

Global Players
2011



Building reputations:
How global companies
are using the web to talk
(and listen) to the world.

Executive summary

BergHind Joseph®
Building reputations®

Global Players 2011



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Global companies that care about their reputation don't have to be persuaded that there's a strong business case for investing in an effective corporate website.

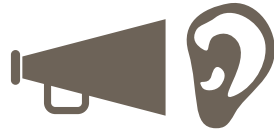
At BergHind Joseph, we wanted to find out how the largest, best-resourced companies are using websites and other online tools to communicate with their increasingly critical and demanding worldwide audiences.

We wanted to know:

- How large companies position themselves as 'global players'. What topics do they address, and what are the top-line messages?
- Whether corporate communication is still largely one-way. Is a process of dialogue emerging, using social media or other online channels?

To find the answers, we visited the websites of the top 100 companies in the Fortune Global 500 2010 (the world's largest companies ranked by revenues). Our aim was to identify new and interesting developments that we can discuss with our clients and partners. 'Global Players' is a website review, as opposed to a website audit: we did not score or rank the websites we visited.

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Our findings in brief:

1. Leading with ideas and innovation

Globally-active companies present themselves as problem-solvers that address social, economic and environmental issues of concern to people worldwide. Their discourse is aimed at the global community rather than the individual consumer.

2. Creating social value

Global companies want to be seen as creators of social value, as well as financial value. They see sustainability as a business opportunity and wrap corporate responsibility into their business strategies, rather than seeing it as a reputational insurance-policy or PR exercise.

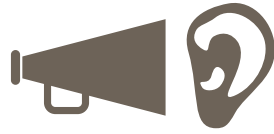
3. Opening up to dialogue

Global companies are beginning to use their websites as engaging, multi-media communication platforms instead of 'virtual filing cabinets'. Many sites now have links to social media, as companies seek to create dialogue with their adversaries as well as their friends.

These three themes often overlap – for example, when environmental innovation becomes the subject of dialogue with people outside the business:



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About BergHind Joseph

BergHind Joseph is a London based creative communication practice. We help ambitious businesses with an international outlook to build stronger reputations. Our work includes branding, employee engagement, annual and CSR reports, websites, events and strategic-research projects. To every project, we contribute our knowledge of the challenges facing business and society's changing demands.

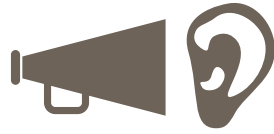
To learn more about us visit www.berghindjoseph.com

About the author



Roger Burgess is BergHind Joseph's Knowledge Director. Since 2004, he has worked as a researcher, writer and consultant through his own company, Headfirst Research, and joined BergHind Joseph in 2010. Roger's experience includes branding, thought leadership, investor relations, business development, corporate communications and culture-change projects. He has worked with organisations operating in all major sectors, and in a number of European countries. Before forming Headfirst, Roger was a Director of Pauffley. Previously, he worked in public relations and was a financial markets reporter. He is a graduate of the London School of Economics.

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