

CORPORATE SOCIAL RESPONSIBILITY

Doing well by others is great for business.

Having a defined commitment to Corporate Social Responsibility is no longer window-dressing or a “nice thing to have.” In today’s business environment, it’s table stakes. Consumers expect a brand’s values to align with their values.

At the core of this belief is responsibility; it requires that successful companies weigh their actions against economic, social and environmentally responsible behaviors.



Here's how we get there

Our Corporate Social Responsibility strategic planning module was developed to assist companies and organizations in creating a clear, concise vision and message for their commitment to corporate citizenship.

OUR APPROACH

Working with you and your team, we will create an actionable plan that will focus on four key areas:

- **Review existing activities and identify new opportunities** by examining your current corporate citizenship and environmental stewardship practices and activities.
- **Create an overarching strategy** that leverages these assets as key proof points of your responsibility message.
- **Conduct a competitive audit** of peer responsibility programs in the category to provide benchmarking criteria for you within the competitive landscape.
- **Elicit stakeholder input** to ensure that the strategy is aligned with the expectations of your key constituents and reflects your company’s business goals.

DELIVERABLES

At the end of this planning process we will present to you:

- **A strategy and vision** that are aligned with your constituents, reflective of your brand and competitive in the marketplace.
- **An actionable plan** that includes new ideas to further strengthen your program and innovative strategies to promote your corporate social responsibility commitment.



What you can expect

Among the key outcomes of our Corporate Social Responsibility Strategic Planning module are:

- **Aligned company vision** that will give current and prospective employees a better understanding of how you are helping them make a difference.
- **Consistency and uniformity in delivery** to ensure concepts are clear and on-strategy, are easy to understand and relevant to your audiences.
- **Your brand defined in a relevant and new context** to give you an opportunity to further solidify your brand promise to your constituents, or perhaps present your brand in a totally new context.



WHY EMA?

Together, we'll identify the intersection where responsible behavior embraces the brand promise and aligns with business strategy while satisfying constituent expectations.

FIND RELATED EMA SERVICES

- [Account-Based Marketing](#)
- [SEO Audit](#)

- [Success Planning: Measurement/Analytics](#)
- [Content Marketing Strategy](#)

TURNING BRANDS INTO FRIENDS

Building a brand in this dynamic digital age requires an entirely new approach. A philosophy that positions your brand not merely as a product or service, but as a friend. We call it **Brand as Friend**. This unique approach not only gives you more ways to connect than ever before, it builds your brands, engages customers and generates sales.



ERIC MOWER + ASSOCIATES

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Want to know more? Contact:

Chuck Beeler
Director, Senior Public
Relations Strategist

cbeeler@mower.com
315.413.4346

mower.com