

TO: Professor Van Leuven

DATE: 3 October 2013

SUBJECT: GLOBAL COLLABORATORY Case Study Assignment

Fast Facts:

Making strides for Food Security

Date of Writing: 2013

Number of Pages: 1-4

Target audience: Specialized

Nuts and Bolts:

The main purpose of this campaign would be to build awareness for DuPont, establishing the organization as a central, prominent, and important voice in global food security.

Food insecurity effects productivity, wealth, political stability, and education globally, as one billion people go to bed hungry each night. To enhance the company's reputation through brand management, DuPont has worked to identify sustainable solutions to feed a world population that will grow from seven to nine billion by 2050. Instead of countries fighting amongst each other, DuPont would like to bring them all together to fight against food insecurity and to make sure the population will survive.

In order to address the issue of food security DuPont has partnered with the Economist Intelligence Unit. Targeted audiences of this campaign are individuals and organizations from countries where DuPont identified the greatest business potential. A client would ultimately be interested in this campaign due to the global issue of food security. The study draws a client's interest to support the mission of identifying sustainable food solutions.

This case study would be of great significance to the field of strategic communication, with DuPont's actions creating a reputation of trust and credibility for themselves. A number of different aspects in the field of strategic communication and public relations would be relevant when discussing this campaign and case study, including collaboration, management theories, internal communication, symmetrical communication, and sustainability. When it comes to DuPont trying to create awareness about the issue of food security, the theory of issues management is relevant to handle how the organization is working to problem solve, plan, organize and effectively communicate both internally and externally.

DuPont's proactive actions and the Ecoimagination nation campaign won the Public Relations Society of America's Silver Anvil Award because it was exceptionally successful, exceeding all expectations that were originally set. According to a statement made by the PRSA, the Silver Anvil Awards "are the profession's most prestigious awards, recognizing capabilities and accomplishments that set public relations apart from any other profession. Each finalist must

demonstrate the program's achievement in public relations and its indispensable value as integral to business planning, strategy and success". The Ecoimagination campaign was structured for the employees of General Electric. They substantially diminished the amount of greenhouse gases in the atmosphere and reduced water usage in order to reduce their environmental footprint. The Ecoimagination initiative demonstrated a variety of other positive qualities, ranging from exemplary professional skill, creativity and resourcefulness.

Conclusion

The organization performed many steps of action towards their goal to eliminate starvation in the world by correctly managing global food security. Arranging events, briefings, interviews, articles, and donations the company was able to actively transform their image from a chemical company to a major player in the Food Security world. The campaign included numerous media interviews, article placements, and 100,00 visitors to the DuPont Food Security Index website. DuPont is among one of the highest profile influencers that discusses food security during meetings with 10 government officials, NGO'S, and business leaders during its campaign. The campaign resulted in over 500 influencers at major key events that ranged globally. DuPont actively participated in 10 global events around the world to reach his victory in stopping starvation in every country.

DuPont's campaign did not reach the level of success it hoped for, but it influenced other organizations to join the movement, causing collaborative opportunities with eight new partners to emerge. Any business or corporation could follow DuPont's lead to a healthier and happier planet. The goal of every company is to drive business and make a profit; following the DuPont campaign and taking initiatives could benefit any business willing to work as hard as DuPont did to reach its success. Organizations that have the potential to deliver informative speeches and lectures to the public to spread knowledge about food security greatly impact this campaign's possibility of success.

With the Evidence and research into DuPont and Ogilvy campaign it produce substantial effort toward their cause for food security. The way they got there campaign out to everyone by having the media so involved and always present was a great strategic tactic, leading to the campaign being an overall success. Therefore, a potential suggestion would have been maybe to get to different media outlets that go out to another audience. A possible goal of the campaign could have been to have it heard and backed by an even bigger group of people, especially since the United States was identified as DuPont's greatest business opportunity.

DuPont was able to rise above and beyond their goals for the campaign by establishing what they wanted to accomplish at each stage along with developing and researching outside the lines. Businesses need to recognize that establishing this type of plan and following it through to the evaluation is critical. Furthermore, after evaluating the campaigns success DuPont was able to use their evaluation to push the campaign even further, which, in turn, provided the company with even more business possibilities and expansion opportunities.