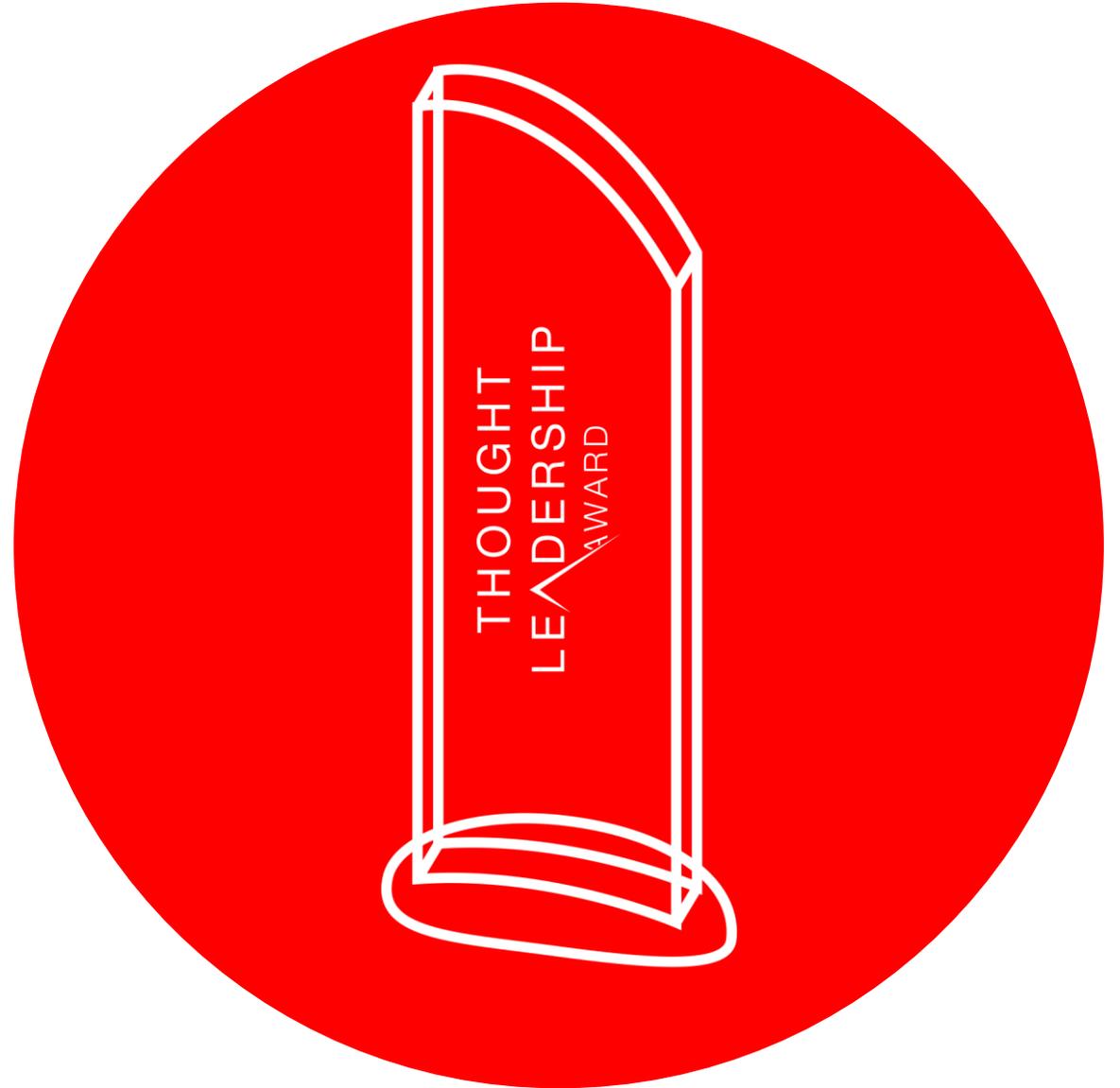


Thought Leadership Award 2019

German companies with best
communication to show
future viability | April 2019

UNICEPTA



Challenging times for German economy

Germany's companies are currently facing major challenges: Digitalization is turning business models upside down, economic risks and trade conflicts are clouding the outlook.

In the media, the farewell song for the German economy is already being heard. Fit for the future? That is mostly a label for foreign companies like Google, Tesla and Alibaba.

This is not only problematic for the individual German companies, but also for society as a whole: because belief in the future strength of German companies is a basis for an optimistic view of the economic development of the country as a whole.

UNICEPTA has therefore conducted a study: Which company communicated best the counterpoint and proved its future viability?

Who is going strong into the future?

In the media, blues is prevailing

ZUKUNFTSFÄHIGKEIT IN GEFAHR

Unser selbstverliebtes Lummerland

Die Welt, 15.11.2018

STUDIE ZUR ZUKUNFTSFÄHIGKEIT DEUTSCHLANDS

„Nichts ist gefährlicher als der Erfolg von gestern“

WirtschaftsWoche, 15.02.2019

Viele Unternehmen sind im Lernstress

Der Tagesspiegel, 29.01.2019

"Wer nicht digitalisiert, der verliert"

zdf.de, 29.01.2019

Bedingt zukunftsfähig

Die Welt, 18.08.2018

"Deutsche Wirtschaft im Abschwung"

manager-magazine.de, 25.01.2019

On the lookout for a thought leader

With its Thought Leadership Award 2019 UNICEPTA honours the best communicative achievement of the past year. The award goes to the communications department, that managed to position its company as a pioneer in public discourse, as a true thought leader.

This year we analyzed: Which communications team positioned its company best as sustainable, innovative and future ready?

To this end, UNICEPTA examined which German companies were considered to be in particularly good shape for the future. And above all, who has demonstrably ensured that the media and other external stakeholders formed this positive opinion in 2018 thanks to their communication?

UNICEPTA analyzed:

240
companies

3.500.000
articles & postings

13.500.000
user reactions online

Fit for the future: What belongs to it?

In a first step, the topic must be clearly defined: Which terms and attributions are the most common in editorial and social media when discussing the sustainability and fitness of individual companies?

UNICEPTA conducted a preliminary study to identify further synonyms and idioms for "sustainability" and "fitness for future" used in German media. On this basis, a sophisticated search term was developed and tested in a multi-stage process.

Using leading monitoring and listening technology this search term then was checked against the whole public media buzz of articles and postings published in 2018.

In order to see which individual companies were most frequently discussed about their future strength, the analysts crossed the search term with the names of the 240 companies with the highest turnover in Germany. This step led to 3.5 million hits.

Important synonyms and idioms in German editorial and social media

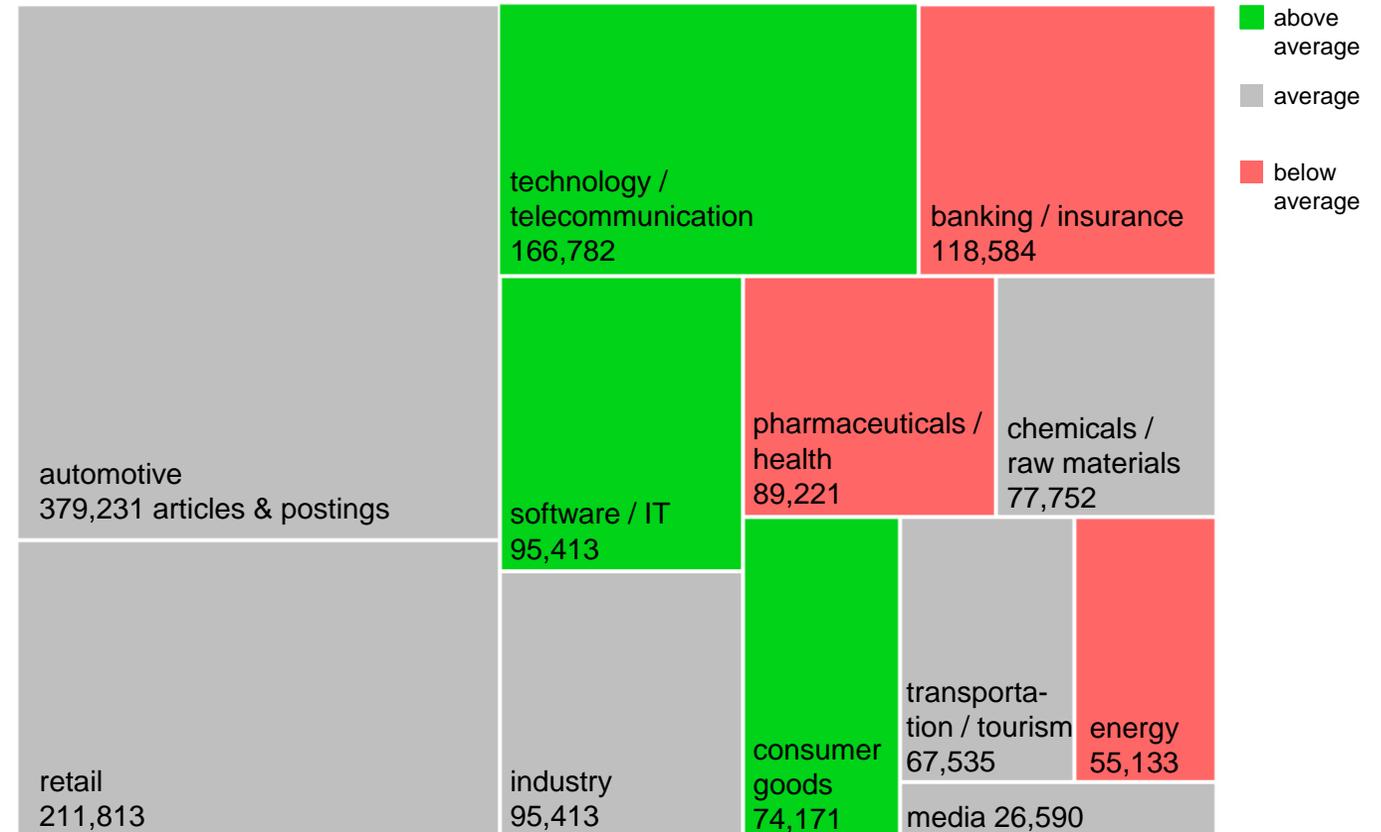


Which industries are in focus?

Summarising the hits on the 240 individual companies in sector clusters, it becomes clear that the public was particularly keen to discuss the sustainability of some sectors. The focus of public attention in 2018 was on the German automotive industry. Journalists and other stakeholders were particularly interested to see whether the most important German industry will succeed in shaping a successful and sustainable future.

Looking at the tonality of the hundreds of thousands of articles and postings, it becomes clear that technology companies, the software and consumer goods industries are generally better equipped for the future in the eyes of the media and social media users. The sectors finance/insurance, pharmaceuticals and energy, on the other hand, seem to be facing particularly tough challenges.

Biggest industries – and how is their outlook?



How is the future viability of the individual sectors evaluated in the media? (colours are based on deviation from the average tonality across all industries)

Which companies are visible?

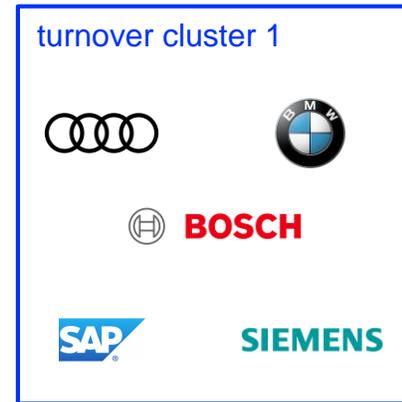
Which companies were particularly strong represented with articles and postings on their future viability?

To this end, UNICEPTA has divided the 240 companies into five clusters, four of which are based on the size of their turnover. Banks and insurance companies were put in an additional cluster because a comparison of the balance sheet total with the turnover of companies in other sectors would be misleading.

The division is necessary in order to be able to better evaluate the communicative performance in the further steps: It is assumed that companies from a larger sales cluster also generally provide greater resources for corporate communications.

In this analysis step, the 25 strongest companies were identified for further investigation.

The five strongest companies of each cluster in print, online & social media*



*Companies with a significantly lower than average tonality were excluded, as were the subsidiaries of foreign companies whose visibility in Germany was primarily based on the parent group and not on their own activities in Germany.

Who is really considered to have a strong future?

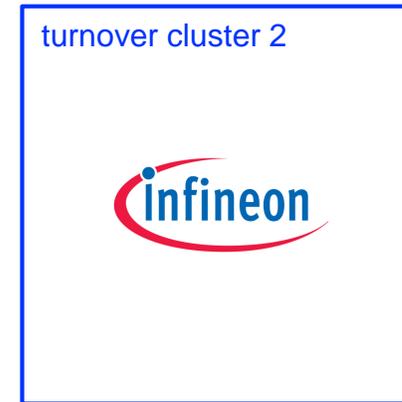
The final 25 companies were examined by UNICEPTA with the help of a qualitative content analysis: How strong and clear is the judgement "fit for the future" of the journalists and in the postings? Therefore, the 2,500 articles with the highest reach and engagement numbers were specifically evaluated.

In which articles were the companies actually rated as fit for the future? And in which of them was the future strength rather doubted?

Clearly the strongest companies

- SAP in turnover cluster 1
- Infineon in turnover cluster 2
- Carl Zeiss in turnover cluster 3
- Jungheinrich in turnover cluster 4
- Wüstenrot&Württembergische in cluster banking / insurance

Fit for the future: The winners



Who proved thought leadership?

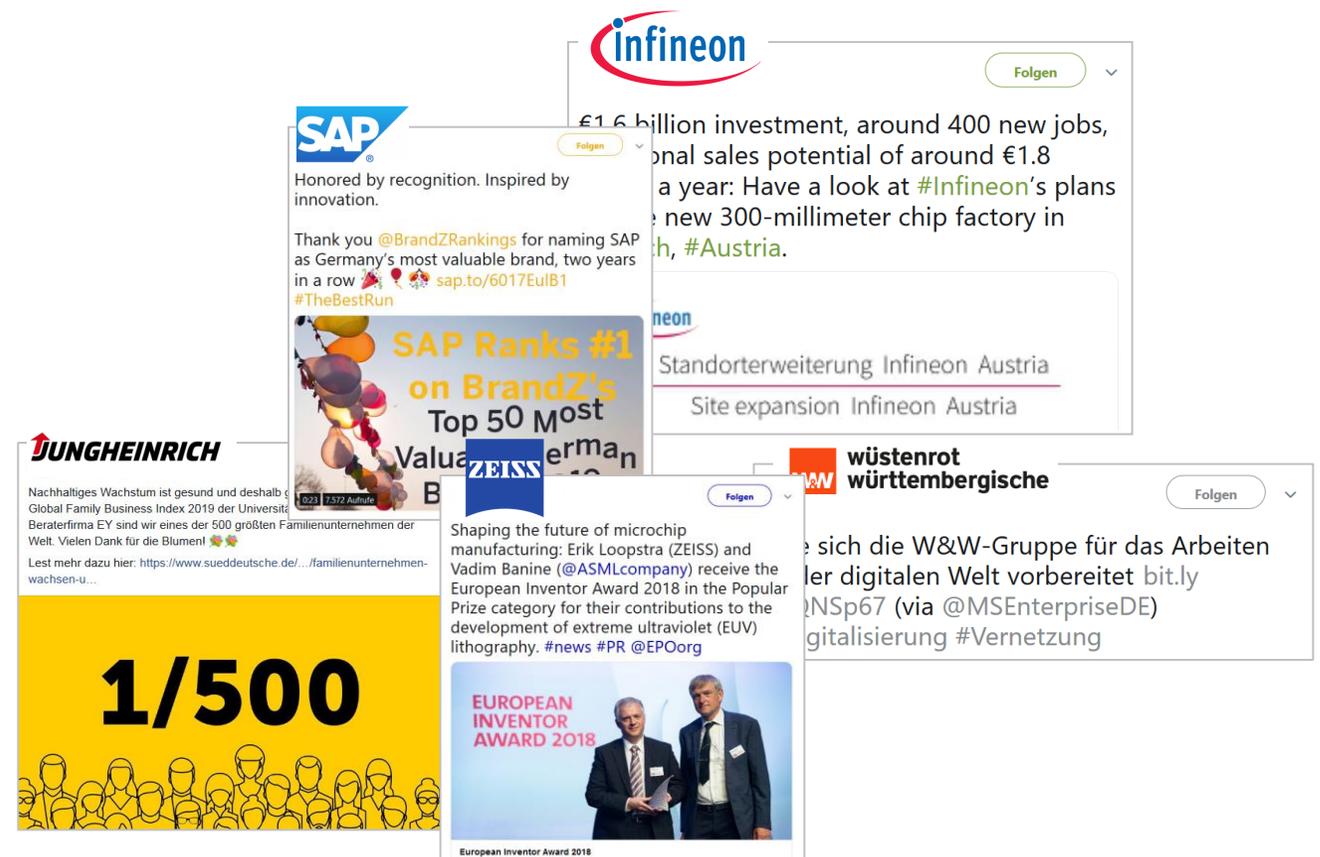
The five companies on the shortlist had to prove that the "viable for the future" assessment was significantly influenced by a strong communicative performance.

Which company was successful with a strong communication approach to achieve a good public resonance? And were there others for whom the positioning was a self-runner because business was booming and the products were selling like hot cakes – even without corporate communication telling a coherent story of the company's future viability?

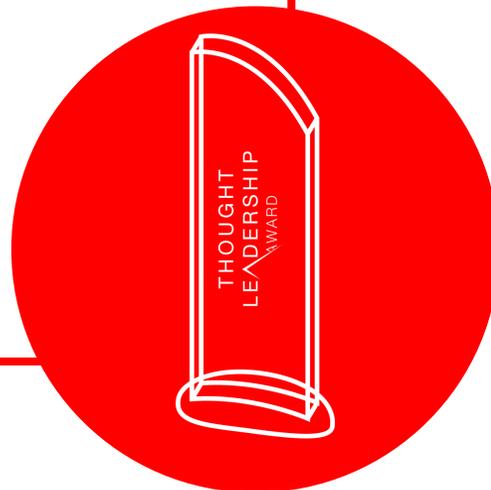
For this purpose, UNICEPTA's analysts examined the corporate postings on the companies' social media channels, the websites, press releases, interviews, speeches and annual reports.

Among other things, UNICEPTA analyzed: What percentage of all postings on Facebook and Twitter contributed to the company's future positioning? And in what percentage of all external articles and postings were the self-chosen topics reflected?

Future strength: Examples of communication



Thought Leadership Award 2019



UNICEPTA Smart insights.
Strong performance.

Fit for future



Infineon's corporate communications team positioned the company as sustainable, innovative and growing strongly, and the media environment also attributed Infineon strength for the future.

Very good translation of the corporate strategy into communication on megatopics such as mobility, Smart Home and IoT.

In almost 40 percent of all postings, Infineon demonstrated the future viability of the company; in a quarter of all 15,000 external postings and articles, the future topics it played itself were taken up – these are top results.

Strong topics



Strong communication on "Innovation and Technology"

30% of all external articles and postings on its future readiness of Zeiss picked up the topics played by Zeiss itself

Successful positioning as a technology leader whose products and solutions will and can shape the future far beyond the optical industry.

Incredible success



Very high presence as a sustainable company due to immense economic success in recent years

media often concentrate on the fact that they are the most valuable German company

SAP is one of the few German companies that are said to be able to play in the global top league of companies and compete with rivals from Silicon Valley and China

Digital masters



Strong future topic: the largest investment program in the company's history to digitize business models

Innovative digital offerings such as financial apps and drone insurance underscore the company's forward-looking positioning

Growth story



Jungheinrich's corporate communications team tells coherent growth stories

The opening of several regional centers and the expansion of the corporate headquarters contributed to the positioning as a sustainable company, as did strong business figures and the winning of two technology awards

Contact

Wolf-Dieter Rühl
Head of Research Services

+49 221 9902-110
wolf.ruehl@unicepta.com