



*Make Something  
Meaningful Happen*

Leading consumer-oriented brands who expect their communications to create value turn to Fleishman-Hillard Marketing Communications team for a zero-based approach to planning and a hands-on, integrated approach to execution.

We turn insights into actions that deliver authentic, meaningful and valuable brand messages, interactions and experiences that make a difference in the lives of consumers and the success of our clients' companies.

## The Five Marketplace Mandates

*This is what consumers want the brands they love to do.*

*This is what we believe we have to do.*

*This is what you should expect your PR to do.*

1. **QUESTION assumptions.** We take a zero-based approach to planning. Too many things have changed too quickly to make assumptions about tactics or channels. We start with the consumer and the brand's message and let them — rather than habits — be our compass.
2. **STAND for something.** Consumers expect the brands they love to live like they have a manifesto. They expect authenticity, transparency and commitment — to them and to something bigger than them. Our job is to look for the passion behind our clients' brands and show it in action.
3. **INTEGRATE.** Consumers don't make the distinction between advertising, PR, promotions, blogs, word-of-mouth or any other discipline or medium. As far as they're concerned, it's all one brand story. As far as we're concerned it *should be* all one brand story. We believe in the necessity of integration with the rest of our clients' communications efforts. We're here to help them make the most of all of their assets.
4. **Do something REAL.** Consumers just want what they want. And that doesn't include having relationships with brands just because brands want them to. We are relentless advocates for saying, showing, giving, or doing something that matters to them, that brings them value, that makes a difference in their lives. That doesn't mean it has to be serious, because consumers are serious about having fun, too. What they won't take seriously, though, are obvious attempts to get their attention without a real investment in their needs. We're here to create news and experiences that give something of real value to consumers while they're getting our clients' messages, because you can't fight clutter with clutter. You can fight clutter only with relevance.
5. **LET GO.** Yesterday was Command and Control. Today is Cultivate and Create. Consumers are no longer passive recipients of messages; they're engaged participants. They have more viral power and opportunities for self-expression than ever before and they expect the brands they love to let them use it. We help brands not only to pursue consumers but to be found by them, because in today's explosion of niche interests, there's always someone looking for them. And when they find them, consumers expect opportunities and tools to collaborate with those brands. Where there is that opportunity there is the potential to create fervent grassroots ambassadors.

We use the Five Marketplace Mandates as a guide to planning, a filter for opportunities and a litmus test for performance. The result? Communications that delivers a meaningful, positive, and measurable impact on the performance of our client organizations and brands