

Advisors on Corporate, Financial and Public Affairs – Worldwide

The International Year of Natural Fibres

in partnership with
GAVIN ANDERSON  COMPANY

SMYLE
Corporate Communication Consultants GmbH



- I. *SMYLE CCC GmbH Overview*
- II. *Concept Development for the International Year of Natural Fibres*
- III. *Work with SMYLE*



I. SMYLE Corporate Communication Consultants

SMYLE CCC is part of the international communications consultancy network Gavin Anderson & company worldwide specializing in the fields of

- Public Relations
- Public Affairs
- Positioning

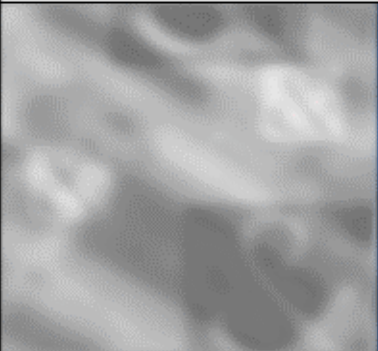
- SMYLE CCC GmbH was founded in 1994 in Bonn/Germany; since 1995 located in Berlin/Germany; since 2002 in partnership with Gavin Anderson & Company worldwide
- 10 consultants in Berlin specialized in Public Relations and Public Affairs
- 300 consultants worldwide within the Gavin Anderson network with 13 offices in all major financial and political centers
- Specialist Teams for cross-border accounts:
 - Public Relations Team
 - Public Affairs Team
 - Restructuring Team
 - Transactions Team

Advising Industry Leaders



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II. International Year of Natural Fibres

- Think strategically
- Elaborate qualified objectives
- Identify target-groups
- Consider interests of possible opponents
- Create a goal-oriented communication concept
- Develop key-messages
- Continuous auditing

- Two phases have to be considered
 - The period 2006 until end of 2008
 - The International Year in 2009
- Initially, SMYLE CCC will focus on
 - Elaborate objectives in close cooperation with the steering committee
 - Identify target-groups
 - Continuous dialogue with stake-holders

- SWOT-analysis
(strengths, weaknesses, opportunities, threats) e.g.
 - Communicative structures of parties involved
 - Institutional basis of future communication for both phases
- Communication strategy (positioning of natural fibres)
- Key-messages and slogan for universal use
- Identify possible sponsors and coalition partners

Internal Communication
Strategy: unification and
motivation of parties
involved



External Communication
Strategy: selecting sponsors
and coalition partners



Successful
Communication
for the
International Year
of Natural Fibres

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SMYLE

Corporate Communication Consultants GmbH

- Set up of a central communication unit (one-voice-policy)
 - Responsible for every single message released
 - Coordination and verification of communication plans for locations in participating regions
 - Set-up and operation of an internet based „Project Room“ containing all data dealing with the project, available 24/7
 - Giving background information, arguments, and guidelines to selected representatives of pressure groups

Guidelines for Positioning Natural Fibres

- Joint image campaign of the natural fibre industries
 - Advantages of natural fibres (renewable, natural, etc.)
 - Success stories of natural fibres
 - Demonstration of successful efforts concerning the improvement of welfare in some of the countries of origin
 - Emotional
 - Interactive features i.e. internet

SMYLE CCC will:

- ✦ Create a communication concept for Phase 1
- ✦ Determine and monitor all relevant issues
- ✦ Identify and provide resources required (manpower, timeline, budget etc.)
- ✦ Identify possible opponents and drawbacks
- ✦ Update continuously all permanently involved parties

SMYLE CCC will:

- ✦ Determine target groups of communication
- ✦ Define channels of communication
- ✦ Identify key-contacts (politics, industry & media, consumers)
- ✦ Develop key-messages and information material
- ✦ Prepare trainings & On-Site-Support
- ✦ Permanent auditing

25.000,00 € *)

*) Travel expenses are not included and will be billed separately, VAT if applicable.



III. Work with SMYLE ...

The reasons are many...

... WE DELIVER RESULTS ...

- in solving communicative challenges
- in creating opinions and forming views
- in increasing company value and image

... THROUGH INTERNATIONALLY EXPERIENCED SENIOR CONSULTANTS

- independently and critically
- efficiently and on location
- links to important opinion-leaders in the media and politics

- Analyses of communication goals and potential scenarios
- Creation of coordinated communication strategies
- Creation of targeted approaches
- Implementation of communication measures and activities for all parties involved

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