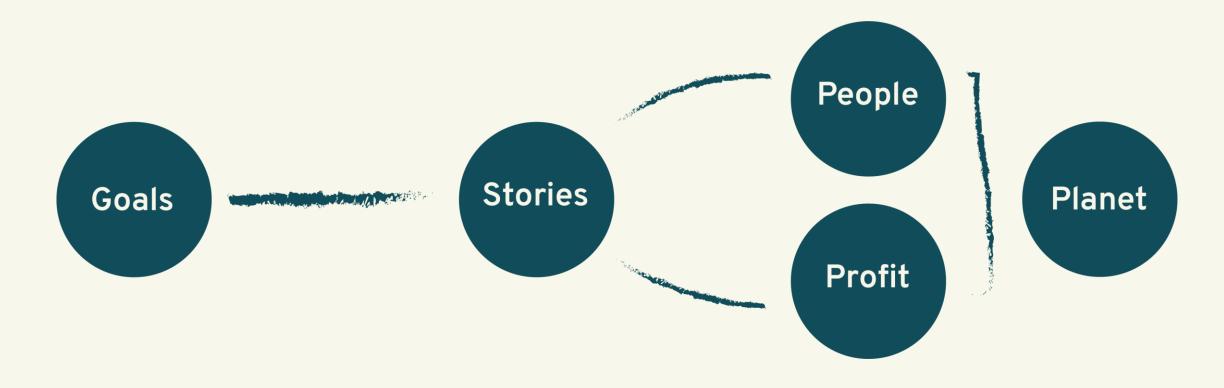


### Mark Roberts - CSR In The Digital Age

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### Conscious Creatives - What we do

Triple bottom line storytelling





# How should CSR be communicated?

### Brand integration

- Align CSR with company core values
- Communicate with internal and external stakeholders
- Apply new branding concept to all channels

#### Build legacy and sales

- Use social media channels to engage 'millennials' and 'gen z' to ensure long term engagement
- Use CSR specific marketing campaigns and measure them as any other marketing campaign

#### Consider mobile & video

- Use your existing work to inspire new assets or rework existing assets to meet a mobile first world
- Consider at the start of your CSR project how you might be able to use all types of content for digital consumption



## The role of storytelling in CSR

#### Communicate the why

- Use your brand positioning to tell the story of why you have created this project
- Ask users to be part of the story rather than just listening to yours
- Ensure to create stories for both internal and external stakeholders for maximum engagement

### Tell your unique story

- Be authentic and actually care about the program
- Separate yourselves from your competitors with ease
- Drive meaningful engagement and build legacy
- People want honesty not perfection

#### Create a win win

- 48% of millennials and rising would prefer to buy from an ethically transparent company
- 76% of millennials check the authenticity of companies using CSR projects
- Break the 90 day cycle by creating campaigns that drive revenue by doing the right thing



# Using social media for great CSR campaigns

#### Always consider the platform

- Think about all types of assets for use later in the campaign
- Know where your current and future buyers are hanging out
- Thinking mobile and video first

#### Consider internal social media

- How are you working with the internal social networks to ensure engagement of your campaign?
- Your stakeholders are your greatest and most trusted storytellers, empower them

### Extend your brand with people

- User 'influencers' that turn down jobs and can actually prove their engagement
- Think about a wider inclusive campaign that tackles problems high on your materiality
- Community first, engagement second, sales third

