



Welcome to the Global Collaboratory - Global Food Security

Ogilvy Public Relations Worldwide and DuPont, Jan 1, 2013

Summary: 2013 Silver Anvil Award Winner — Reputation Management / Brand Management — Companies With Sales Over \$10 Billion

DuPont sought to play a role in identifying sustainable solutions to feeding a world population that will grow from seven to nine billion people by 2050. DuPont partnered with the Economist Intelligence Unit to create a common language around the issue of food security, culminating in the five-country launch of the Global Food Security Index. The program exceeded all expectations including attendance by over 500 influencers at key events, generating over 320 unique articles, 120,000 online visitors to DuPont's Food Security digital hub and briefing requests from over 15 organizations. Collaborative opportunities with eight new partners have emerged to date.

Reputation management / brand management includes campaigns are designed to enhance, promote or improve the reputation of an organization with its publics or key elements of its publics, either proactively or in response to an issue, event or market occurrence.

Full Text: **SITUATION ANALYSIS**

By 2050, the world's population will grow from 7 billion people currently to 9 billion people. Unless policymakers find sustainable solutions to food security, countries will compete fiercely over the ability to feed their populations. Food insecurity affects productivity, health, political stability and education globally. In the developing world, billions of people spend up to three-quarters of their income on food, while nearly one billion go to bed hungry each night. The sharp divisions among governments, public policy leaders and corporations make daunting the task of solving the challenges raised by food insecurity. DuPont saw a responsibility to act and recognized it could be the catalyst that brings together these disparate parties that must unite if we are to succeed in ensuring global food security.

Challenge/Opportunity

DuPont was challenged by its "chemical company" reputation, despite being a long-time global contributor to food production, nutrition and safety. It also confronted a landscape with a chief competitor, Monsanto, espousing a strong, public POV that biotechnology is the primary answer to the problem. DuPont retained Ogilvy to develop a campaign to showcase to the global food influencer community its commitment to bringing together key audiences who can create solutions to ensuring global food security.

OBJECTIVES

- Establish DuPont as a central convener of prominent influencers in the food security space by engagement with **250 influencers spanning five countries**.
- Build awareness for DuPont as a critical voice in the global food security conversation with at least **15 media interviews** that would generate **25 article placements** and drive **100,000 visitors** to the DuPont Food Security Index site.

- Secure DuPont a seat at the table where high profile influencers are discussing and debating food security through briefings with **10 government officials, NGOs and business leaders** and participation at **seven conferences**.
- Attract at least **five new partners** that would collaborate with DuPont to address global food security issues.

RESEARCH

To create a credible platform on global food security that DuPont could own, Ogilvy conducted a competitive landscape analysis of competitor messaging and activities, including seed producers and consumer packaged goods companies. This research helped identify which companies were offering strong public opinions and narrow in on the potential white space for DuPont in the food conversation. This also helped Ogilvy create potential food thought leadership message platforms, which were then tested through in-depth interviews with 40 global food experts. These interviews identified global food security as the main area in the food sector where DuPont could apply its science to help the world.

To validate the credibility of this platform, Ogilvy conducted a three-month eListening exercise analyzing social media conversations around food security, globally. The eListening identified food access and availability as the main food security drivers. This served as the foundation for creating a plan to launch the DuPont Food Security Thought Leadership program. To succeed, the plan had to be credible, global and “ownable” by DuPont; timely and relevant to stakeholders; and achieve alignment and support among its business segments.

Target Audience:

Ogilvy targeted a select group of critical voices who impact policy and investment decisions. We then conducted Influencer Quotient Mapping research, which analyzes publicly available data to measure each individual’s and organization’s level of influence as it pertains to corporate involvement around solving key global issues, including food security.

This research identified high-value targets among both individuals and organizations in the countries where DuPont identified its greatest business opportunity: the United States, Brazil, India and China. Ogilvy developed a three-tiered approach to outreach based on where influencers fell on the influencer map: awareness building to increase visibility, direct engagement to enhance corporate reputation, and collaborations to advocate on DuPont’s behalf.

PLANNING

To become a true thought leader in food security, DuPont would need a “Big Idea” to anchor the program and serve as a content engine for engaging influencers. Ogilvy and DuPont conceived an idea for a tool that would drive scenario planning and investment decisions around food security.

In order to establish the tool as credible and independent, Ogilvy initiated outreach to the Economist Intelligence Unit (EIU), the research and advisory arm of The Economist Group with extensive experience in benchmarking, country analysis and forecasting on a range of industries for both corporations and NGOs. DuPont commissioned the EIU to develop a Global Food Security Index (GFSI)—a scoring model that assesses strengths and vulnerabilities around food security in 105 nations, analyzing factors such as affordability, accessibility, nutrition and safety.

Ogilvy planned a dynamic launch of the Index, designed to penetrate the food influencer audience across a range of communications mediums including traditional media, digital platforms and regional events. The program would also require infrastructure materials, including a position paper on the role of science in addressing food security, and a public-facing

digital home as the landing spot for content such as blogs and videos.

Together, DuPont and Ogilvy created **Welcome to the Global Collaboratory: Global Food Security**, a campaign to position DuPont as a leader and convener, using the power of collaboration to meet the food security challenge.

EXECUTION

To initiate the dialogue among thought leaders and policy makers, DuPont convened a Food Security Goals Forum on Feb. 2, 2012 at the Newseum in Washington, DC, where DuPont CEO Ellen Kullman announced \$10 billion in R&D commitments to food, agriculture and biotechnology.

These commitments were amplified a week later when DuPont keynoted *The Economist's* "Feeding the World Summit" in Geneva and when DuPont engaged media and food industry thought leaders attending "Food Ingredients China" in Shanghai. In May, DuPont capitalized on food security as a topic of the G-8 Summit in Washington, DC, by announcing at the event the commissioning of the GFSI.

DuPont invited more than 3,000 academics, government officials, NGOs and business leaders to attend simultaneous events on July 10, 2012 in Washington, DC, Brussels, Sao Paulo, Santiago and Johannesburg to unveil the Index. Each event featured rich discussions from a panel of notable influencers, including Rajiv Shah, Administrator of the U.S. International Development Agency, and Paolo De Castro, Agriculture Committee Chair of the European Parliament, who provided context to the findings and spotlighted its potential real-world applications. Reach of the events was extended by live streaming, a multi-media news release, social media and digital advertising. Similar influencer events were held post-launch in India, Indonesia and Vietnam.

EVALUATION

- More than **500 influencers** attended global launch events across 10 countries; **320 unique articles** resulted from **50 in-person interviews**; and the GFSI had more than **120,000 online visitors** in the four weeks following the launch.
- Media, including *The Washington Post*, used the GFSI to enhance editorial analysis of food security, crediting DuPont and illustrating its leadership.
- **More than 15 global organizations** requested briefings, including the White House, 12 U.S. Senators, USAID leaders, The Gates Foundation, Chilean Minister of Agriculture, and American Soybean Association;
 - CEO Ellen Kullman was asked to testify before Congress on food security.
- DuPont participated in **more than 10 global events**, including the G-8 Summit and Chicago Council meeting; upcoming keynotes for Kullman include 2013 Global Fortune Forum.
- In a report presented to the G20, the 2012 B20 Food Security Taskforce included the GFSI as one of seven key metrics for action to address Global Food Security
- Collaborative opportunities with **eight new partners** have emerged, including:
 - The government of Australia invited DuPont to help the country develop a national food security plan using the GFSI;
 - Kullman keynoted the 2013 World Economic Forum announcing a partnership with USAID to work with the Government of Ethiopia on boosting maize harvests;
 - Invite from Packaging Brazilian Association to discuss partnership opportunities around market packaging;
 - Request from the First Lady of Chile to participate in her program "Vivir Sano"

- including giving lectures at schools about food security;
- Partnering on a new soil initiative with John Deere and the Buffett Foundation; and
- Presented a GFSI workshop to Nestlé and planning on presenting a workshop to Unilever.

Now recognized as a leader in food security, DuPont has successfully moved beyond its long standing reputation as a chemical company. The campaign's cumulative impact on addressing global food security will continue, as new collaborations and ultimately solutions arise from it. Following an impressive initial reach, DuPont will push the program forward with a focus on finding local solutions that meet the global food security challenge, as well as supplying other organizations, affiliations and individuals with the resources, knowledge and science needed to overcome this critical challenge.

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