

Consumer Products & Services



NAVIGATING NEW AUDIENCES, DRIVING SALES

Consumers are more empowered and have a louder voice to drive perception. The result? Brand loyalty has become a moving target, and reputation equity has become your most valuable asset.

Several factors have fundamentally changed the way consumer products companies communicate with key stakeholders. The consumer culture has become globalized – and new markets continue to emerge, requiring cultural savvy, a flexible outlook and commitment to the brand’s universal standard. Digital and social media have transformed people’s experiences. The global economy continues to be unpredictable. These and myriad other changes mean our strategies today may not be what companies need tomorrow to maintain their edge.

So our focus is on being future-ready. It’s on the emerging issues and opportunities – and the data behind them. We’re committed to research and analytics, as well as influencer mapping and policy foresight, to ensure we provide counsel reinforced by insights. In fact, we’re continually innovating, as demonstrated by our proprietary research reports and products. This way, companies and brands always are communicating in ways that propel their performance – whether by engaging consumers, launching a product, solidifying reputation, addressing a potential crisis situation or strengthening employee relations. So across the wide spectrum of consumer products and services – from fashion to entertainment to travel and tourism – we nurture, build and protect some of the world’s best-loved brands and companies.

HOW WE WORK

FleishmanHillard helps shape the dialogue for the world's most innovative brands across the wide-ranging consumer products and services sector. Our counselors work together closely, but we also work closely with our practices to deliver the diverse communications counsel today's organizations need. So in addition to providing support in the areas of brand marketing, crisis communications, reputation management, digital and social, research, media relations, public affairs, and strategic integration, our team specializes in:

Brand Magnetism

What others say about a brand often holds more sway than what a brand says about itself. Using our proprietary GPS Planning, we begin with a simple question: What do you want your stakeholders to say about your brand? Then we devise the creative concepts and materials needed to support that answer.

Emerging Markets

The rapidly expanding middle class in emerging markets, particularly those across Asia, are growth engines for global consumer products companies. Through our expertise across communications disciplines - and our vast global network - we're in a position to help companies navigate building a presence in these markets.

Word of Mouth

Managing the consumer voice across online and offline social networks - from social media and parent organizations to tech crowdsourcing sites - requires a new set of management tools. From program conception, content creation and channel management to listening and monitoring services, we can integrate branded conversations into social media and fuel genuine, face-to-face conversations about your brand.

Strategic Integration

As channels multiply and the boundaries between them blur, it's important for brands to develop strategic ways of comparing metrics such as ROI across these various platforms. Our capabilities strategically harness the power of communications across paid, earned, shared and owned channels.

OUR VERTICALS

Beauty

Entertainment and media

Fashion and apparel

Home and furniture

Packaged goods

Retail

Sports business

Travel and tourism

