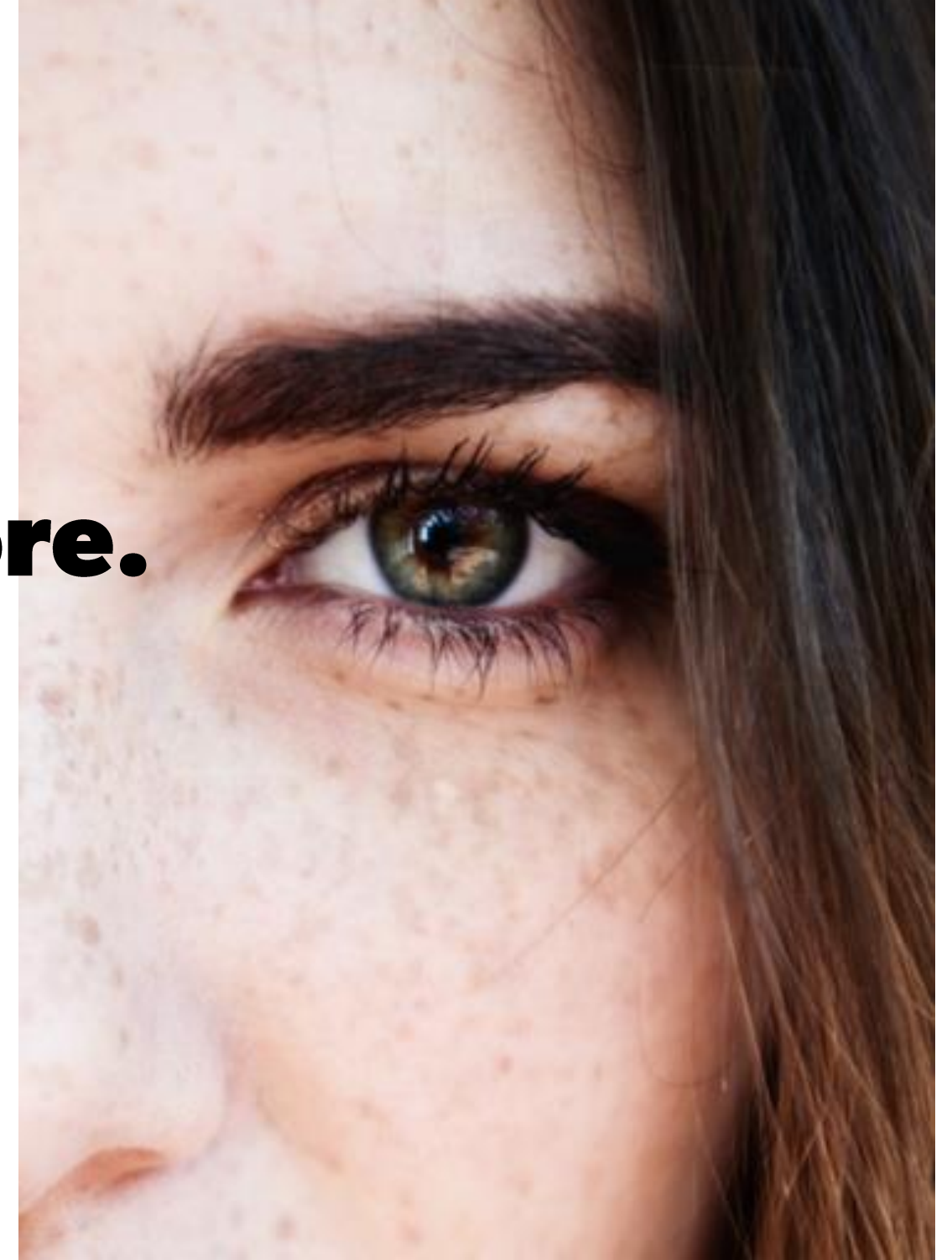


## **Communications**

We build data driven stories that engage, entertain, and persuade. Our team helps corporate communications teams and PR agencies develop the messaging and narratives that capture attention and position brands in the optimal light.

# Empathy at our core.

We're driven by the desire to understand what makes people tick. Their needs, wants, worries, and hopes sit at the center of every solution we create.



**Kelton**



# Where insight and imagination intersect.

We believe in data-driven creativity to take clients from upstream exploration to downstream application with confidence.



**We help great brands like these move confidently into the future...**

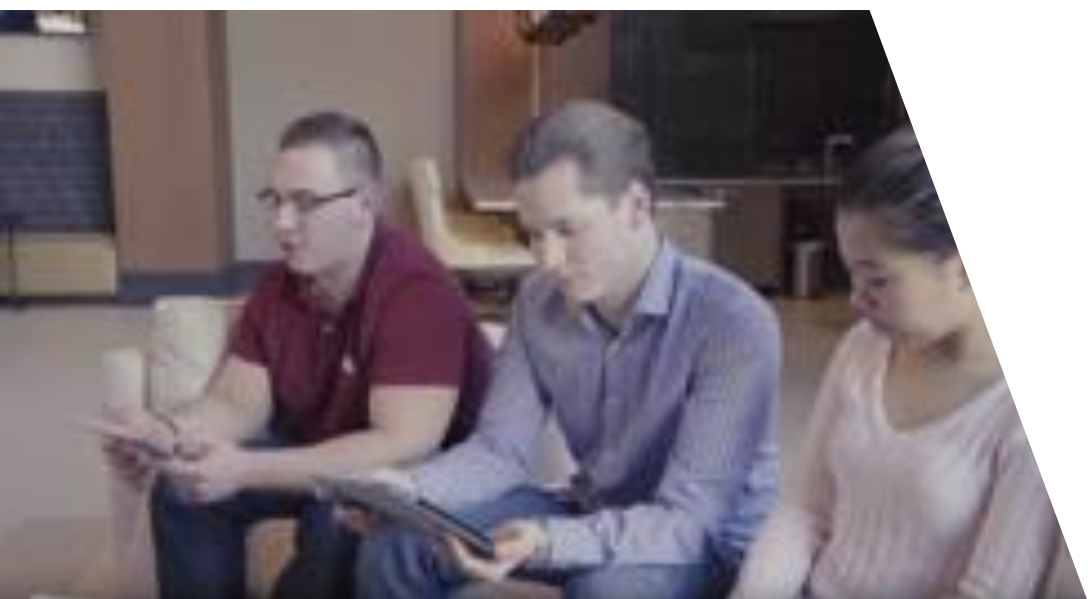


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# Love Affair with CSR

Connection of **Internal**  
& **External** Brand.





**Getting Credit for Doing Good:**  
Communicating social impact  
**globally** with a focus on **local**  
relevance.







Cultivating a guest-centric corporate social responsibility **strategy**.



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**The Issue**

**Deep Dive**

**What Works & Why**

**Tactical Advice**



The Issue...

**(that you probably already know)**





The social impact space is **crowded.**

The collage features several logos and graphics related to social impact and sustainability:

- Planet 50-50:** A blue graphic with a world map and the text "PLANET 50-50 BY 2030" and "STEP IT UP FOR GENDER EQUALITY". It includes a "10 MAR" badge and the UN Women logo.
- Microsoft:** A red graphic stating "117 Number of countries with Microsoft software donation programs" and "\$2 million per day Average software donation to nonprofits around the world in FY13". It also mentions "1/2 million Refurbished or discounted hardware devices Microsoft made available to nonprofit organizations".
- LEGO:** A logo for "BUILDING A BETTER WORLD THE LEGO GROUP 2011".
- McDonald's:** A green graphic with the Golden Arches and the text "Going Green".
- Coca-Cola:** A circular diagram showing the supply chain from "INGREDIENTS" to "DISTRIBUTION", with "CUSTOMERS & CONSUMERS" at the top. It includes the text "21ST CENTURY COCOA" and "HERSHEY'S COCOA SUSTAINABILITY PLAN".
- Project Inspire:** A graphic with the text "PROJECT INSPIRE 5 MINUTES TO CHANGE THE WORLD" and logos for UN Women and MasterCard.
- Amazon Smile:** A logo with the text "amazon smile You shop. Amazon gives.".
- TOMS:** A graphic with the text "ONE FOR ONE FOR ALL" and "STARTING NOVEMBER 16TH, FOR EVERY TARGET+TOMS LIMITED-EDITION GIFT YOU BUY, WE'RE GIVING SHOES, A BLANKET OR MEALS TO THOSE IN NEED.".
- Bank of America:** A graphic with the text "DID YOU KNOW? BANK OF AMERICA HAS A 10 YR \$50 BILLION ENVIRONMENTAL INITIATIVE TO HELP ADVANCE A LOW-CARBON ECONOMY.".
- Toyota:** A graphic with a tree and the text "aim: zero emissions" and "TOYOTA".
- Plastic Recycling:** A graphic with a recycling symbol and the text "PLASTIC RECYCLING" and "We're Going Green!".
- Kraft:** A graphic with a field of crops and the text "KRAFT Foodservice Better World".
- Colgate:** A graphic with a smiling globe and the text "Giving the World Reasons to Smile SUSTAINABILITY AT COLGATE".
- Fighting Hunger Together:** A graphic with a fork and the text "fighting hunger together".
- Kelton:** A logo with the text "Kelton".

It's difficult to **stand out** for doing **positive** things in the world. Few companies get noticed in positive ways.



“ It is hard to see examples in my daily life. You really have to look, and the majority of what you hear is bad. The **positive is harder to find.** ”



Standing for something is **tough**. Making consumers and employees trust and believe you is even **tougher**.





46% of consumers agree that **CSR** is just a way for big, profitable companies to improve their **image**.



# The Good News:

CSR programs that stand out have a lot in **common**.



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# More Good News:

What resonates with external consumers & what resonates with employees is **extremely similar.**



# 7 Communications Pillars

**(based on our experience)**

# pillar

## Transition from thinking CSR to communicating Social Impact





A person wearing denim overalls and green rubber boots stands in a field of green plants, holding a yellow watering can. The background shows more rows of plants and a blurred field.

**Not just about**

**giving back**

**Consumers expect that brands provide a constant stream of improvements and inventions that significantly change the very way in which we live our lives, while staying flexible and nimble along the way.**



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**Reframe to talk Social  
Impact Opportunity**

02



# Corporate social impact **isn't** an **obligation**, it's an **opportunity**

“

Mending the rift between big business and society isn't merely a worthy goal....the research shows [it] is worth about 2 percent per year ... we would say that this is the **new frontier of competitive advantage.**

”

[McKinsey](#), 2016



When done well, social impact can...

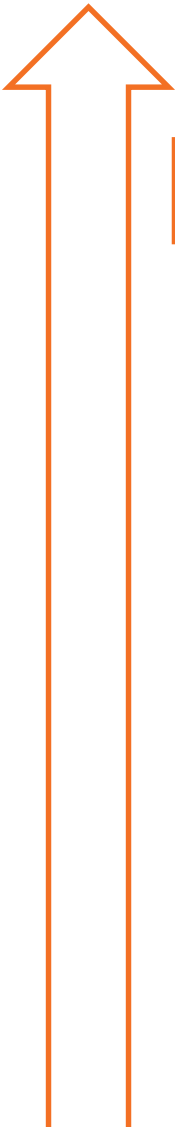
Build an **emotional connection**

+

Clarify a **company's mission**



In other words...



**brand love**  
(favorability, advocacy)



**trust**

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**Focus on being overtly connected  
to your company's DNA**

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03

# Over and over again we hear...



## **DESIRE FOR SIMPLE MISSION:**

Why this company is tackling this problem

## **EXPECTATION FOR SHARED EXPERTISE & INTERTWINED GOALS:**

Corporate expertise and resources applied to social impact goals

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04

**Keep the What and the Why  
Extraordinary Simple**





**Don't  
overcommunicate.**

**Really.**



# The Four We Always Hear

## **Imagery Speaks**

Photos directly relating to the cause or campaign; icons as visual cues; easy to digest information

## **Simple Data Points**

Data points that show success vs. implied success

## **Goals & Targets**

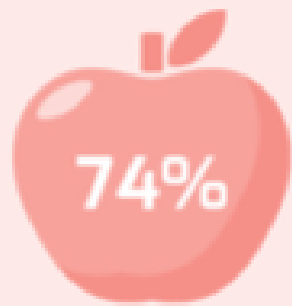
Success is clearly defined and reported

## **Dual Narrative**

Use of before and after dichotomies

# THE STORY IN NUMBERS

Girls start out with a love of science and technology, but lose it somewhere along the way. Let's help encourage that passion in teen girls.



In the United States, 74% of girls and teen girls express interest in Science, Technology, Engineering, and Math (STEM) in middle school [\[1\]](#)



By high school, only 0.4% of teen girls plan to major in Computer Science [\[2\]](#)



CS jobs will be the highest-paying sectors over the next decade, paying almost \$15K more than average



Encouragement from adults and peers is the #1 contributor to a teen girl's decision to pursue Computer Science [\[3\]](#)

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**Emphasize & Elevate  
Employment Brand**



- **Taking care of our own establishes brand ethos of caring about people**
- **Reinforces belief that content, motivated employees are better able to make significant contributions to social causes – big and small**





# Facebook Employees Are Insanely Happy With Their Jobs

Mark Zuckerberg must be doing something right.

03/02/2016 11:46 am ET | Updated Mar 02, 2016



# Costco Employees Happier With Pay Than Many In Silicon Valley

By Emily Cohn



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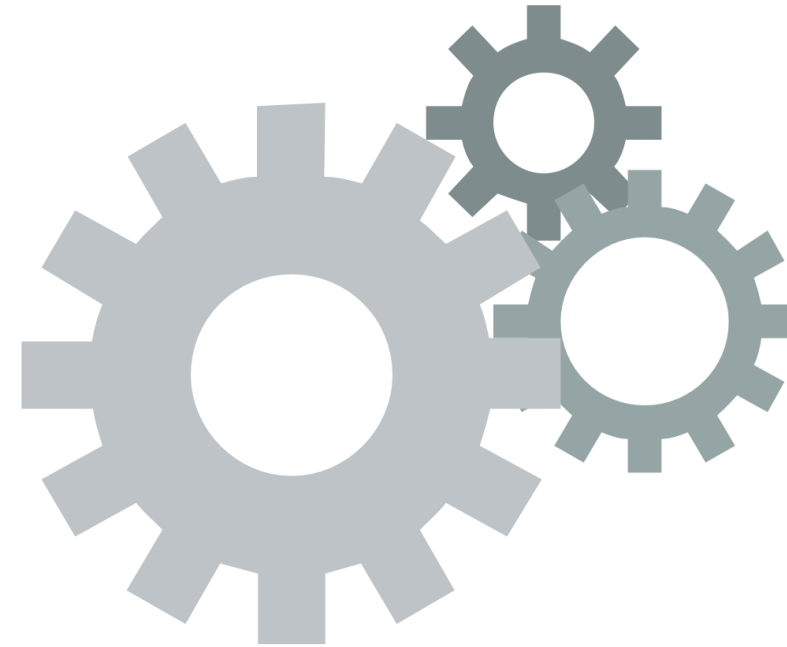
**Know your nuances**

06

Key expectation **nuances** by:



Country



Industry





Users in different parts of the world perceive social impact through **different lenses.**



**Ideal role  
of social  
impact:**



Changing the **WORLD** by creating a better future for all



Giving back to employees and the **LOCAL COMMUNITY**



Spreading and embodying **NATIONAL** values

Industry nuances dictate a lot.

Tech = **Innovation**

Retail = **Local Community Member**

Larger Companies = **Fighting Root Causes**

rule

**C-Level, C-Level, C-Level**

07



# From C-Level Signing Off to C-Level Driving Strategy

“

The **world is divided** into those who have been converted to this [societal impact] mindset and those who haven't. The **difference is you need real leadership to really believe in it.** ”







– **Frieda Williams**, Author of Green Giants

**Where it's headed**

**The Future**



**What to keep in mind**

# CSR Specific

-  Transparency Beyond Products
-  Win-Win-Win Partnerships
-  Human Driven Tech is the Solution
-  Online Conversations + Storytelling
-  Conscientious Entrepreneurship
-  Real-time Measurement

# Broader Themes

*(But potentially important for marketing/branding pros / financial services)*

-  Disintermediation of Middlemen
-  Conscious Creativity for the Masses



## Transparency beyond Product

Consumers care about the people behind the scenes, including C-Level executives, and what they stand for. Mobile technologies are giving consumers more ways to see into the backroom processes (e.g. Fooducate & other ethical shopping apps) and in to company practices (e.g. Glassdoor).





## Win-Win-Win Partnerships

Brands and companies are looking to create mutually-beneficial relationships with non-competitors. This consolidation of CSR efforts follows a consolidation of other services, (e.g. Wholefoods x Amazon).

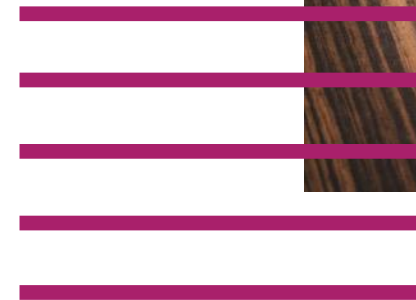
# Human-driven Tech is the Solution

The 'inevitable' technologies, like AIs are going to transform key industries, but also come with anxieties and concerns. Companies can use AI to transform CSR, but will need to communicate its advantages in a compelling, simple way (e.g. Olivia app).



## Online Conversations + Storytelling

Brands will have to use Social media to not only tell their story, but to engage with real consumers in real-time as issues arise relating to our mission, or we do something amazing.







## Conscientious Entrepreneurship

Start-ups are beginning to infuse CSR into their core businesses, (E.g. Kickstarter).



## Real-time Measurement

Information/data is becoming more available and easy to digest (when done right), so expect the quarterly or yearly reports to become dashboards.



## Disintermediation of Middlemen

Many of our core services have had middle men removed, giving consumers direct access to what was once sold & re-sold. (e.g. DIY investment platforms).



## **Conscious Creativity for the Masses**

The means of creative production – making movies, producing songs, designing a garment – are becoming cheaper and more accessible to more people. This will allow consumers to channel their political/social justice beliefs into more inherently 'viral' forms.



# How you get there

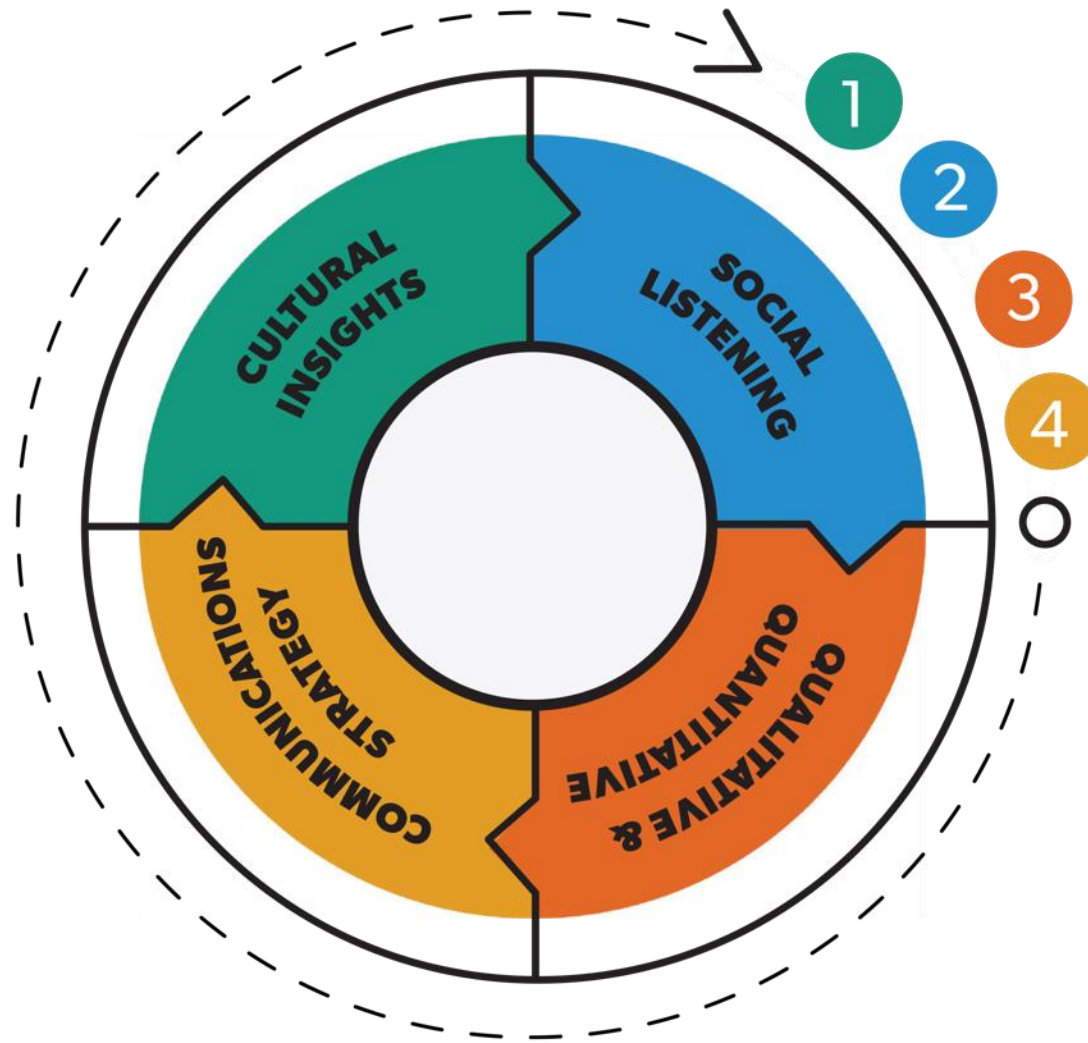
## The Tactics

# Tips & Tricks



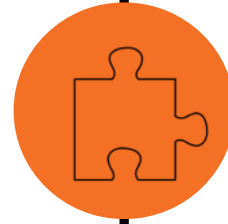
# How We Get You There

A 4 Step process for informed, impactful messaging



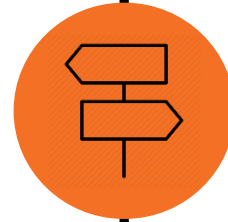
But if you can't...

## Our DIY



### START WITH YOUR OWN BRAND

Identify and communicate the factors that make your social impact efforts feel authentic, true, and ownable for your particular business. It should always be immediately clear why your company is pursuing a given initiative.



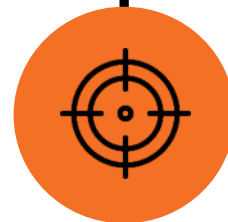
### UNDERSTAND THE CULTURAL LANDSCAPE

Stay attuned to evolving social values and priorities, to identify how to best describe your social impact programs in a manner that will resonate with your target consumer.



### CONSIDER YOUR CATEGORY & INDUSTRY

Look at parallel or adjacent categories for an 'expectation shift' in the CSR space.



### THINK LIKE YOUR TARGET AUDIENCE

Identify which programs and initiatives are going to strike a chord with consumers and how your brand can best highlight these in your communications strategy. How can you build an emotional connection with your customers in a genuine and personal way?

**Thank you!**

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