

Eighth Annual Burson-Marsteller / *PRWeek* CEO Survey

Fall 2008



methodology & sample

methodology

- The Burson-Marsteller/*PRWeek* CEO survey was fielded online by research firm Millward Brown.
- This year's survey, the eighth annual, delved into the changing influence of different types of media, spending on PR research and measurement, and CEOs' plans for digital communications, crisis management and corporate social responsibility (CSR).

sample

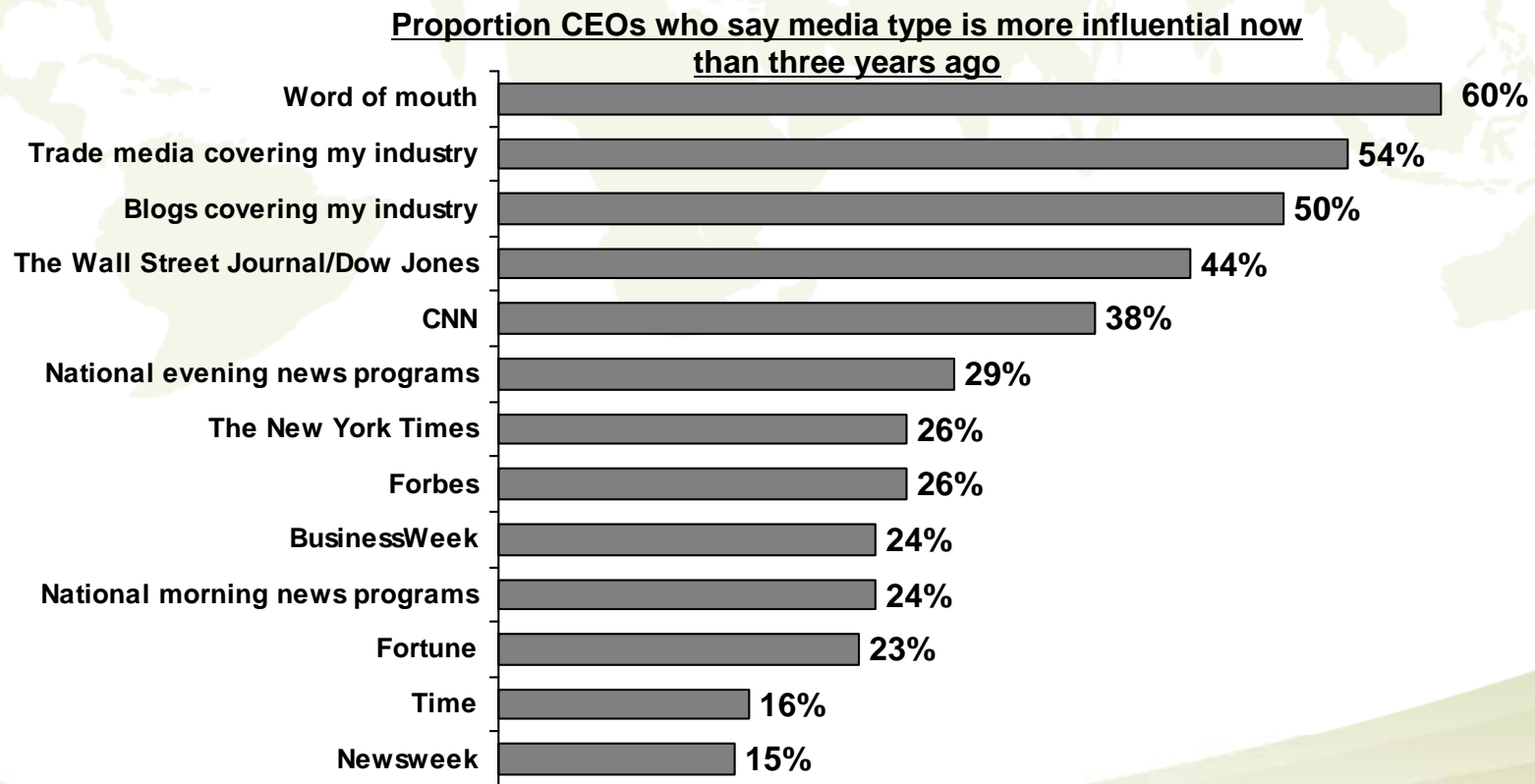
- A total of 200 U.S. CEOs completed the survey during September 2008. One-half of CEOs are at companies that work with an external public relations consultant or firm.

publication

- Survey results can be found in the November 10, 2008 issue of *PRWeek*.

influence of media outlets compared to three years ago

- Word of mouth has the fastest growing influence on business in the past three years (60%). And, while more than one-half of CEOs believe word of mouth, trade media and blogs have increased their influence on a company's business, fewer than one-half believe that traditional media outlets have increased their influence. Only a small proportion of CEOs – just one in six - expressed that weekly news magazines like *Time* and *Newsweek* have grown in influence.

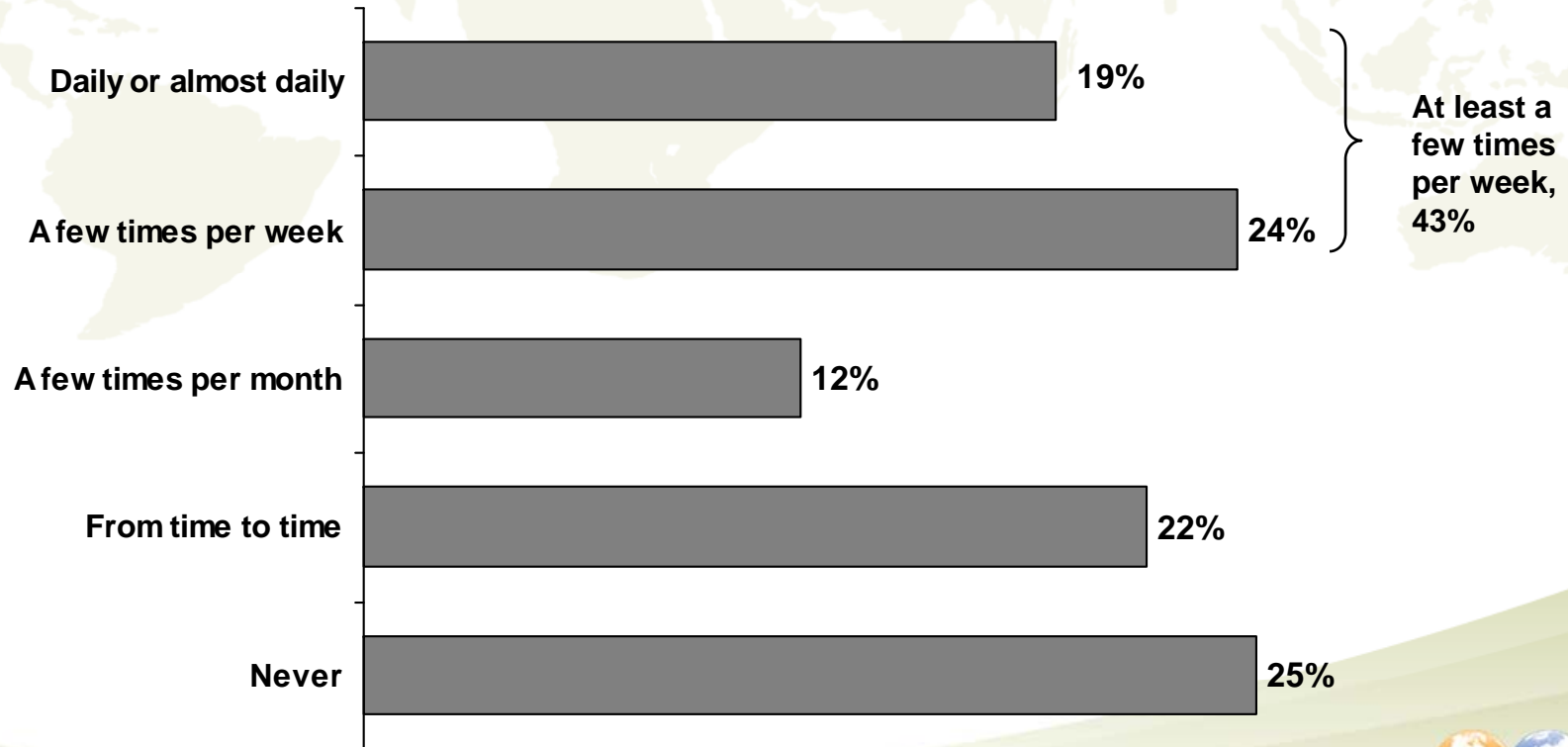


Question: Compared to three years ago, how has the influence each of the following information sources has on a company's business changed? (Top 2 Box Summary)

social media usage by CEOs for personal purposes

- Over four in 10 (43%) CEOs use online social media at least a few times per week.

How often CEOs participate in online social media for personal purposes

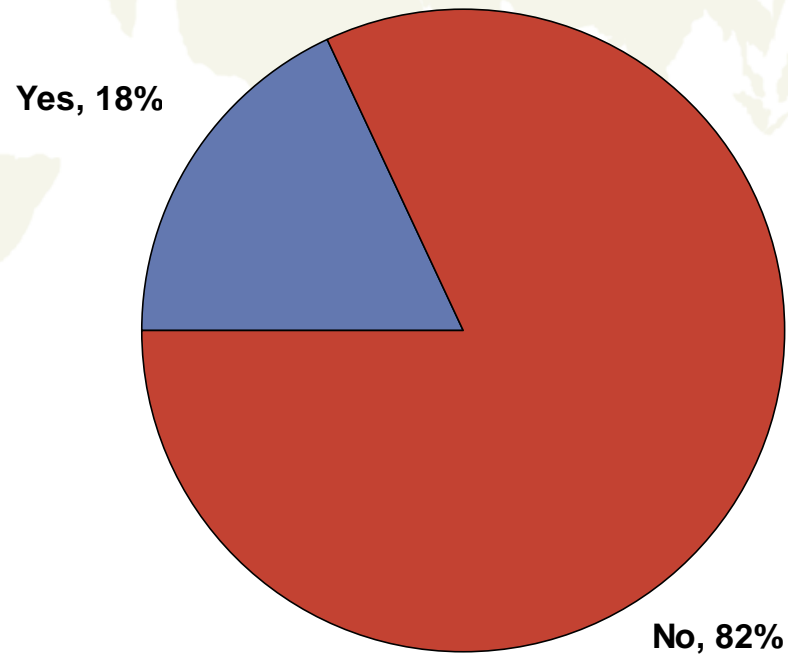


Question: How often do you participate in online social media for personal purposes?

company used social media to communicate

- However, just one-fifth (18%) have used social media to communicate with stakeholder groups.

Proportion of CEOs that have used social media to communicate with stakeholder groups



Question: Has your company ever used social media (such as Facebook, etc) to communicate with stakeholder groups?

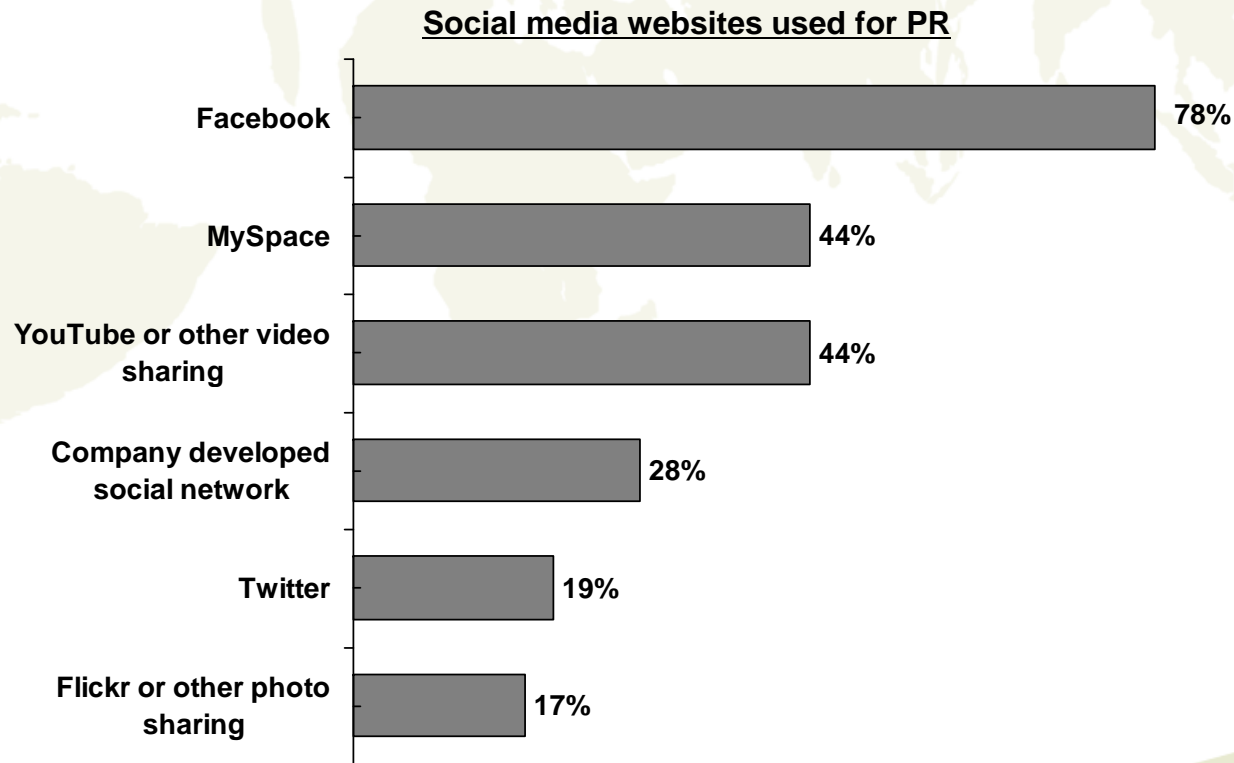


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social media vehicles used to communicate with stakeholders

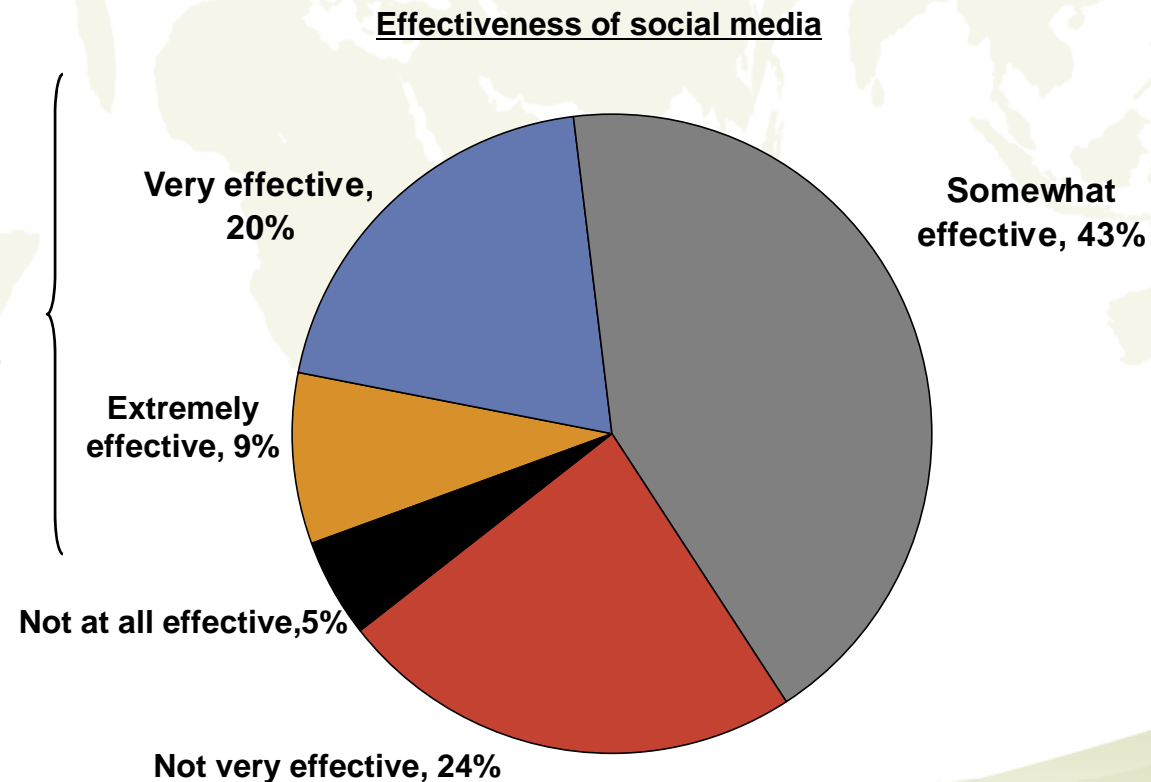
- Of firms that use social media vehicles to communicate with stakeholders, Facebook is the most popular.



Question: Which social media vehicles have you used to communicate with stakeholder groups? (Top 2 Box Summary) Base: company uses social media

effectiveness of social media as corporate communications tool

- Twenty-nine percent believe social media can be a very or extremely effective corporate communications tool, but an equal proportion believe it is ineffective. The highest proportion (43%) believe it is only somewhat effective.



Question: How effective do you think online social media outreach can be as a corporate communications tool?

social media vehicles used to communicate with stakeholders

- CEOs believe that social media can have a much larger impact on a company's overall reputation (62%) and reputation as related to public issues (61%) than on a company's sales (48%).

Percent Who Believe Social Media Can Have an Impact on...

A company's overall reputation:	62%
A company's reputation around public issues (such as environmental/labor issues):	61%
Sales of a company's products and services:	48%

Question: Now please think about how people on YouTube, Twitter, and in other social media discuss companies or products. How much impact do you think social media like these can have on:



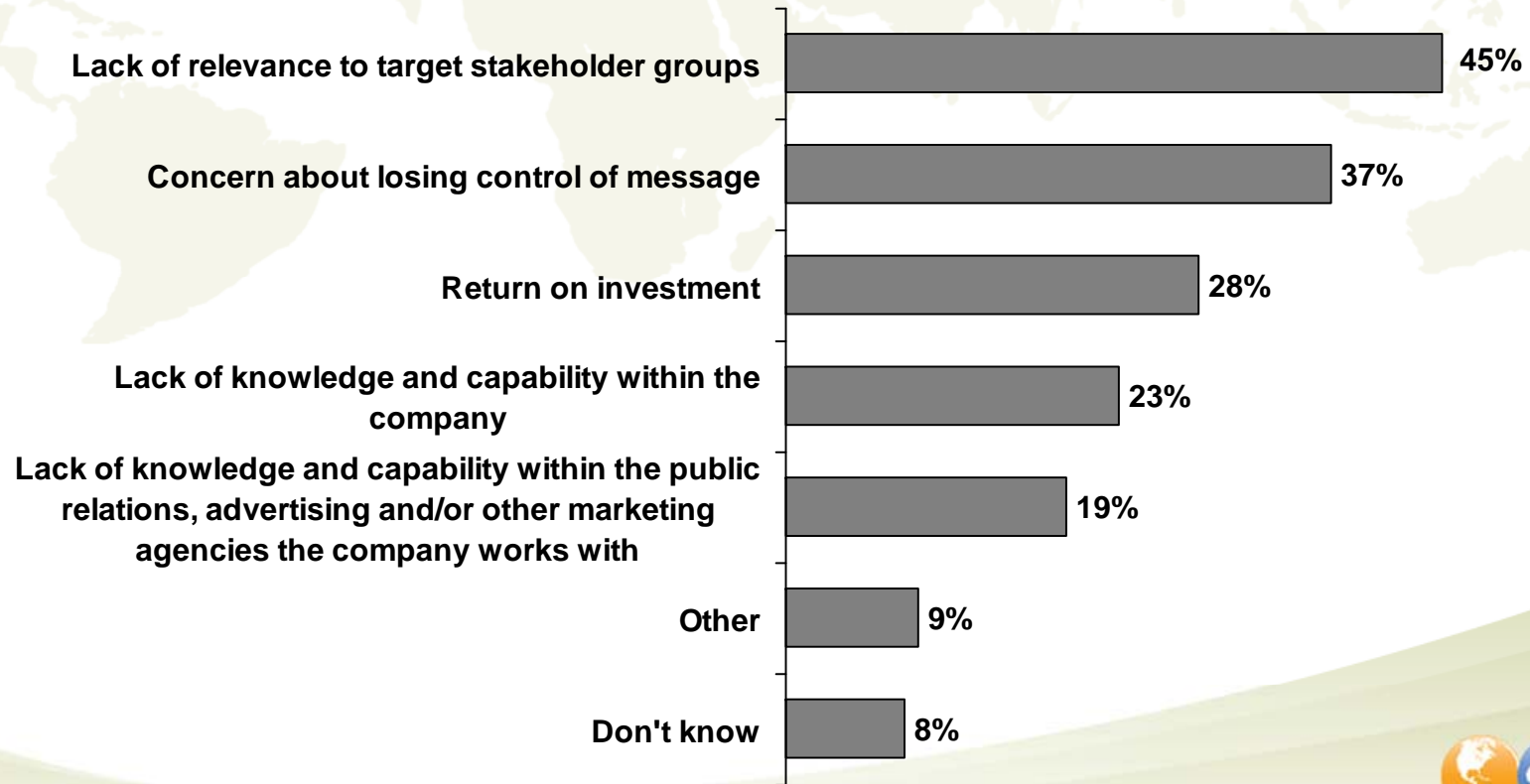
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barriers to social media investment

- Lack of relevance to target stakeholders is the key reason CEOs offer for not participating in social media, followed by concern about losing control of the company's message. Lack of capability within public relations companies or the companies themselves is not the culprit (19%). PR professionals must identify the prevalence of clients' stakeholders on social networking websites to communicate the importance of these channels.

Present serious barriers to leading company's participation in social media



Question: Which of the following present serious barriers to your company's participation in social media? [Check all that apply]

csr initiatives at companies

- “Promoting fair treatment of employees” is the most popular CSR activity among CEOs (54%). About one-half of CEOs report that their companies seek to reduce their environmental impact (49%) and only one-third (32%) say they seek to manage their supply chain in a responsible way.

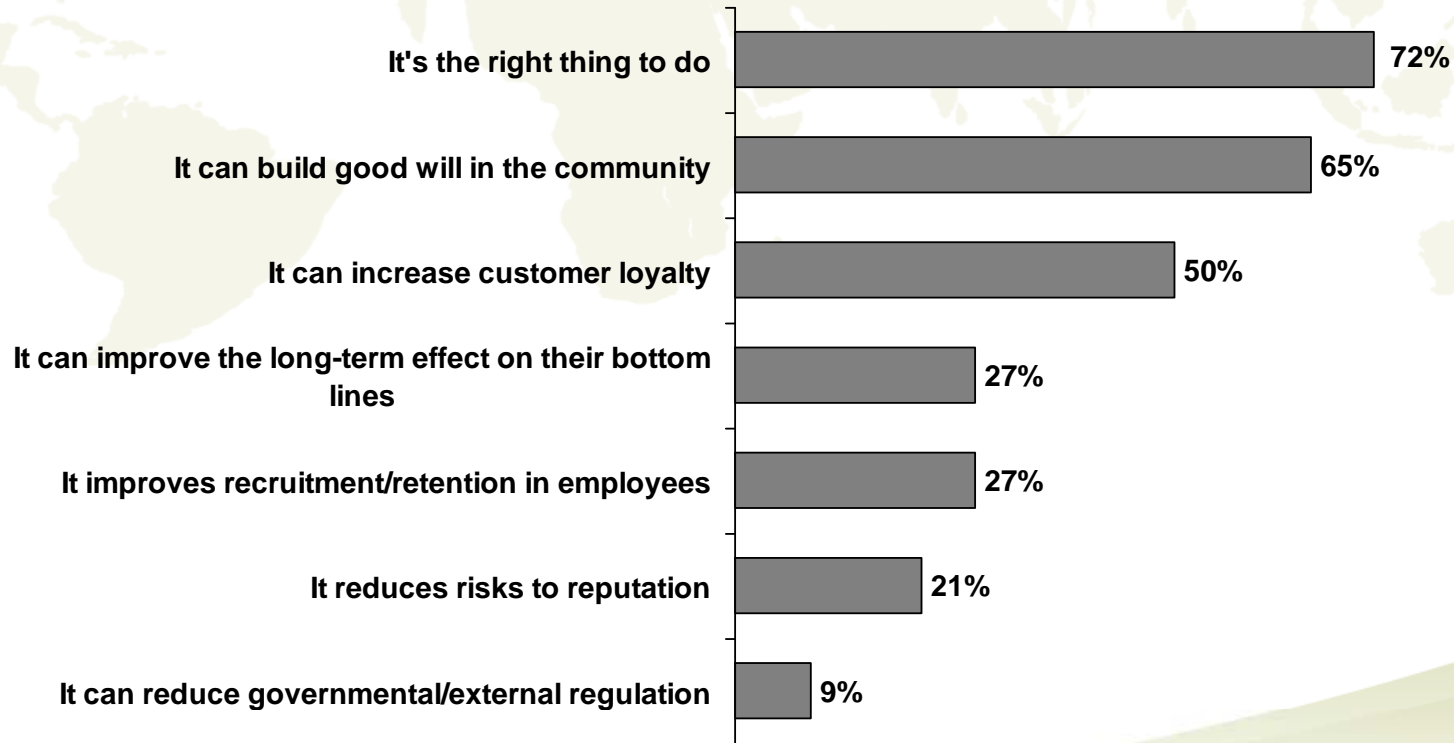


Question: Which of the following corporate social responsibility (CSR) initiatives does your company currently participate in?
[Please check all that apply]

reasons to participate in csr

- "It's the right thing to do" is the top reason for doing CSR activities (72%). Fewer believe that CSR can have a tangible impact on the business, either by increasing customer loyalty (50%) or by improving bottom-line impact (27%), recruitment/retention of employees (27%) or reducing reputation risks (21%).

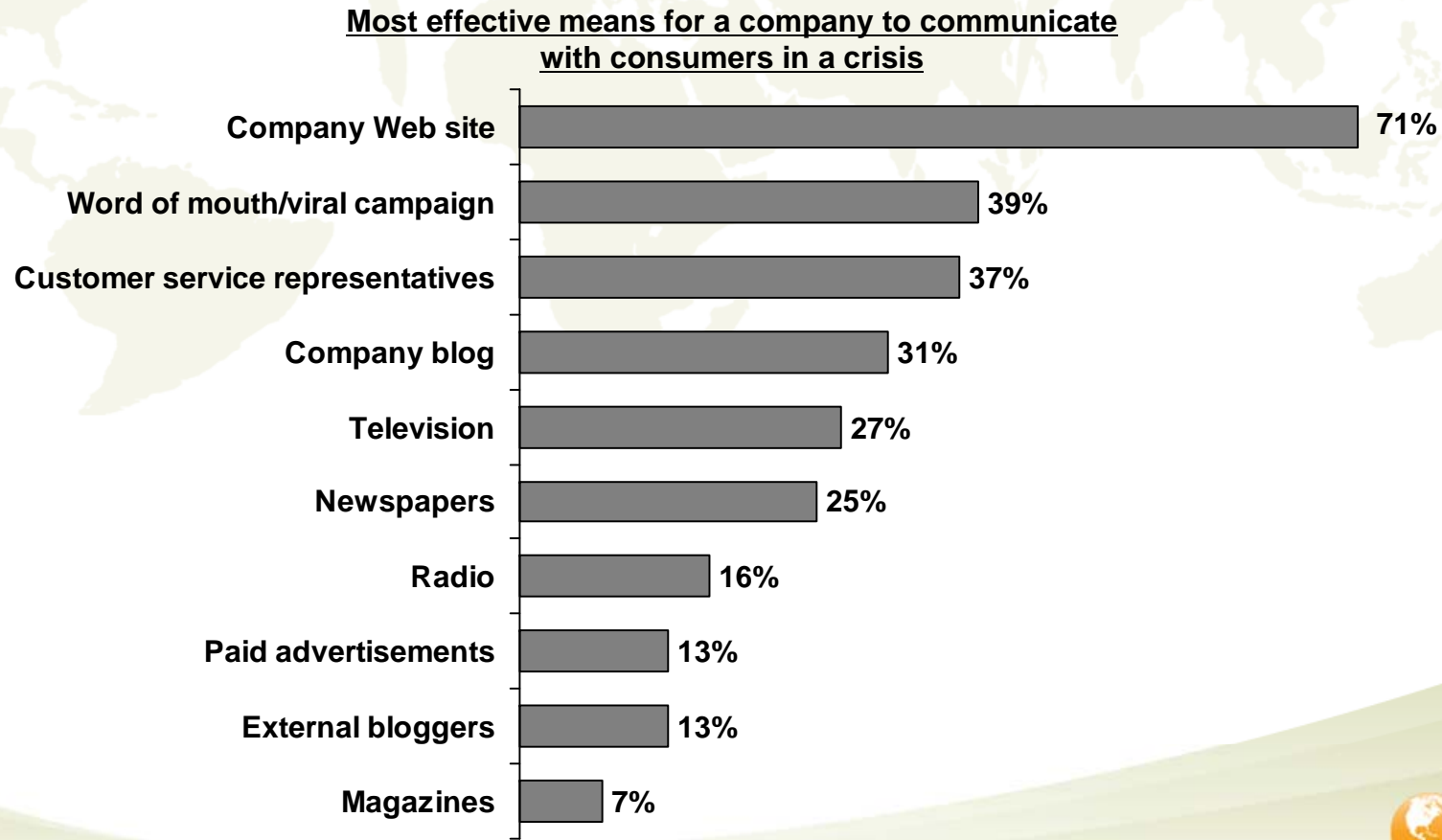
Most important reasons companies should participate in CSR activities



Question: Which of the following are the three most important reasons companies should participate in CSR activities?

effective communication during a crisis

- CEOs (regardless of company size) agree that the company website, by far, is the best channel for communicating during of a crisis (71%). Word of mouth campaigns and customer service representatives are a distant second and third. However, the lowest ranked channels are either paid (such as advertisements) or not direct from the company (radio, external bloggers and magazines).



Question: In a crisis, which of the following three channels would be the most effective means for a company to communicate with consumers?

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