

inContext

Cone News and Information

www.coneinc.com

Each section of our newsletter represents one of our five core values: Commitment to Excellence, Integrity, Intellectual Curiosity, Passion and Teamwork.

Living Our Values

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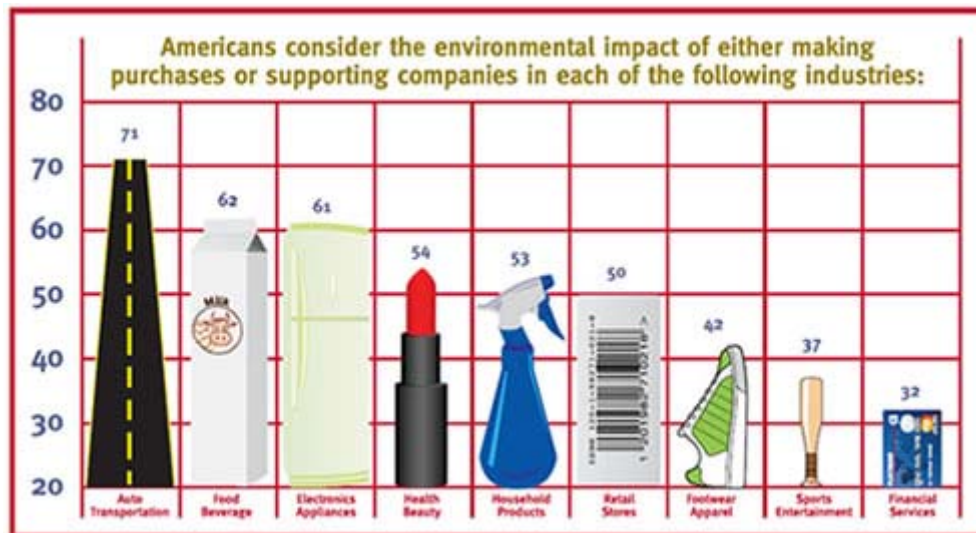
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Commitment to Excellence

Ben & Jerry's

Overview:

On May 27, 2008, Ben & Jerry's launched a new ice cream flavor – Imagine Whirled Peace – honoring the legacy of John Lennon and encouraging people to think about peace in a critical time of war. Cone was charged with helping to raise awareness of both the cause and new flavor through an integrated public relations plan. The launch of the flavor was timed to coincide with the 39th anniversary of John & Yoko's famous "Bed-in for Peace."



Program Elements:

Ben & Jerry's aligned with the nonprofit organization, Peace One Day to help deliver the message to consumers. In addition, they held a nationwide online search to identify two modern-day peace activists who embody the values set forth by Lennon. Aaron Voldman, co-founder of the Student Peace Alliance,

and Robert Kent, founder of the Peace Camp Initiative, were both awarded a \$10,000 donation from Ben & Jerry's to their respective peace organizations.

Event: Ben & Jerry's recreated John & Yoko's first Bed-In on a mobile bedroom at their scoop shop in Times Square. Sharing in the festivities were actress and demonstrated peace activist Maggie Gyllenhaal, Founder of Peace One Day Jeremy Gilley, Ben & Jerry's CEO Walt Freese and Co-Founder Jerry Greenfield, and Roy Kerwood, original photographer of Lennon and Ono's 1969 Bed-In.



Results:

500 placements were secured reaching more than 65 million consumers. In addition, the event was the leading story on CBS's "The Insider" that evening and coverage was fed nationally by all four network affiliates resulting in 392 broadcast placements nationwide.

Visit our [website](#) for more Brand Marketing case studies.

Starbucks

In 2004, Cone began its partnership with Starbucks Coffee Company to name and communicate Starbucks' initiative for socially and environmentally responsible coffee buying. Cone renamed the supplier program Coffee and Farmer Equity (C.A.F.E) Practices, and then recommended developing a comprehensive plan to help Starbucks bring to life its overall coffee CSR commitments for multiple internal and external audiences. Following are some sample activities from our strategic outreach plan:



- **Positioning and Messaging:** Cone created a comprehensive message guide to ensure consistent messaging—both internally and externally—about Starbucks' commitment to socially and environmentally responsible coffee buying. The guide serves as a foundation for all Starbucks' coffee CSR communications.
- **Stakeholder Identification and Engagement:** Cone conducted an extensive audit to identify Starbucks' key stakeholders, then developed a strategic plan for more active engagement, and supported Starbucks' outreach efforts with research and monitoring.
- **CSR Reporting:** Cone reviewed the company's priorities, objectives, policies and programs and conducted a materiality analysis to identify key material issues for inclusion in the 2007 report. Cone then developed the report content for online and print versions.
- **Employee Education:** Cone conceptualized an employee 'Partner Diplomats' program, where partners are given the opportunity to visit Starbucks' Farmer Support Center in Costa Rica to learn about Starbucks' CSR practices. This unique experience raises awareness, educates and engages employees in Starbucks' coffee CSR efforts.
- **Media Monitoring and Reactive Media Mitigation:** Cone conducted media monitoring for stories and opinion pieces dealing with social responsibility issues in purchasing coffee, and kept Starbucks apprised of risks and opportunities created by such articles.



Visit our [website](#) for more Corporate Responsibility case studies.

AHA Start!

Overview:

In 2006, 65% of American adults were overweight or obese, largely from increasingly sedentary lifestyles. The American Heart Association (AHA) prioritized "adult inactivity" as an issue to combat, and joined with Cone to create awareness, raise funds, and engage adults in healthy behaviors. The result was Start! – a movement focused on simple lifestyle changes and providing innovative tools, like an online personal fitness tracker, to implement these changes. Start! promotes walking as the gateway activity to living longer, stronger, healthier lives.



Program Elements:

A year-round integrated communications campaign utilized marketing, media relations, events, buzz,

advertising, celebrity engagement, and promotions. To inspire and encourage employers to create a culture of physical activity in the workplace, the Start! Fit-Friendly Company corporate recognition program was developed; 155 corporations were recognized as Fit-Friendly Companies.

The transformation of the American Heart Walks, the AHA's flagship fundraiser, into a "Hometown Fitness Celebration," marks the grassroots centerpiece of Start!

Results:

The Start! movement launched in January 2007 with an estimated 4000+ people and 32 media outlets attending. 4.8B media impressions were secured in the first year. Since the launch, over 50,300 individuals have registered for Start!, walking over 5.6M minutes and over 350,000 miles. Preliminary results show 59.8% of registrants have increased activity since joining Start! and over 50% of respondents eat more nutritiously.

Start! has been widely recognized including PR Week Nonprofit Campaign of the Year 2007, and Publicity Club of New England 2007 Bell Ringer Awards for New Media, Promotional Items, and Brochure.

Visti our [website](#) for more Cause Branding case studies.

New Wins

We are pleased to welcome the following companies and organizations into the Cone family of clients:

- Reebok
- Colombo Yogurt
- National Wildlife Federation
- United Way of NY
- Target
- Alpo
- American Cancer Society
- Timberland
- City Year
- Child ID
- CVS

Integrity

Cone Named Strategic Agency of the Year by the Holmes Report

We are thrilled to be recognized by the Holmes Report in April 2008 as the Strategic Agency of the Year. A recent Holmes Report newsletter said, "Cone can now provide its clients with a holistic approach to building brand trust, helping clients develop deep and meaningful relationships with their customers and other key stakeholders, and integrating corporate responsibility strategy with communications strategy." [More...](#)

Cone Releases its Inaugural CR Report

Cone is poised to release its first-ever corporate responsibility report in the coming weeks. "We understand the importance of CR reporting and want to follow the same discipline we recommend to our clients," says Corporate Responsibility Account Director Mindy Gomes-Casseres who is leading the CR report initiative. If you'd like to receive a copy, please send an email to mgomescasseres@coneinc.com.

Cone Releases 2008 Green Gap Survey

In our latest research, we measured consumers' understanding of and attitudes toward corporate environmental marketing claims. The [findings](#) of the 2008 Green Gap Survey demonstrate a disconnect between the environmental marketing messages Americans hear and what they believe these messages mean. [More...](#)

New Hires

Cone continues to show its commitment to new media with the hire of Mike Hollywood, director of new media. Also joining Cone's Brand Marketing group is Vice President Mark Malinowski—who brings with him nearly two decades of entertainment-based marketing experience—and two new account directors, Kelly Faville and Byron Calamese, both returning for a second go-round.

In Other Cone News . . .

[CFO Marie O'Neill Wins 3rd Annual Omnicom Financial Leadership Award](#)

[Cone and the American Heart Association Win Prestigious Marketing Awards](#)

[Cone Accepted into Ceres Network](#)



Marie O'Neill

Intellectual Curiosity

Cone Thoughts

Cone-authored thought pieces appearing in industry publications

[Measuring Corporate Responsibility's ROI](#)

[How to Communicate Corporate Citizenship, More or Less](#)

[Green Claims Often Color the Truth](#)

Cone in the News

A selection of media coverage Cone has recently received in mainstream and trade publications

[The New York Times – "Alpo Looks for the Greatest 'Meat Maniac'" July 7, 2008](#)

[International Herald Tribune – "Green Marketing Loses Buzz and Credibility" July 6, 2008](#)

[Wall Street Journal – "The Latest Office Perk: Getting Paid to Volunteer" April 29, 2008](#)

[USA Today – "Marketing Efforts May End Up in Green Blur" April 22, 2008](#)

Best of "What Do You Stand For?"

Alison DaSilva recently spoke at the Northern California Grantmakers Corporate Philanthropy Institute. The conference focused on helping companies responsibly navigate their giving strategies during an economic downturn. On Cone's [What Do You Stand For?](#) cause and corporate responsibility blog, [she shares key best practices](#) gleaned from the conference and its corporate speakers and attendees.

Passion

Hours for Good

Cause Branding Account Director Cheryl Damian recently volunteered on two medical relief missions in the Philippines. Over the course of two weeks, she and other lay volunteers traveled with a team of doctors, surgeons and dentists to two fishing and farming towns to deliver medical treatment and services.



Cheryl (right) assists her father, Dr. Armando Damian in treating a young patient.

Cause Branding Vice President Anne Erhard volunteered for "Extreme Makeover Home Edition" in Warwick, RI. No, she didn't get to meet Ty Pennington, but she was quite impressed with the whole operation and said, "The process was mind-blowing. They got the house done in 100 hours," despite the build taking place in the middle of a snowstorm!



Anne warms up inside the volunteers' bus.

Cultural Happenings

Teams who play together stay together. The Brand Marketing group took a break from client work to hang out during the BMG Bowl-a-Rama. Congratulations to Lindsey Shumway who bowled a 147 at her first-ever BMG outing!



BMG spends the afternoon at Lucky Strike bowling alley.

Cone's annual Red Sox Night featured friends, fun and hotdogs, as the Sox shut out the Diamondbacks 5-0.



Janie Yu, Courtney Rice, Nicholle Connolly and Jill Sciuto (left to right) help Cone cheer on the Sox.



Members of our Creative Department, Lisa Coyne and Pete Buhler (left to right) hang out together even outside of work.

Health, Wellness and Sustainability

As registered dietitians with marketing and communications backgrounds, Peggy O'Shea-Kochenbach and Jill Tobacco are uniquely suited to support companies and products in the food and beverage, nutrition and healthcare sectors. Our clients, such as Nestlé Waters North America, Ian's Natural Foods, the American Cancer Society and the American Heart Association, benefit from their years of experience guiding a full range of services, including new food and beverage product launches, influencer programs and healthcare media relations.

"More than ever before, consumers are concerned about the foods they choose for themselves and their families, and are savvier about nutrition and the effect of foods on their health and well-being. But today's consumers are not only making food choices based upon nutritional attributes and benefits, they are also increasingly focused on a diet that is 'good for you' *and* for the planet. The 'green movement' is impacting the purchasing decisions of a growing population and will have a tremendous impact on the future of the food environment—for consumers and the food industry alike. Now is the time for brands to assess their practices and identify opportunities for greening their business."

Peggy recently served as the President and Director of Public Relations for the Massachusetts Dietetic Association and has been a contributing dietitian and participated in interviews for local and national media including Better Homes and Gardens, Family Circle, Ladies' Home Journal, More, Oxygen and Shape. She is a member of Dietitians in Business and Communications, Nutrition Entrepreneurs, Food and Culinary Professionals, Nutrition Education for the Public, Nutrition in Complimentary Care, Public Health/Community Nutrition and is currently a Massachusetts Delegate to the American Dietetic Association.



Peggy O'Shea-Kochenbach,
MBA, RD, LDN
Vice President,
Brand Marketing



Jill Tobacco, MPH, RD
Account Director,
Brand Marketing

In addition to creating health and wellness communication strategies, Peggy and Jill work to keep our clients and staff up-to-date on the latest nutrition trends—obesity-related diseases, locally grown food, trans fats, food safety, etc. In fact, Jill recently presented trends in nutrition to Nestlé and its collective communications agencies.

"Understanding consumer nutrition is essential for planning and executing effective nutrition education and communication programs. As influencers, RDs play a role in shaping the nutrition and health environment. With Nestlé, we were providing counsel not only to our client, but to our client's other communication agencies. The key is, consumers want it all—simple, whole foods that are fast and convenient. It was imperative that we were all in agreement when it came to understanding the needs and wants of the consumer. Then we can ask ourselves, 'Where is the client opportunity?'"

Jill is a board member and delegate for the Massachusetts Dietetic Association and an active member of the American Dietetic Association, the American Public Health Association and the International Association of Culinary Professionals.

BUILDING BRAND TRUST™ phone: 617.227.2111 fax: 617.523.3955
855 Boylston Street | Boston MA, 02166 | www.coneinc.com

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Cone LLC (www.coneinc.com) is a strategy and communications agency engaged in building brand trust. Cone creates stakeholder loyalty and long-term relationships through the development and execution of Cause Branding, Brand Marketing, Corporate Responsibility, and Crisis Prevention and Management initiatives. Cone is a part of the Omnicom Group (NYSE: OMC) (www.omnicomgroup.com).