

① Trump Exits Paris Accord

49 major US firms published an open letter, urging Trump not to exit the Paris accord.

② Travel Ban

97 US tech companies, in two open letters to US courts, opposed Trump's travel ban.

③ #We4Europe

12 major German companies published a pro EU declaration in the face of a possible Brexit and rising populism.

Media Impact*

■ All Media Buzz

19.502

22.600

1.199

■ Social Media Engagement**

175.404

80.780

5.087



- joint CEO communication
- full-page ads in NYT, WP, FT
- usage of existing networks and organizations (B-Team, C2ES)
- proof points (Musk and Iger resign from Trump's advisory council)

- joint CEO communication
- good timing
- drama and personalization (CEOs with immigration background vs. Trump)

- successful frontrunner strategy with Peter Terium initiating the campaign



- ad-hoc alliance – no pre-existing, institutionalized network between campaigners

- late, full year after Brexit
- unspecific goals
- no proof points to show seriousness

*number of articles and postings | **sum of shares, likes and comments

Take aways

1 If politics affect your business, talk about it!

Make a stand against it instead of letting things take their course. In times of decreasing business and rising political coverage 🖱 media reward companies with a firm political and social positioning.

2 Build and use networks!

Formalized networks allow you to respond to arising topics quickly and collectively (like the B-team and C2ES initiatives).

3 Take it personal!

Show why you care. Take meaningful action to proof it.

4 Be bold!

Media react to confrontative positions that outline your principles and necessitate consistent action.

5 Build a digital audience!

Twitter and Co. are imperative channels for communication, yet useless when nobody listens. Foster your audiences with continuous, authentic, emotional and relevant content.