

Meet the Authenticity Experts



FLEISHMANHILLARD

Who are Expert Stakeholders™?

Expert Stakeholders are experts in specific categories of goods and services or topics in which they have a higher level of interest, knowledge, engagement and as a result, greater influence with their peers. Data from Expert Stakeholders is forward looking. It helps managers anticipate challenges and strategic options and manage for growth.

Expert Stakeholders are:

- Found in most traditional business-to-business (B2B) and business-to-consumer (B2C) audiences
- Customers, partners, employees, opinion-formers, commentators or consumers
- Highly interested and engaged in selective categories and topics
- Peer Influencers actively influencing friends, family & colleagues

Why are they Authenticity Experts?

Expert Stakeholders are not the average stakeholder. They are not even the 'informed stakeholder'. They have a higher level of interest, knowledge and engagement about particular categories and topics than other people we know.

Authenticity Gap studies are conducted among Expert Stakeholders because their opinions are insightful in strategic planning for brand and reputation.

Only one person in 10 is 'Expert' enough

Of the many Expert Stakeholder groups studied in the past 12 months, Expert Consumers are by far the largest sub-group.

Lepere Analytics screened 59,092 people in seven countries to identify just 6,254 Expert Consumers. Expert Consumers are consistently found to be only 5%-15% of the General population in the seven countries studied.

59,092

people screened
in seven countries



6,254

people qualified
as Expert Consumers

B2B and B2C Expert Stakeholders

Over the past year we have identified and interviewed many different B2B and B2C Expert Stakeholders. Including:



Expert Business Leaders



Expert Patient Advocates



Expert Guests



Expert Journalists

Meet the Expert Consumer

A profile of the largest Expert Stakeholder sub-group studied in the past 12 months

Expert Consumers are not the traditional top-down opinion elites or influencer groups; they are your friends, family and colleagues, living and working next door. So we don't use the traditional screening process to identify them. We don't screen for profession or income or age. Instead we want to know about their personality, attitudes and behavior as well as their engagement in certain categories and topics.

The result is a unique subset of the general population who are the same as everyone else only significantly more educated, as the table below indicates. As a result of this key difference in education, Expert Consumers typically have more senior jobs and earn more than their peers. The percent of Expert Consumers age 25-54 and some of their key personality traits are also detailed.

Personality first and foremost

The methodology to identify Expert Stakeholders is based on screening for personality, attitudes and behavior as well as category engagement, instead of more traditional socio-demographic screening (see back cover for details).



University degree or above	Canada	US	UK	Netherlands	Germany	China	Indonesia
% Expert Consumers	39%	55%	51%	45%	40%	95%	75%
% General population	22%	42%	34%	32%	27%	9%	8%
Job type % Expert Consumers							
Senior/Middle Managers & Professionals	36%	52%	39%	40%	28%	62%	45%
Junior Managers	8%	7%	11%	6%	29%	21%	14%
Managers & Professionals	44%	59%	50%	46%	56%	83%	59%
Annual income							
% Expert Consumers	40%	45%	n/a	40%	41%	52%	32%
Local currency	>C\$75,000	>\$75,000	n/a	>€36,000	>€30,000	>RMB 15,000	>120,000,000 RP
Age 25-54							
% Expert Consumers	64%	60%	62%	56%	70%	88%	73%
Personality % Expert Consumers							
Considered to be optimistic not pessimistic	80%	86%	75%	82%	78%	93%	88%
Prefer new experiences to routine	54%	55%	51%	70%	67%	68%	83%
Considered to be outgoing not shy	61%	77%	65%	56%	73%	77%	76%
Asked by friends, family or colleagues for advice about certain things	66%	72%	68%	51%	69%	90%	87%

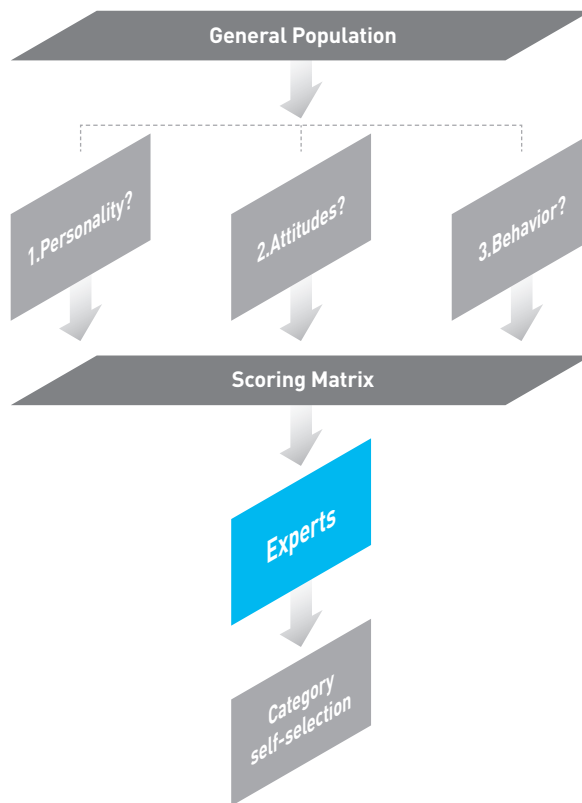


How do we find Expert Stakeholders?

A representative sample of a selected population is screened for:

- 1. Personality** based on the Big 5 theory – the most widely accepted, empirical and data-driven model of personality psychology.
- 2. Attitudes** to, amongst other things, commercial culture, curiosity about new products and technologies, concept of value.
- 3. Behavioral** characteristics such as media consumption, level of networking activities, willingness to share information and experiences with others.

Lepere Analytics methodology ‘flips’ the traditional recruitment process by identifying Expert Stakeholders before category or brand or topic engagement. The ability to identify Expert Stakeholders from a selected population was developed by Lepere Analytics. The methodology is US Patent Pending.



Lepere Analytics is an independent research firm whose data forecasts company reputation and revenue.

The methodology is US Patent Pending, is independently validated and is used by Wall Street investment analysts and portfolio managers.

www.lepereanalytics.com

Proprietary algorithm | US Patent Pending | ™ and © Lepere Analytics

Contact Us

Authenticity Gap studies are very flexible. The methodology can be adapted to all kinds of organizational challenges and the FleishmanHillard and Lepere Analytics teams are on hand to help you.

Contact the appropriate member of the Reputation management team:

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