



The Road to Launch

Global Liaison Briefing



Thursday,
September 30th

8095






the LAUNCH

Assets & Materials

- Global White Paper
- In select countries, market executive summaries
- 8095 Live (US-only in 2010)
- Edelman.com integration
- Social hubs (Facebook, Twitter, Tumblr)
- YOU!

On 9/30: Edelman Global Launch

- 2 Individual conference call presentations by region
 - Reveal platform
 - Unveil offering to teams and clients
 - Liaisons to host viewing sessions in each office
 - Media/trade outreach to follow, client presentations
- 

8095 Core Team



Christina Smedley



Caroline Dettman



Alex Abraham



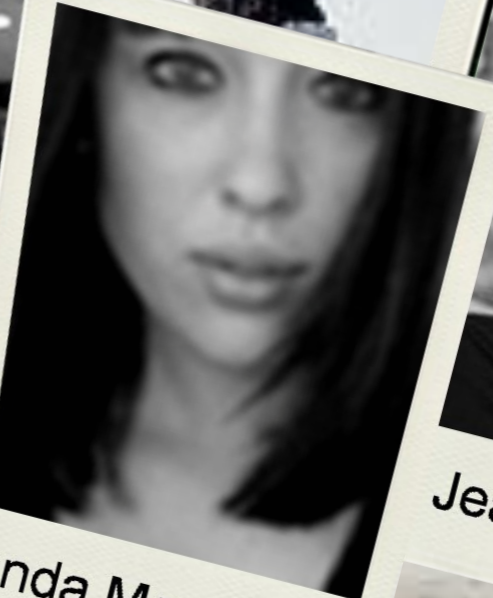
John Digles



Mia Casey-Sachs



Matthew Clay



Amanda Mooney



Jeanette Morrow



**So, what are
we going to
say and how
are we going
to say it?**



A photograph of two young boys sitting on the ground in a rural, outdoor setting. The boy on the left is wearing a yellow and black striped shirt and a necklace. The boy on the right is wearing a black t-shirt. They are both looking towards the camera. The background shows a dirt road and some greenery.

8095 Content Offerings

Global White Paper

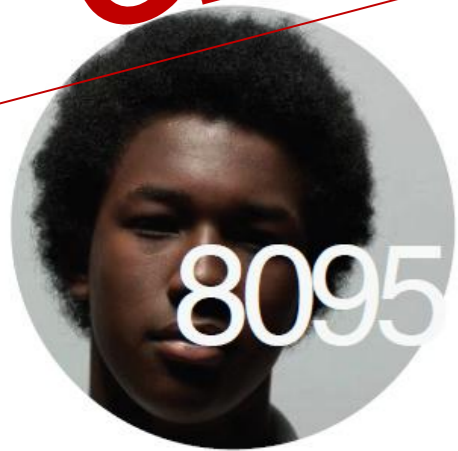
8095 Live

Global Liaisons

Country-specific Data



Global White Paper



- 8095's vision in 2010 and into 2011
- Study of 3,100 millennials in 8 countries
- Focused on Influence..and its influxes within generation
- Also highlights Action, Trust and Personal Branding with regards to Influence
- Includes profiles of global millennials after each chapter
- Highly visual with graphics, photos and data point boxes, will also live on Edelman.com
- In select local markets there will be localized Executive Summaries

Be on the Look-out:

During week of launch we'll be downloading you on the White Paper before it hits the network on the 30th



The Millennial Influence Gap

We engaged this benchmark research focusing on the Millennial influence dynamic in making decisions. How is the most connected generation in history making decisions in an environment of hyper-sharing and opinion amplification? Is peer validation more important than ever before?

What emerged in our research are revealing data points on a fierce sense of brand loyalty, taking action as a core Millennial value and *influence as a commodity*.

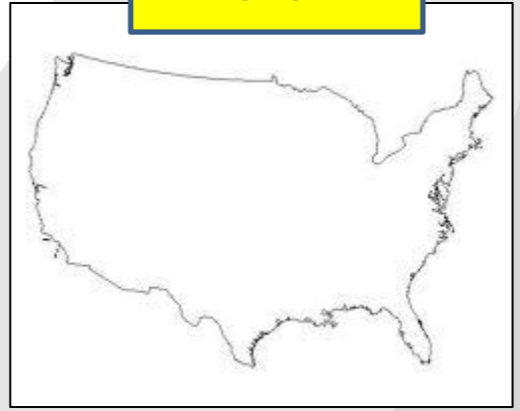
Our 8095 research revealed the **Millennial Influence Gap** – the disconnect between perceived and actual influence that shows while 70 percent of Millennials feel they influence their peers, only 14 percent say they depend on the opinions of others in making personal decisions. Confident in the knowledge gained through connections and sharing with others, Millennials report they are making personal decisions independently.



Country-specific Data



U.S.



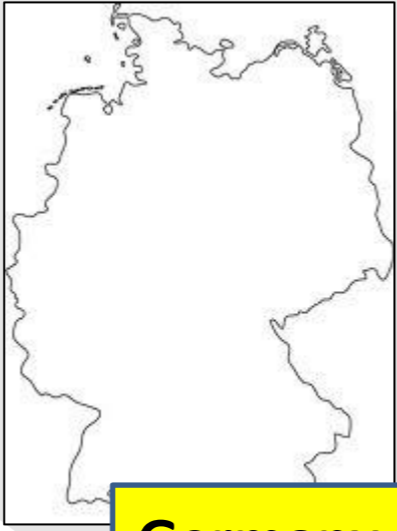
Canada



China



UK



Germany



Italy



India

Brazil



Global Liaisons



Bottom Line:

You're 8095.

We need you to keep us honest, relevant and spread the word. It's this legitimacy that stands 8095 apart



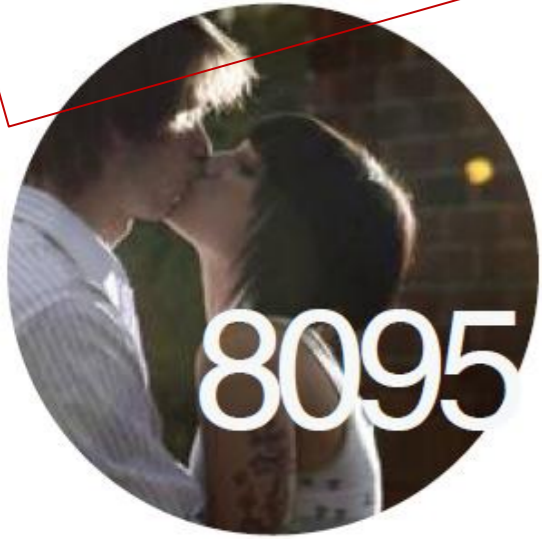
Around the World

Atlanta – Davida Selby & Matthew Freeman
Brazil – Melissa Riberio
Canada – Melissa Graham
Chicago – Amanda Mooney, Lauren Ross & Matthew Clay
China – Vincent Lee
France – Matthieu Raoult
Germany – TBD
India – Arathi Menon
Italy – Andrea Norsa
Japan – Lirah Lim

Korea – Janet Kim
Los Angeles – Kristy Wood
New York – Mike Bruno
Portland – Gretchen Brandtjen
Russia – Ekaterina Kvasova, Elena Zlatovstovskaya, Alex Kalenov
San Francisco – Georgeanna Smith
Seattle – Michael Eggerling
Silicon Valley - Molli Sullivan
Singapore – Fenix Wong
Texas – Melissa Miller
UK – Nik Thakkar
Washington DC – Dave Levy



8095 Live



- Important: US-only for 2010
- Living Focus Groups
- Real-time feedback from millennial sub-sets
- Clients can buy into ad-hoc or own their own
- Pricing and engagement specifics to be emailed to you
- Meant for directional uses, not statistics (i.e. not usable for media)

Partnering with StrategyOne, 8095 Live will also help deeper dives for our platform benchmarks





**8095
Global Internal
Launch**

Thursday, September 30th

**Liaisons hosting
viewing sessions in
office**

**Via Live Meeting; 2
different calls by region**



YOU!

Why you're so crucial to success, What we need from you, How you'll be utilized



Why YOU're So Important

Office Representation

New Business Driver

Global Network Resource

Generational Authenticity

Global Representation

You Keep the IP Honest



For Launch: What We Need from YOU

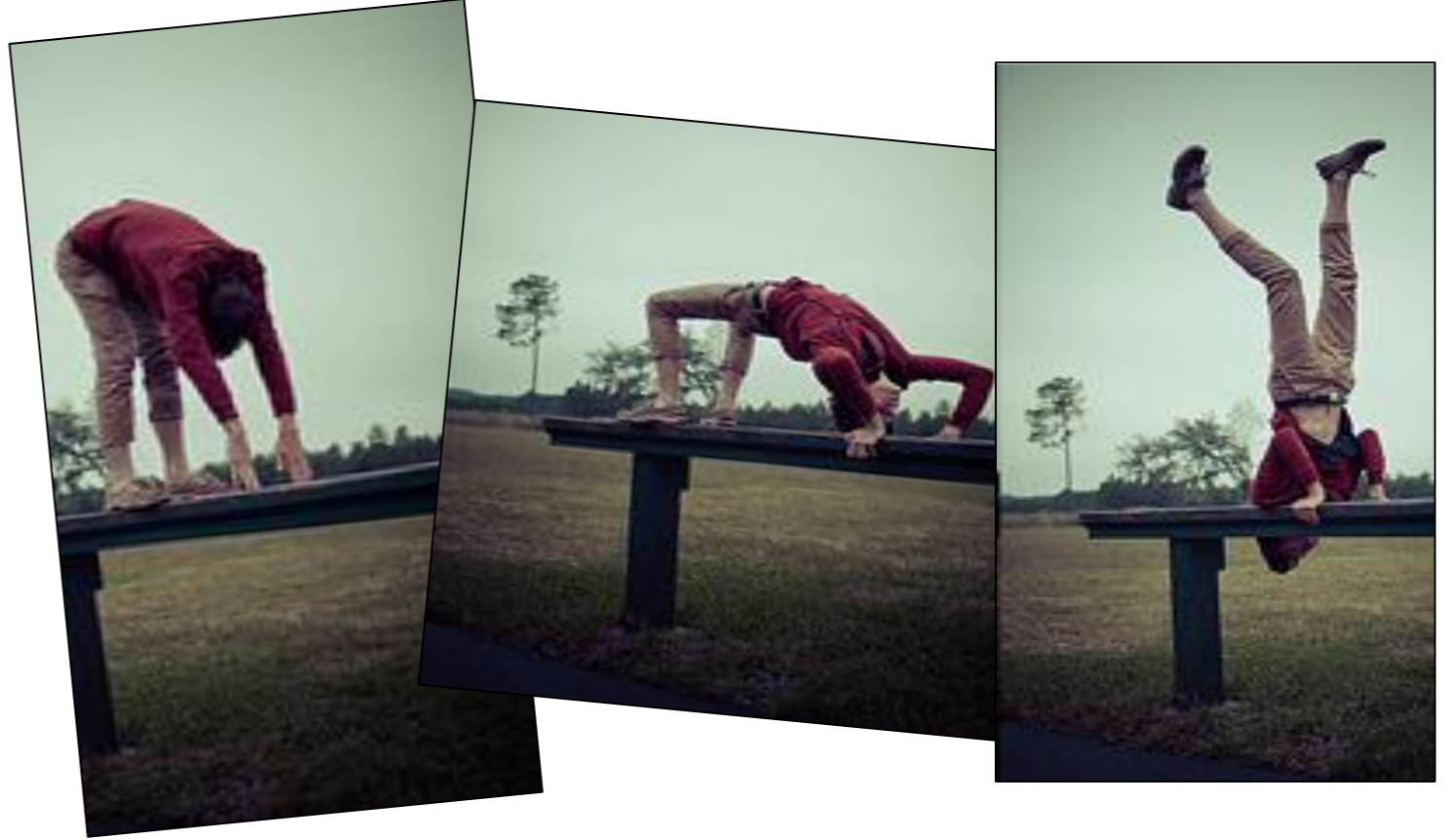
**Profile Interviews for
White Paper**

Secondary Research

**Social Network
Content**

**On-site lead and host for
conference calls**

**Local Market Executive
Research Summaries**



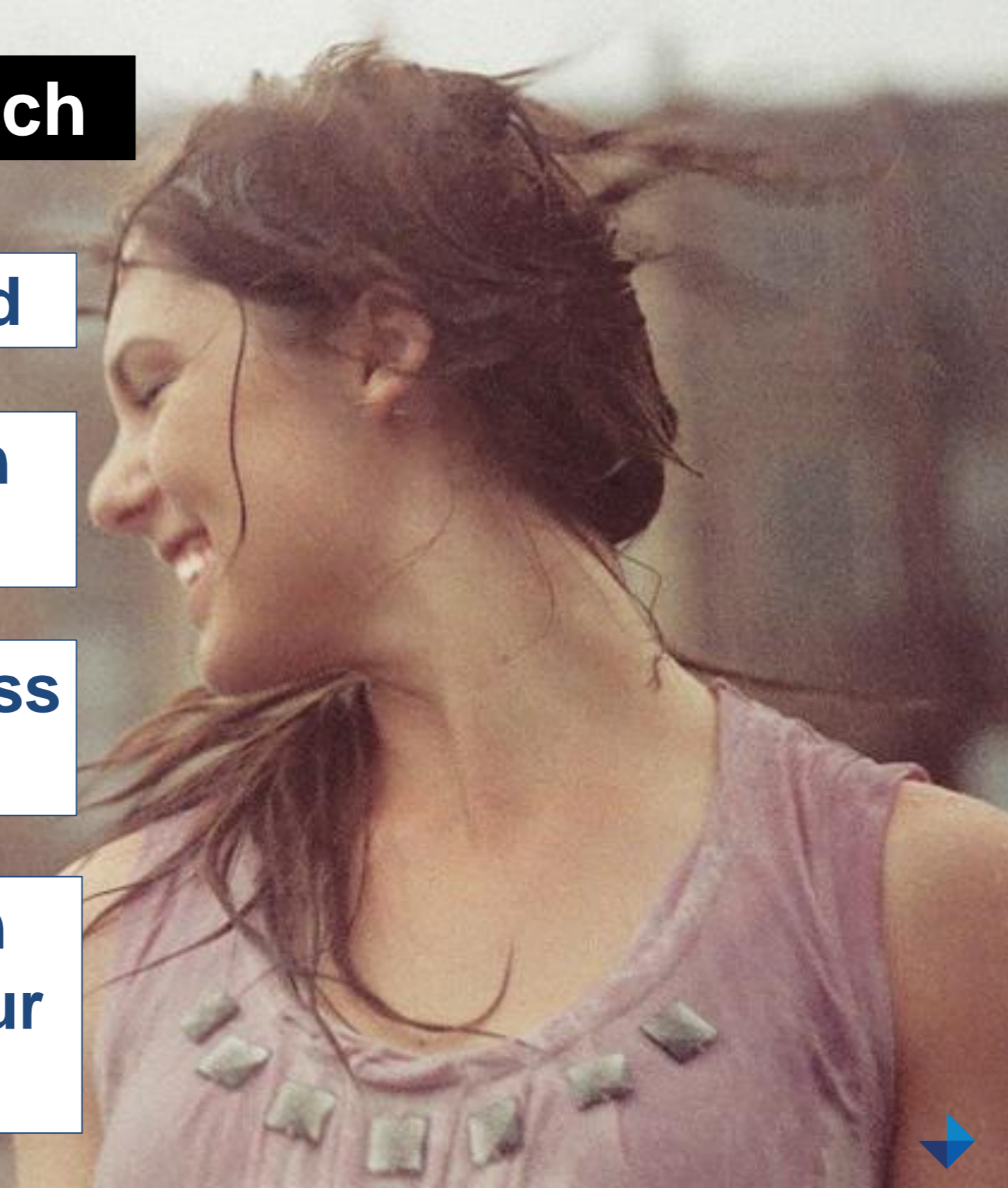
Utilizing YOU Post-launch

Keep your office informed

**Represent your market in
8095 social hubs**

**Key millennial new business
rep in your market**

**Reporting back adoption
and suggestions from your
market**



A person wearing a bright yellow hoodie is seen from the side, looking out over a vast, open landscape under a clear sky. The person's hands are on their hips, and they appear to be in a contemplative or observational pose.

Key Dates to Remember

9/20 Begin populating 8095 social network hubs

9/22 White Paper Interviews due to Matthew Clay

9/28 Liaison White Paper review

9/29 Conference call dress rehearsal

9/30 Launch Day! 3 conferences globally





Next Steps

Next Steps

Next Steps

- 1. Have you reserved conference rooms in your office?**
- 2. Share this deck with your regional leader and manager**
- 3. Clear your schedules to participate in pre-launch and launch activities**
- 4. Share content on 8095 social hubs**
- 5. Ask us questions on anything!**



QUESTIONS?

8095

NSS PRODUCTS MISC. SET
FLORAL SET
HAT
CARDS → B. P.
E.
F.
CALENDAR
WRAPPING P.
JOURNALS/PLA
+ REC. CARDS
+ BOX? W
ART PRINTS
WEDDING

TEMPLATE
LINE
BINDER
D LOG

ANDREA (F)
~~ANDREA~~
INVOICE JENNIFER (P) +
~~JENNIFER~~
~~MAX~~
* QUNNIE TRANK
* KIM ? AP
* SARAH PLOG + TRANK (P) (P)
LAUREN (S)?
* LIZ (P)
VICTORIA (F)
* RUTH send APPR?
LILY (S) - TEM
TAL MENU?
CONCHITA (P)
* ANNE (P)
→ SIMONE CONTRAC
BARRIE S?
CERTIFICATES





Meet Tommy...

