

The Next

5



Years

Welcome to the next 50 years of public relations—not that I expect most of us will be in PR for another half century. But, it's not impossible. The guy in the office next to mine, Al Golin, celebrates his 50th anniversary this year with the company that bears his name. That is truly a remarkable achievement.

I believe our success is a testament to the principles on which Al built this business—trust, honesty, and integrity. Our longevity also reflects our ability not only to adapt with the times, but to anticipate changes and shift direction.

It doesn't take a news alert to figure out that we're living through a time of enormous upheaval. Charting a course through this changing landscape is a challenge for every PR professional.

When it comes to predicting the future, we have no illusions about our ability to gaze into a crystal ball. But we can make educated extrapolations about where our business is headed—and we'd better—because those who don't prepare will become extinct. So, on the occasion of our 50th anniversary, here is GolinHarris' take on *The Next Fifty Years*.

Fred Cook, *President and CEO*

THE CHANGING WORLD

Borders, languages and cultures are no longer insurmountable barriers to commerce. But the flattening globe does pose some significant communications challenges. Consider three important demographic and geographic trends that are rapidly altering the world in which we live and work.

Globalization, the first of these trends, is at the center of this changing world. All businesses are dealing with the reality that the universe is shrinking. Brands are universal. Time zones are meaningless. Go global or go home.

As companies look to compete globally, outsourcing will become common practice in the coming years. According to Forrester Research, at least 3.3 million white-collar jobs and \$136 billion in wages will shift from the U.S. to low-cost countries like India, China and Russia by 2015. In India alone, outsourcing revenue is expected to quadruple to \$65 billion a year by the end of the decade. Even McDonald's is experimenting with routing take-out orders to call centers overseas to enhance the drive-thru experience. But companies are not just looking for cheap labor abroad. They are searching for ideas. Procter & Gamble CEO Allen G. Lafley recently stated that he wants half of all new P&G products to originate from outside the U.S. by 2010.

As every major company expands into Shanghai, Mumbai and Warsaw, the PR industry is customizing communications tools for those markets. But the global marketplace is complex. Experienced marketers—like Starbucks, which projects international expansion to increase from 3,275 to 30,000 stores in the coming years—continue to adapt American consumerism to fit new territories. But in regions like the Middle East and Asia, cultural differences can present huge hurdles for U.S.

brands, as seen by the controversial introductions of *Rolling Stone* magazine into China and *Playboy* into Indonesia. The same issues apply to foreign companies like Dubai Ports World and the China National Offshore Oil Corporation (CNOOC), whose attempts to enter the U.S. market were greeted with a firestorm of criticism. Moving forward, effective international communication will require more than reach. It will demand local sensitivity.

It will be the “glocal” brands that will succeed in the era of globalization—companies that understand local behaviors and preferences, like MTV which has expanded to 124 channels in 169 countries. Or Dow Chemical, where 80% of employees are local residents at its 156 manufacturing sites around the world. Or Toyota which has created 386,000 jobs in the U.S. alone.

A second, very important trend is unfolding inside the U.S.—multiculturalism. Buoyed by higher birthrates and increasing immigration, minorities will comprise one-third of the U.S. population by 2016.

Every business has to consider the impact and opportunity of a rapidly expanding Hispanic population. The census bureau predicts that by 2050 one in every four Americans will be of Latino ancestry. In Los Angeles, that number is already one-in-two. Hispanics represent both the fastest-growing and largest minority group in the U.S. By 2020, they will represent one-half of the growth of the U.S. workforce. The current immigration debate is just a preview of this diverse group's future power and influence.

But the cultural shift won't be limited to Hispanics. America will likely see an African American president within 20 years, and Asians will become increasingly influential in American society and business. Already there are 635

GLOBALIZATION



CONTRIBUTION TO GLOBAL GROWTH, 2006-2020

Increase in a country's real GDP, at constant 2005 PFP, as a share of increase in global GDP over the same period.

Source: Economist Intelligence Unit

Asian media outlets in the U.S. and that number expands daily. In the next 50 years, the minority will become the majority. Multiculturalism will be mainstream.

Multiculturalism is not only an American phenomenon. In Dubai, 80% of the population is made up of foreigners who are contributing to the growth and development of that thriving country. In the future, European nations will rely on immigration to help counteract their declining populations, which according to Eurostat are expected to fall from 461 to 450 million in the next 50 years. But growing minority populations can create cultural clashes, as we have recently seen in France, where according to some estimates, one quarter of the population will be Muslim by 2030.

The seismic shift to globalization and multiculturalism will transform communication. It will not be enough to address emerging cultures by simply creating separate practices to focus on individual ethnic groups. In the coming

The longevity of this age group represents a global business opportunity and a corresponding social challenge. This year, 330 American Boomers will reach age 60—every minute—all year long. On the average, they will live to be 77. In another 20 years, life expectancy may surpass 80 years. In 50 years, it could be 85.

Smart marketers are awakening to the enormous buying power of this older consumer, whose home equity alone exceeds \$3.5 trillion. The changing needs and priorities of the “Zoomer” generation, which expects to jog into the afterlife, will drive demand for products and information tailored to their unique lifestyles. In turn, communicators will customize their interactions with this influential demographic. Now that Paul McCartney really is 64, the term “senior” should refer only to the final year of high school.

Governments alone can't solve all the issues related to this demographic explosion. Business will have to help.

MULTICULTURALISM WILL BE MAINSTREAM

decades, the current ethnocentric approach to public relations will be replaced by a more holistic perspective. Future PR professionals will understand the differences and sensitivities of different cultures—because they will be part of them. Around the globe, an increasing number of young multinationals will join the profession, mirroring the diversity of the world they live in.

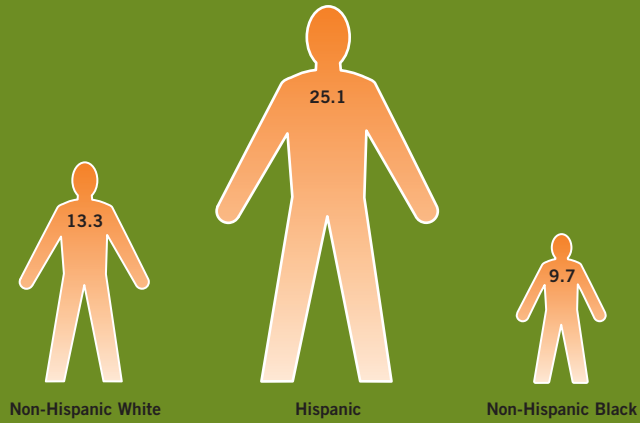
There is another demographic group that deserves special attention. Currently in the U.S., there are some 80 million Baby Boomers. And by 2020, the Centre for Aging in London estimates that there will be nearly 700 million individuals in the world that are over 65 years of age. By 2050, 35% of Germany's population and 42% of Japan's will be over the age of 60.

In 2030, there will be two workers paying into U.S. Social Security for every one beneficiary, compared to seven-to-one when it was created. By 2050, global healthcare costs are expected to double. What will retirements look like? Who will pay for them? What amount of public resources are appropriate to prolong life? Who gets to decide?

The answers to these questions will have a huge impact on the health care industry and on every organization with retired workers, like General Motors, which has three times as many retirees as employees. Issues related to longevity will dominate political campaigns and public policies for the foreseeable future. The leaders of the PR industry, most of whom are part of this aging generation, should play a major role in addressing them.



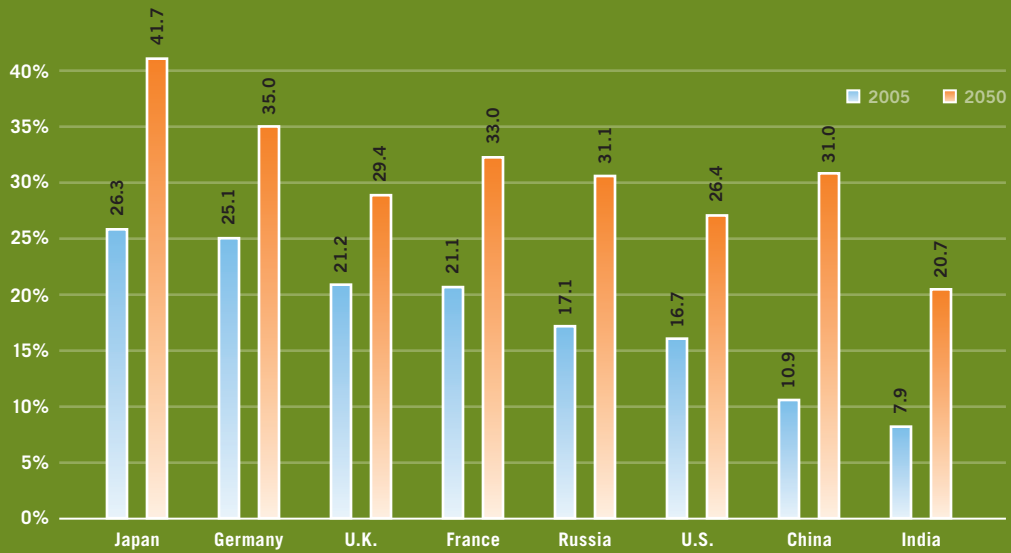
MULTICULTURALISM



PROJECTED INCREASE IN U.S. POPULATION BY RACE AND ETHNICITY, 2000-2020, IN MILLIONS.

Source: Pew Hispanic Center and Urban Institute

LONGEVITY



PERCENTAGE OF POPULATION AGE 60 AND OVER, 2005-2050

Source: United Nations

THE CONNECTED CONSUMER



These societal trends are emerging amidst an earthquake of change for the individual.

Technology, of course, is playing a major role. There is no question that the world is becoming fully digitized. In 2005, worldwide computer sales reached one billion, and it took 30 years to get there. It will take only three years to sell the next billion. And by 2007 that same number will be connected to the Internet. Consumers worldwide purchased over 800 million cell phones in 2005, bringing the installed base to two billion. China boasts the world's biggest number of subscribers at 350 million, which is expected to grow to 600 million by 2009. 50 million PDAs are in use right now and that number is growing at a compounded annual rate of 40%. Globally, Apple has sold 40 million iPods, which analysts predict is only 10% of future sales. These are the devices that will carry the messages of the future.

Along with the rise of technology comes the rise of convergence. Today a cell phone can be used for text messaging, emailing, couponing, taking pictures, playing games, surfing the Web, downloading songs and scanning barcodes. In Asia, Muslims are using mobile phones to indicate the direction of Mecca and send them prayer alerts five times a day. While in India, worshipers can send text messages to the temple of the Hindu god Ganesh. By 2010, thanks to content providers like GoTV, 210 million people worldwide will watch television on their handsets. By 2011, 25 million Americans will swipe them instead of credit cards.

Broadband will lead the way to a future where data, voice and video, from a single provider, will converge on a single platform. By the end of this year, more than half of

American homes will have broadband. By 2010, there will be 500 million subscribers worldwide, 50% of them will be living in Asia Pacific.

The most significant convergence is expected to be Voice over Internet Protocol (VoIP). A perfect example is Skype, an internet phone service that in three years has gained 75 million users worldwide, permitting free long-distance calling from PC to PC. It is developing a cult following much like Google, where users say, "Let's Skype."

Anyone who lives with a student beyond fifth grade knows that 75% of today's teens communicate by instant messaging. And a quarter of those say they choose to "IM" their friends—even if they're sitting in the same room.

The appeal of being "always on" isn't the importance of what's being said. It's just being "always on." Millennials, born after 1980, worry that "if I turn off my phone and don't check my email, I won't exist."

Future marketers will need to be as conversant with the medium as they are with the message, and they will need to leverage every channel to effectively reach their multi-tasking audience.

Tomorrow's savvy customers are coalescing at an unprecedented rate in a new world of social networking. Gen X is history. Gen Y is passé. Today, it's all about generation MySpace.

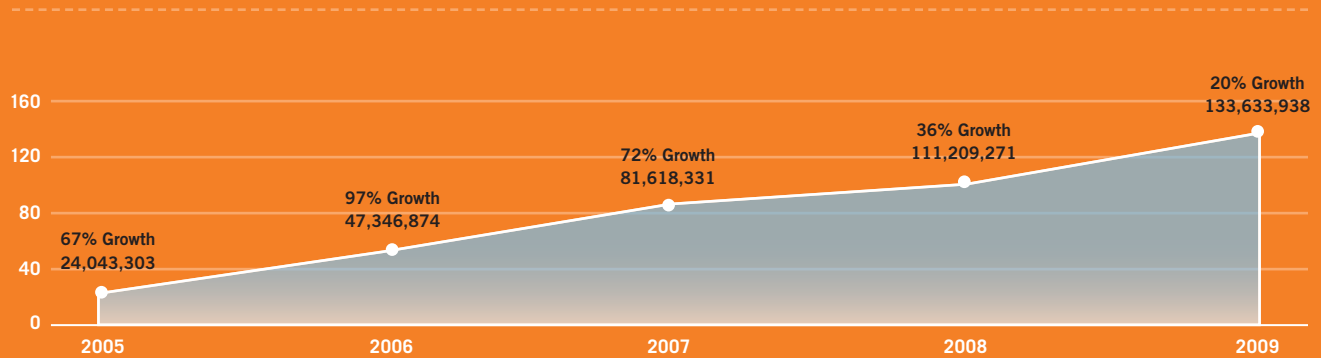
Consider this: 80 million people around the world have set up their own personal pages on MySpace in just two years time. It is the fastest growing site on Google, with more page views than eBay. Membership is expanding by five million a month. In 10 years, MySpace could easily be one billion strong, which explains why companies like Nintendo and Disney are using it to launch new products.

DIGITIZATION



WORLDWIDE MOBILE SUBSCRIBERS BY 2010 (% OF WORLD TOTALS)

Source: Economist Intelligence Unit



GLOBAL VOICE OVER IP GROWTH (IN MILLIONS OF SUBSCRIBERS)

Source: Infonetics Research, February 2006

The fundamental driver behind social networking is personalization. The individual is queen. She retrieves, creates and repurposes content in ways that fit only her. Call her “Channel Me.”

It is no longer possible to speak intelligently about a broad demographic like women aged 25 to 49. There is no such person. Within that group there are dozens of diverse subgroups with their own wants and needs—new moms, single moms, working moms, yoga moms, NASCAR moms, women who travel, women who entertain, women who shop, weightlifters, scrapbookers, runners, dieters, brides, investors and lesbians. All of them want information that is relevant to just them, and they find it on the internet, in social groups and within specialty magazines. They share, without censor, their findings and feelings with thousands or even millions of others just like them. As a result, all brands are becoming niche brands, which means marketers

achieve that penetration. While newspaper readership in India may be growing 6% annually, circulation in the U.S. is dropping at an average rate of 2% to 3% per year. Multiply that by 50 years!

Magazines are probably the most affected by atomization. Not long ago, 30% of them targeted a mass audience. Now, fewer than 10% even try and, with the exception of celebrity tabloids (apparently people can't get enough information about Brad and Angelina), their circulations are declining. But the total number of magazines published in America now has exploded to more than 6,000.

In the U.S. alone, 50 million people now get their news online compared to the 55 million who read a daily newspaper. It is estimated that there are 41 million blog sites worldwide, with a new blog created every second of every day in the U.S. alone. Bloggers are not only commenting on the news, they are creating it.

THOSE WHO DON'T ADAPT WILL BECOME EXTINCT

must understand individual lifestyles and lifecycles to fully connect with tomorrow's consumers.

Nowhere is the fallout from personalization and digitization having more impact than on the mass media, which are rapidly being atomized—moving from mainstream to multistream. Newspapers, television networks, radio conglomerates, record companies and Hollywood are the “Humpty Dumpty” media—large objects in the midst of great falls, yet unable to fully comprehend the consequences of impact.

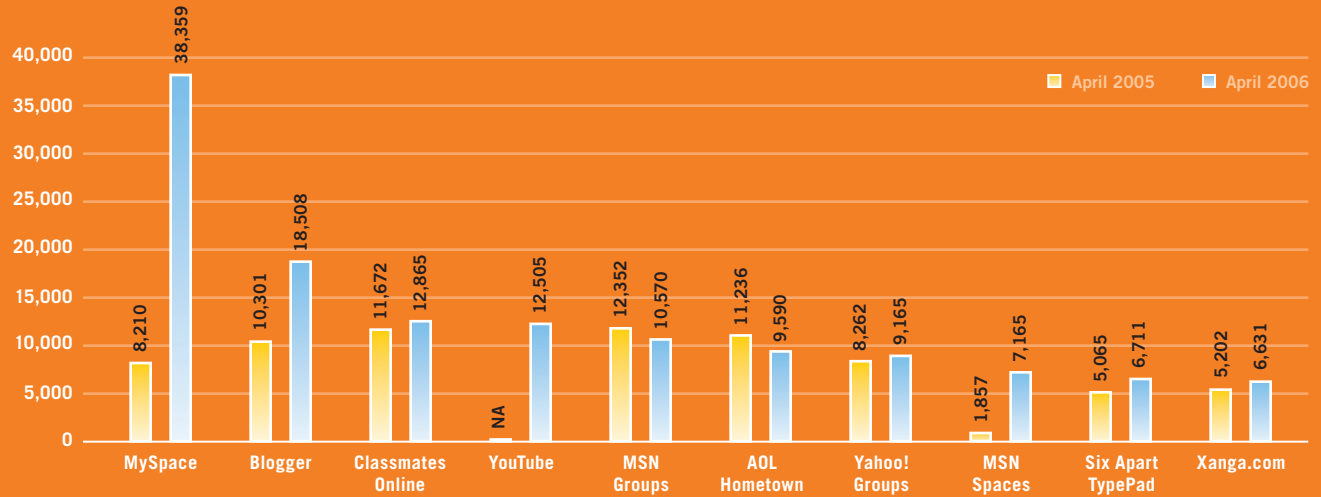
Every sector of traditional media is declining. In the 60s, a single television commercial spot placed on ABC, NBC and CBS could reach 80% of all adult females. Today, you could buy time on the top 100 channels and still not

Does all this spell the immediate end of traditional media? No—nothing quite that dramatic. The big names won't disappear entirely. Smart media companies already adapt content for multiple channels and build their presence in digital media. For example, CNN broadcasts four unique, 24-hour-live video channels available only on the Internet and the ABC network is offering “Lost” and “Desperate Housewives” on the Web for free.

But those who don't adapt are sentenced to irreversible decline as the mass audience atomizes. Likewise, the PR industry must continue to evolve beyond traditional media relations or it will end like buggy whip manufacturers—experts at placing stories with media that no longer exist.



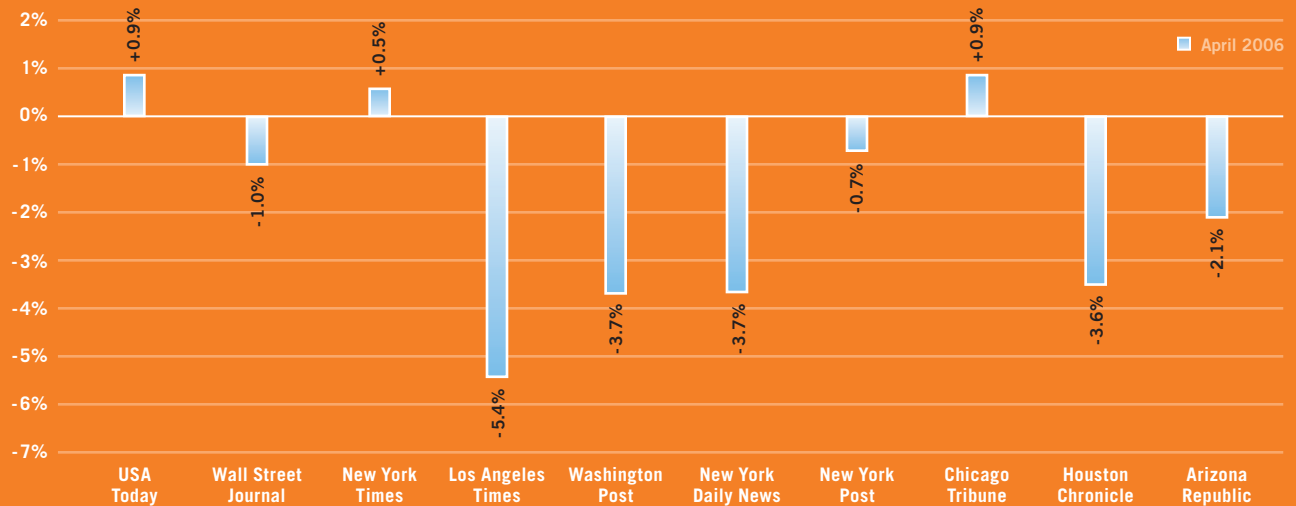
PERSONALIZATION



THE TOP TEN SOCIAL NETWORKING SITES FOR APRIL 2006 (U.S.: HOME AND WORK)

Source: Nielsen/NetRatings, May 2006

ATOMIZATION



AVERAGE PAID WEEKLY CIRCULATION OF THE 10 LARGEST NEWSPAPERS, 6 MONTHS ENDED MARCH 31; CHANGE FROM A YEAR AGO

Source: Audit Bureau of Circulations

THE EVOLVING CORPORATION

So, how does this communications revolution impact the corporate world? How can companies respond? How can marketers continue to sell more goods and services and expand their markets? Answer number one is innovation. It's a word we're all going to hate soon, because it's so overused. Everyone is innovating.

Remember Ford, where "Quality was Job One?" Not anymore. They've got a new slogan: "Driving American Innovation." Battelle offers you "The Business of Innovation." Siemens is "The Power of Innovation." NEC is "Empowered by Innovation." Goodyear has "The Tradition of Innovation." And in case you haven't heard, "Innovation Is Gillette." At the 2006 World Economic Forum in Davos there were 20 sessions on the subject of innovation.

Why has everyone jumped on the innovation band wagon? To differentiate themselves from the competition. Because the basic products and services they provide are quickly becoming commodities that often can be produced or delivered elsewhere for less money. It won't be long before basic PR services like writing press releases and making media calls will be outsourced. As a matter of fact, India already rakes in about \$280 million in revenue each year from outsourced advertising production. If you think that what PR people do is so unique it can't be exported, consider this: To save money, insurance companies are already flying heart patients to India for routine surgery.

Innovation presents two opportunities. The first is for the public relations industry to become more innovative, by investing more energy into nurturing creative people and developing big ideas. To become the place where companies go for fresh thinking.

The second opportunity is to help organizations unleash their own creativity. Most want to do it, but few know where to start. Real innovation first has to occur within a business—namely, in how a company interacts with its own employees.

If a corporation seriously expects to realize its vision of the future, it must mobilize its workforce behind it. CEOs can talk about innovation all day long, but if their employees don't buy it, it won't happen. Mobilization of the workforce becomes even more daunting when you consider that, according to a recent study from Insidedge, only 50% of U.S. employees and only 47% of U.K. employees actually trust their own employers.

Digitization is also having an impact in the workplace. Technologies like email, instant messaging and video conferencing allow workers to communicate with each other more often and more freely than ever before.

Off the job, message boards on neutral websites become virtual communities for employees of a single company. At Microsoft, thousands of staffers publish their own blogs, many of which discuss company issues. Today, confidential information is freely shared, painfully beyond the reach of corporate control. When employees want to know what's really going on in their organizations, they're more likely to go to the web than to the newsletter.

Many forward-thinking organizations are now paying as much attention to internal communications as they are to the outside world. They realize that an educated and engaged workforce is a requirement, and they need dynamic tools to mobilize it. Even in China, factories that once had a never-ending supply of labor are adopting Western methods of attracting and retaining employees.

INNOVATION



TOP TEN INNOVATIVE COMPANIES FAVORED BY REGION

Source: Boston Consulting Group

MOBILIZATION



HOW WOULD YOU RATE YOUR LEVEL OF TRUST IN YOUR EMPLOYER?

Source: Insidedge — GolinHarris, May 2006.

A third concern for business is blossoming right alongside the new media. Call it new activism. Its clearest manifestation is the rise of non-governmental organizations or NGOs. According to a UN report, there are nearly 40,000 international NGOs, and even more national ones. More than two million currently operate in the U.S., most starting in the last 20 years. By the middle of this century that number could double.

As tight budgets force a retreat by governmental agencies from many corners of the public arena, NGOs are more than ready to jump into the breach—many driven by their own non-negotiable social, political or religious agendas. They are growing in power and they have the tools to change the equation. If a company feels wronged by a newspaper or TV station, it can always threaten to pull its ads. Try that with a blog. Look at what “Free Republic,” a conservative internet forum,

Activism represents a double-edged opportunity. To take the offensive in this transparent world of heightened expectations, the business world is increasingly requesting another specialty—corporate social responsibility.

In 1990, it was a \$120 million practice in the U.S. Today, it's almost 12 times that. And over the next half century CSR will become the staple of the PR industry because consumers and customers will demand it. Doing good will be an indispensable part of doing business.

For 50 years, McDonald's has believed that community involvement is key to its success. Pfizer has stated that philanthropy is integral to its future business strategy. British Telecom calculates that its social and environmental performance accounts for more than 25% of its overall reputation, which is its second biggest driver of customer satisfaction. Habitat for Humanity now has more than 75 corporate sponsors. According to Giving USA, U.S.

DOING GOOD WILL BE AN INDISPENSABLE PART OF DOING BUSINESS

did to Dan Rather and CBS. How about what “Smoking Gun” did to Oprah and her endorsement of James Frey’s “A Million Little Pieces?”

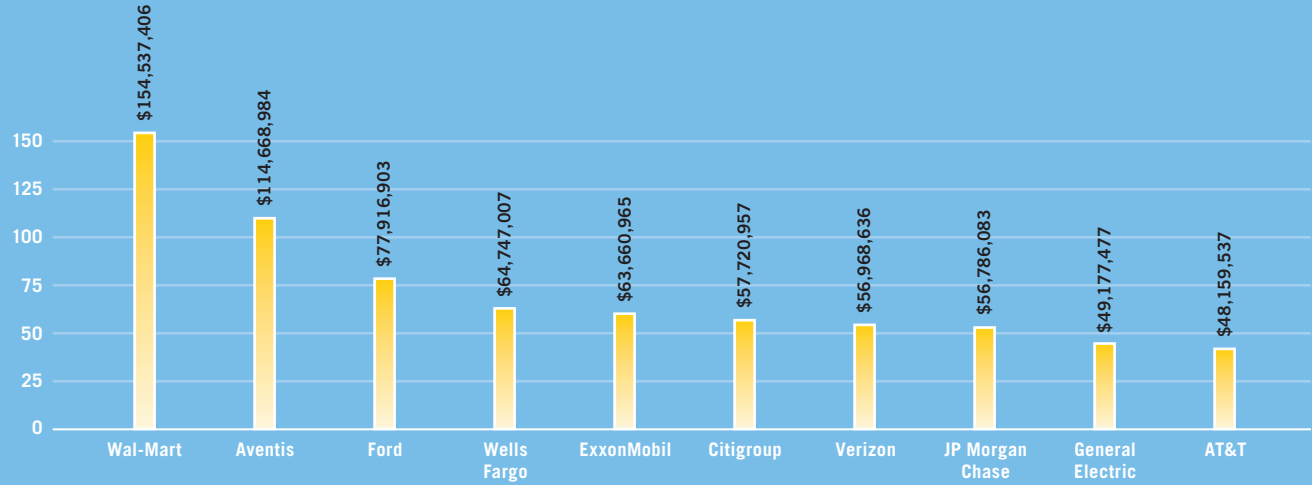
There are no secrets in this brave new world. But it isn't big brother that is watching. It's the people. Every activist group, no matter how small, has the weapons in hand to attack a major corporation and sometimes bring it to its knees. Insight and experience dealing with NGOs will be a valuable asset in the protection of corporate reputation. It will no longer be enough for companies to simply inform activist groups about what they are doing. In the future, they will have no choice but to engage them in the process.

corporations gave \$12 billion to charity in 2004. That's only 5% of all charitable giving, but it's growing fast.

In the coming decade, there is a very good chance that the holy grail of shareholder value will be supplemented by the “triple bottom line.” Sure, profits will still matter. But in addition, companies will be measured two other ways—by their commitment to the environment and to the communities in which they operate. It is no coincidence Bono and Bill and Melinda Gates were named *Time* magazine's 2005 People of the Year for their commitment to society. As companies compete for admiration and respect, social involvement will become the primary means for influencing public perception.

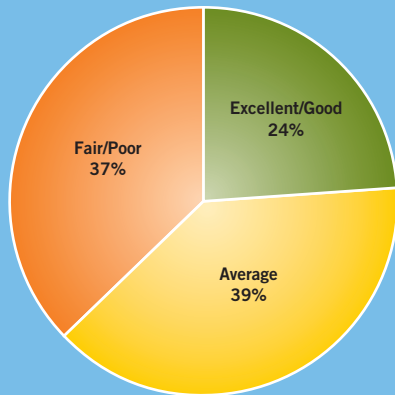


CORPORATE SOCIAL RESPONSIBILITY

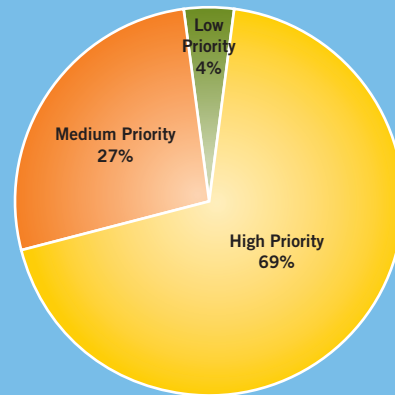


10 LARGEST CORPORATE FOUNDATIONS BY TOTAL GIVING (IN MILLIONS)

Source: Foundation Center, May 1, 2006



HOW WOULD YOU RATE AMERICAN BUSINESS TODAY FOR ITS CORPORATE CITIZENSHIP?



WHAT PRIORITY SHOULD CORPORATE CITIZENSHIP BE TO AMERICAN BUSINESS AMONG THE MANY PRIORITIES A BUSINESS HAS?

Source: Consumer Thermometer: Taking the Temperature of Corporate Citizenship and American Business. GolinHarris, May 2006.

A CULTURAL CONSTANT

Despite the dramatic changes in demographics and technology, there is one overriding constant—the human element. As the world becomes more complex, more diverse and more connected it also becomes more human. More real.

This points to the most important trend of all. It's permeating our culture and changing our business. The trend, in a word, is authenticity.

Last Fall, a study conducted by Yankelovich found a near-universal disgust with the quality of all types of leadership in America. People are fed up with politicians, business, religious and charitable leaders and particularly, journalists. 64% said our leaders have been corrupted, simply by being in power. 73% said leaders are out of touch with the average person.

In our time, the lapses in trust are all too apparent. Corruption has influenced organizations like Major League Baseball, Enron, Congress and the Catholic Church.

In the future, the difference is, simply stated, no one will get away with anything. People are going to find out immediately and they'll tell each other about it in very public forums. The institutions that anticipate this trend and proactively address it will be the ones that survive.

As society enforces a new "reality check," the need for honest straight talk will be paramount. Consumers will place their trust in companies and brands that demonstrate they are human. Ok, so who's authentic?

American Larry Page and Russian-born Sergey Brin, who founded Google on the simple principle of "do no evil," are authentic. In fact, every day a billion people "Google," more than half in languages other than English.

Howard Schultz, the founder of Starbucks, is authentic. Wall Street complains that he spends too much money on employee benefits and social causes, but he still added almost 2,000 new locations last year. He's brewing more than coffee.

Herb Kelleher, whose unorthodox ideas revolutionized the airline industry, is authentic. And his unique creation, Southwest Airlines, has managed to remain profitable for 32 consecutive years.

J.K. Rowling, a one-time homeless single mother turned blockbuster author, is authentic. Her tales about the young wizard Harry Potter are now an international phenomena with six books, translated into 61 languages and distributed in over 200 countries.

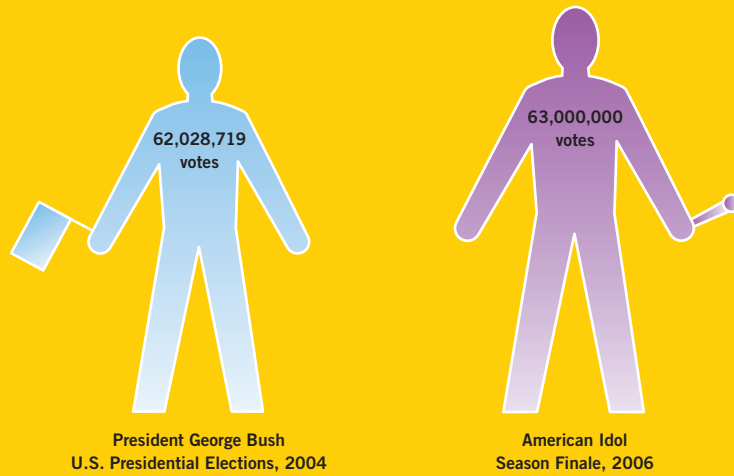
Demonte Love is the six-year-old in New Orleans who led six younger children, including his 5-month-old brother, safely away from the flood waters. It doesn't get more authentic than that.

Society's hunger for authenticity is also reflected in its choice of movies. Years ago, Hollywood never would have supported films like *Wordplay*, *Grizzly Man*, *March of the Penguins*, or a low-budget documentary like *An Inconvenient Truth*. But they became hits because enough people declared them authentic.

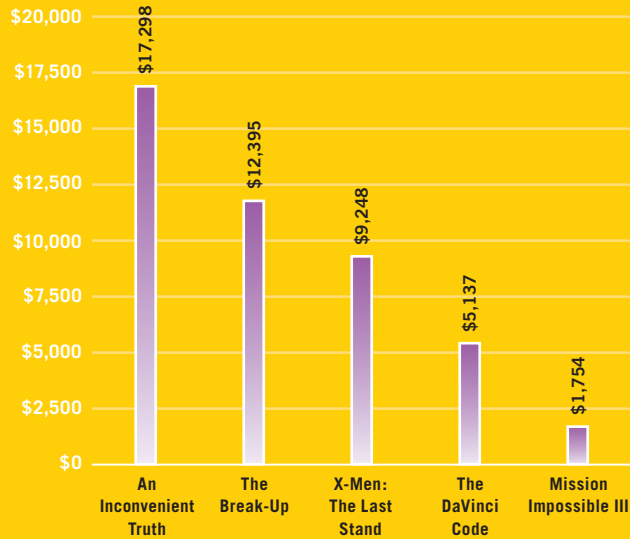
Maybe Taylor Hicks and Kelly Clarkson aren't the most talented singers in the world, but Americans cheered them on as genuine idols, because they knew they were real. Sure, people love to read about Paris and Britney, but they don't want their kids to grow up like them. A few years ago, voters believed that former wrestlers and movie superheroes might make good governors. But they're over that.



AUTHENTICITY

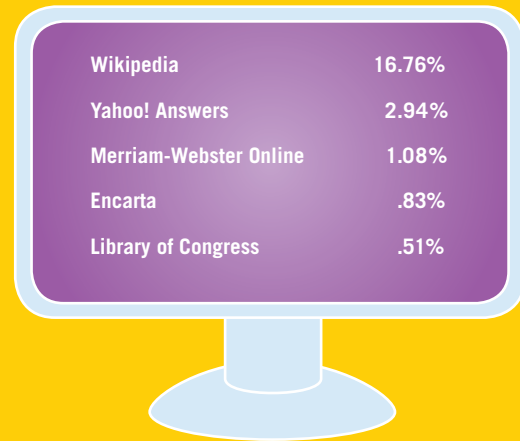


AMERICAN PRESIDENT VS. AMERICAN IDOL



WEEKEND MOVIE GROSSES. AVERAGE GROSS PER SCREEN

Finals for weekend starting June 2, 2006
Source: Exhibitor Relations Company, Inc.



MARKET SHARE OF TOP ONLINE EDUCATION/REFERENCE DESTINATIONS

Source: Hitwise, for week ending May 13, 2006

TOMORROW



We're at the dawn of an era where people want authentic stories about authentic people. And PR people are the storytellers. It's our job to help find the authenticity at the core of our companies and clients, and tell those stories to the world in real words that will really be heard.

In the future, product improvements and new technologies won't be the headlines. Their impact on human beings and the world around them will make them important (think Toyota Prius). It won't matter whether people from different cultures and countries are linked by wires or waves. It is authentic content that will truly connect humanity. Content that is honest and original, unfiltered by opinion polls and focus groups.

So, in 50 years, will there be a hybrid helicopter on every roof? Will there be a citizen journalist under every bed? Who knows? But for certain there will still be winners and losers in the business world. The winners will be companies that have the insight to understand the changes that are taking place and the courage to embrace them. The leaders will be the ones who leverage every channel to communicate authentically with diverse individuals in languages they truly understand.

Today is the first day of the next 50 years. And while, like NASA engineers, many of us may not be around to see where our organizations land, we do have the opportunity and the responsibility to set that course. And the foresight to know it is going to be a fascinating journey.



VISIONARIES

TIME 100 BUILDERS AND TITANS:

Innovation, grand plans, style and substance —
that's what it takes to be influential in
the world of business

Vikram Akula: Finding Novel Ways to Support India's Poor • Tom Anderson &
Chris DeWolfe: How New Music Now Gets Heard • Franz Beckenbauer: The Emperor
of Soccer • The Flickr Founders: Picturing the Web's Future • Sean Combs: Marketing
the Realities of Urban Life • Jamie Dimon: The Banker Who Thinks Big • Brian France:
The Man Who Made NASCAR Fly • Tom Freston: The Ageless Hipster and His Pop Empire
• Huang Guangyu: The Richest Man in China • Omid Kordestani: Meet the Other, Other
Google Guy • Eddie Lampert: The Best Investor on Wall Street? • Patricia Russo: How
She Acquired a French Accent • Sheikh Mohammed: Dubai's Builder of Big Dreams •
Anne Mulcahy: Keeping Xerox Out of Trouble • Nandan Nilekani: The Indian at the
Center of the Global Economy • Jim Sinegal: Costco's Discount CEO • Steve
Wynn: He Didn't Invent Las Vegas. He Just Makes It Work • The Skype
Guys: Telephone Revolutionaries

TIME 100: PEOPLE WHO SHAPE OUR WORLD

Source: *Time*, May 8, 2006

GOLIN HARRIS: MOVING FORWARD



GolinHarris is focused on the future. We study the trends that are impacting our clients and we structure our business to address them. We call this Golinnovation. We have identified nine critical areas that are shaping the future. This is where we are investing our resources and our imagination. We recognize the world is changing at an unprecedented pace, and we intend to stay ahead of the curve for at least the next 50 years.

INSIDEDGE: INTERNAL COMMUNICATIONS

Our team of dedicated specialists combines the rigor of management consulting, the science of research and the art of marketing into a strategic package to motivate and mobilize a client's internal audience.

CHANGE: CORPORATE SOCIAL RESPONSIBILITY

As more corporations focus on the “triple bottom line,” GolinHarris has evolved a sophisticated methodology for developing and evaluating CSR programs to help organizations chart a course to build trust with their diverse stakeholders.

BRANDGAUGE: STRATEGIC ANALYSIS AND PLANNING

Brandgauge is a powerful methodology for measuring three important components of a corporate brand—Trust, Leadership and Preference—within a relevant peer group of competitors.

ANTHROGRAPHICS: CONSUMER SEGMENTATION

As marketing moves from mass to niche, GolinHarris has developed an ethnographic research model to zero in on the right consumer with a message that motivates.

DIALOGUE: INTEGRATED MEDIA ENGINE

GolinHarris utilizes a multi-channel approach to delivering messages and establishing conversations. We aggregate the most effective communications vehicles—including interactive, print, broadcast, social and experiential—to ensure maximum impact.

ENGAGE: ACTIVIST ISSUES MANAGEMENT

In response to the growing influence of NGOs, GolinHarris has formalized its approach to leverage and deflect the influence of activists on issues ranging from the environment to animal welfare.

LONGEVITY: AGING ISSUES AND OPPORTUNITIES

To understand the impact of an aging society, we have assembled a team of experts on public policy, healthcare and marketing to advise clients on issues related to retirement, well being and consumer education.

GADGET: CONSUMER CONNECTIVITY

Capitalizing on revolutionary developments in personal communication, GolinHarris specializes in promoting new digital technologies. We also leverage the latest devices to deliver our clients' messages.

INTEGRATION: MAINSTREAM MULTICULTURAL COMMUNICATIONS

Integration analyzes the societal shifts resulting from immigration and multiculturalism, and designs programs to involve emerging ethnic groups in mainstream marketing campaigns. Our multicultural team modifies messages and supplements strategies to reach diverse audiences with a cohesive brand position.



insidedge

change

brandgauge

anthrographics

dialogue

engage

longevity

gadget

integration



SETTING THE GOLD STANDARD
SINCE 1956

ACTIVISM

INNOVATION

ATOMIZATION

DIGITIZATION

MOBILIZATION

GLOBALIZATION

SPECIALIZATION

PERSONALIZATION

MULTICULTURALISM

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