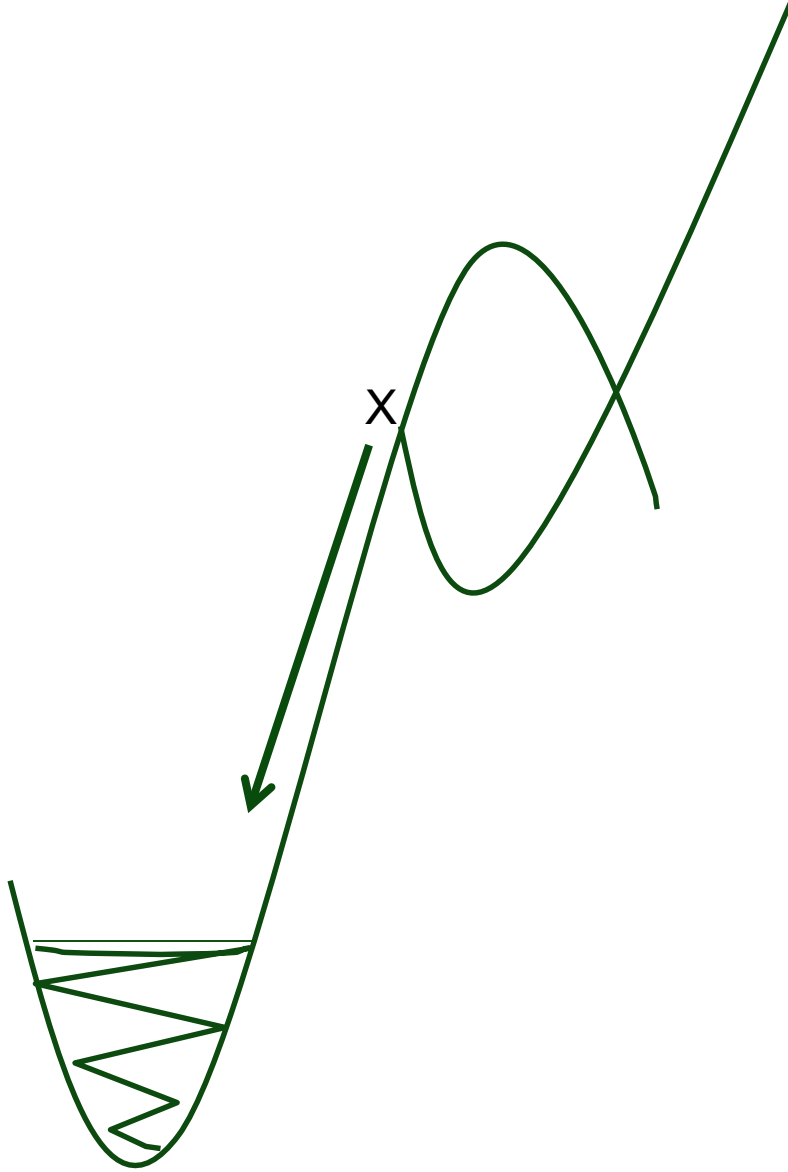


L&G Reputation Management Session Summary



Lyon
Feb, 2014





The Business Challenge



We want to be known for...

-our leadership (premium) position
-our effectiveness
-our innovation
-our safety (as a given)
-our longevity (in the future)
-the solutions we provide
-being profitable

We want to avoid being linked with...

-safety concerns
-questions about our reputation (Monsanto?)
-retailer reluctance
-suggestions we are unnecessary
-endless legal challenges



Risk vs Return



Question.....

...why is the debate dominated by a few 'anti's when the vast majority of 50 million gardeners have no problem with our product?

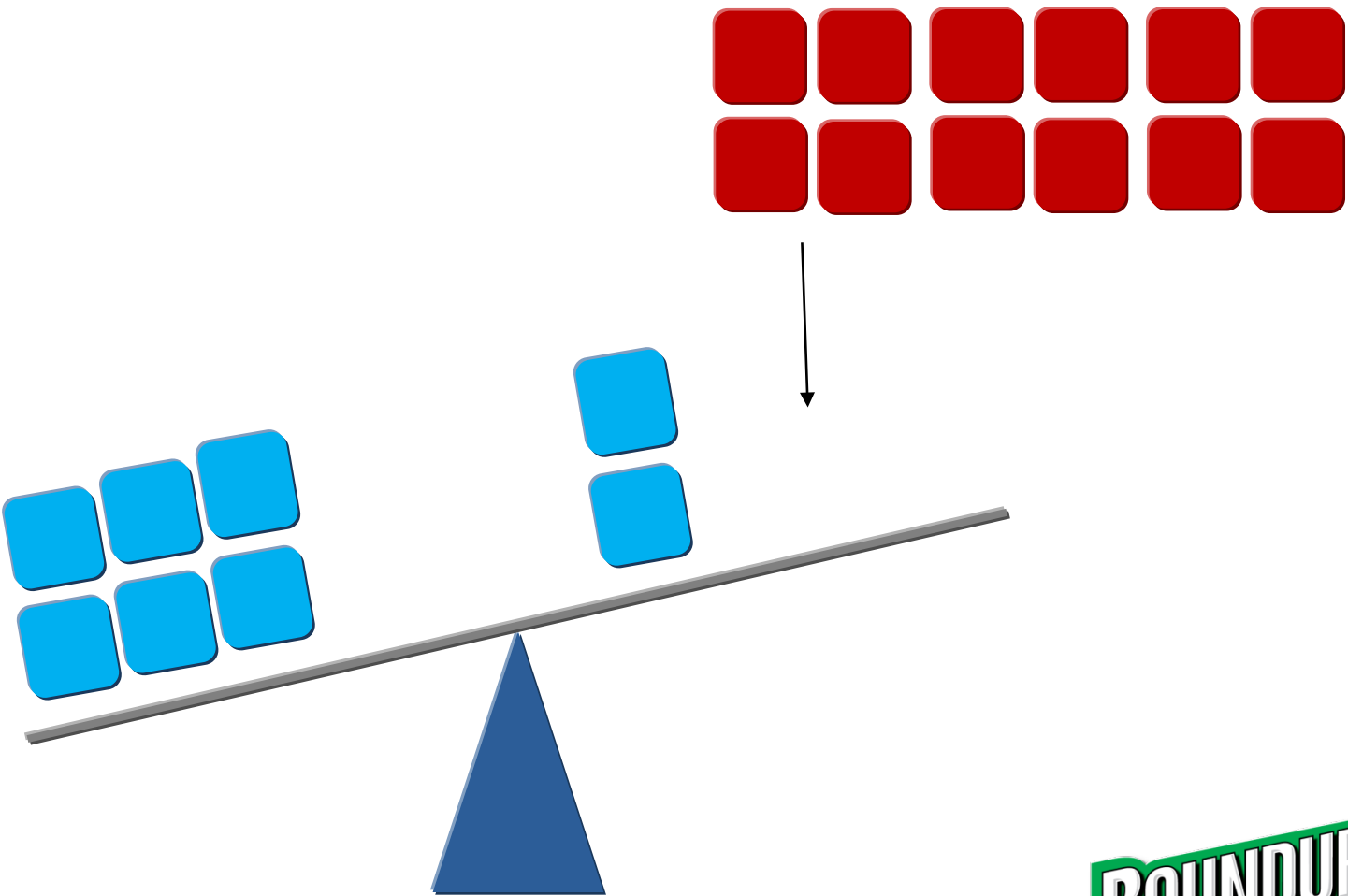


Question.....

...are we just managing and delaying decline (like tobacco)?



All about winning the argument.....



To win the argument, we need to....

- 1 Actively tell our story
- 2 Build the right relationships
- 3 Let nothing go
- 4 Discomfort our opposition



Our opposition argues that....

- RUP is a pesticide; pesticides are evil; therefore RUP is evil....
- RUP is owned by Monsanto; Monsanto is evil; therefore RUP is doubly evil...
- RUP works by 'burning'
- RUP is a pollutant, which persists in the soil, water and the body
- RUP poisons bees, animals and people
- RUP is 'unnatural' and unnecessary



We argue (substantively) that....

- RUP is a herbicide, only working on plants
- RUP does not burn, persist, or endanger the food chain in any way
- RUP is the most researched product in the world and is, empirically, safe
- RUP has 40 years of safe use by 50 million trusting users
- RUP allows 50 million gardeners to keep their living space beautiful and as they like it



The following groups matter to us...

- Gardeners – current & potential
- Family & friends of gardeners
- Retailers
 - specialist
 - home improvement
 - supermarket
- Influencers – the media, online commentators
- Politicians and regulators
- Employees



To win the argument, we need to....

- 1 Actively tell our story
- 2 Build the right relationships
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- 4 Discomfort our opposition



We need to....

- Hone the messages (mostly done) – “Right to Garden”...?)
- Identify targets, multipliers, influencers
- Audit infrastructure (particularly online)
- 12/18 month plan
 - mixture of comms and advocacy
 - business-plan specific
 - focus on shareable content & relationship building
 - measurement
- Start (asap)



Key Question....

ROI?



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