

Saint-Gobain 350th Anniversary Planning Insights

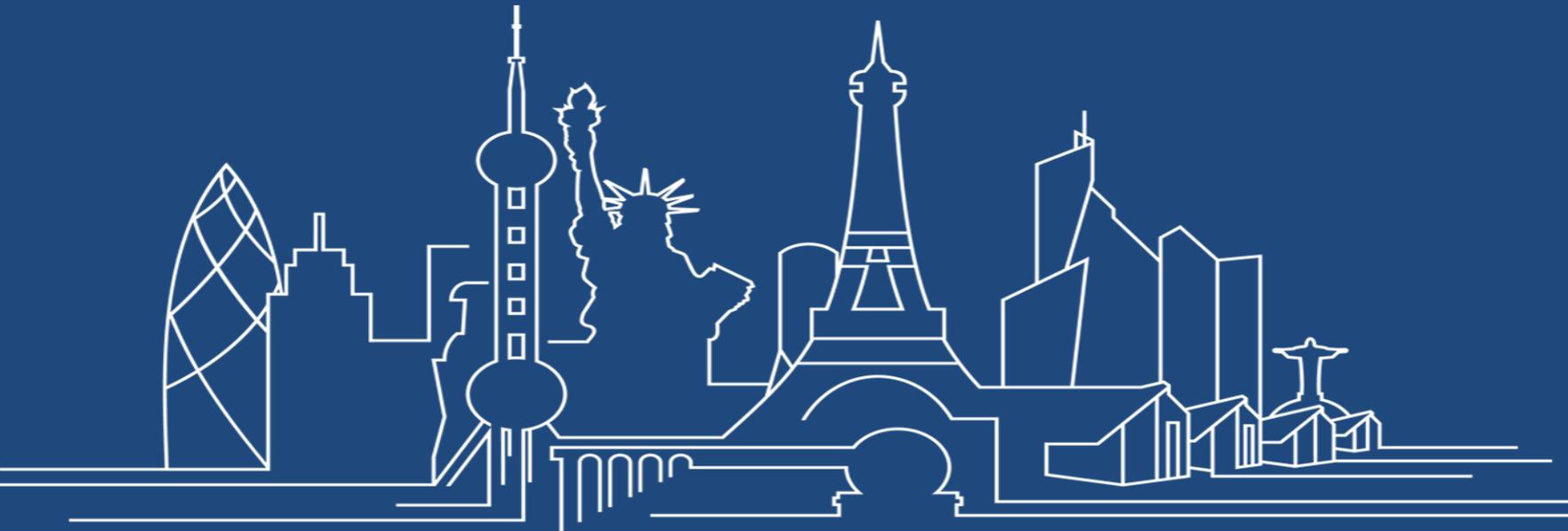


Carmen Ferrigno
VP Communications
Lead for 350th Anniversary

Presented by:



From Sun King to Space Exploration: Celebrating 350 years with Saint Gobain corporation



Carmen Ferrigno
Vice President
Brand and Communications
Saint Gobain Corp.



con-flu-ence:

n.: a coming together of people or things;
a merging or flowing together, especially of rivers

Executive Summary

Dos:

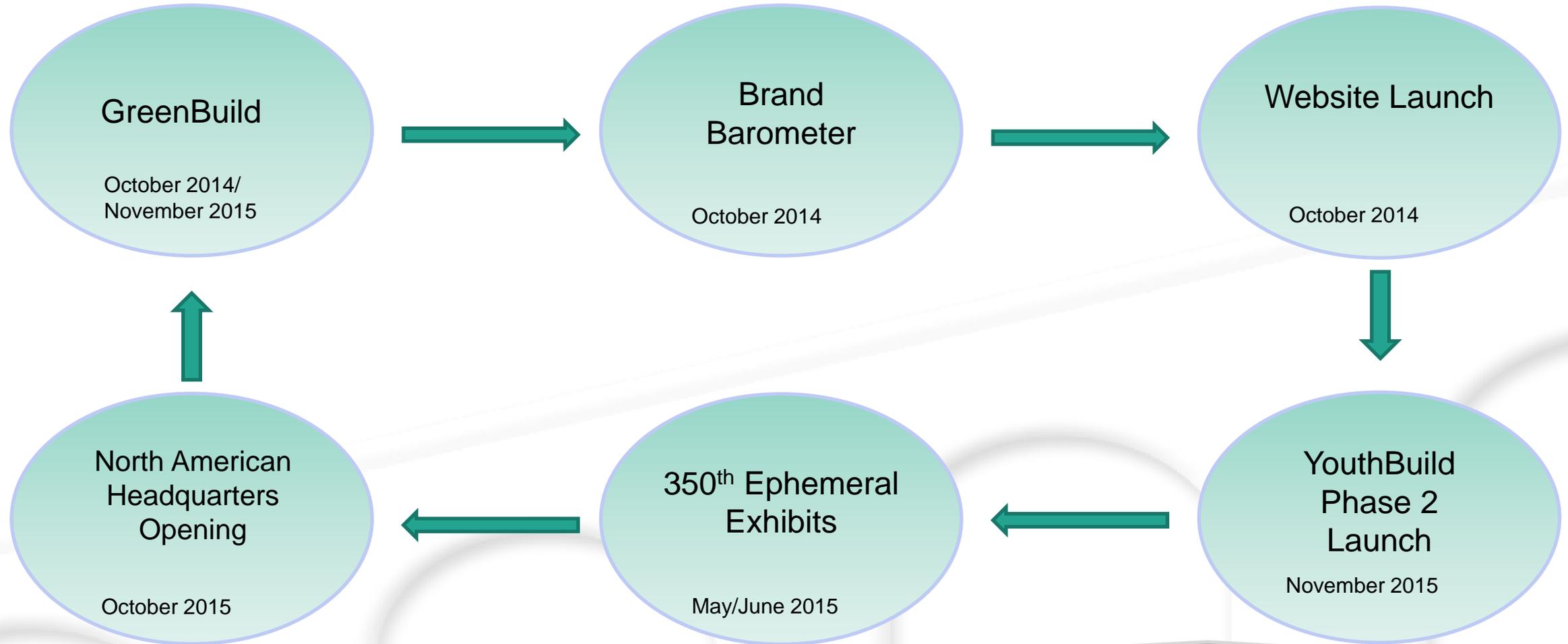
1. Hire a full time project manager
2. Create a fully branded, “Disney-esque” experience around your brand
3. Engage the broadest team possible
4. Be as transparent as you can across all internal audiences
5. Have a process for scope creep and cost control
6. Remember that success is how OTHER people respond to the celebration so have an outside in focus, even with employees
7. Find a few highly creative ideas and make the rest a mechanical process
8. Focus on flawless execution tied to your business/corporate goals

Executive Summary

Don't:

1. Do everything
2. Throw a blanket on your planning and team
3. Think you can wing it. It won't go well
4. Forget about employees who want to help
5. Tolerate poor performers either in your vendor list or working team
6. Throw a party. Engage your stakeholders in a memorable **EXPERIENCE**

Marquee Branding Events/Announcements





Philadelphia
May 30 to June 6

The Planning



THE CONTEXT

- Unknown company
- No real relationships with City of Philadelphia in place
- Seeking premiere space in the City of Philadelphia
- Looking to use this premiere space for a never before done event

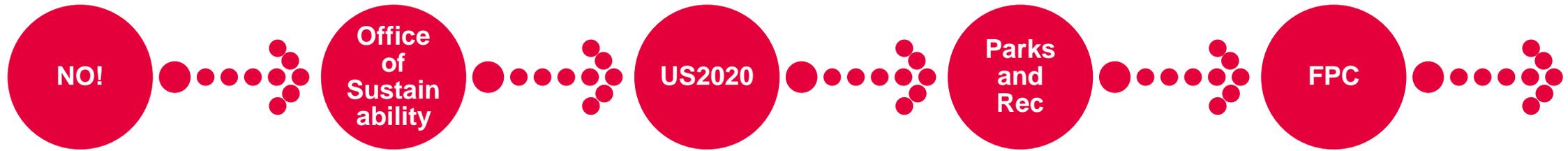


HOW DID WE TURN THIS AROUND?

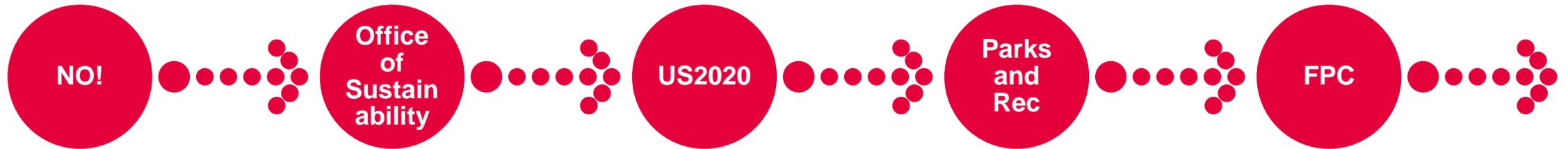
HOW?



BY BUILDING RELATIONSHIPS...



BY BUILDING RELATIONSHIPS...



THE MAYOR



A nighttime photograph of the Philadelphia City Center. In the foreground, the large, ornate Independence Bell statue stands on a circular base. The statue is illuminated from below, casting a warm glow. Behind it, the city's skyline is visible, with numerous skyscrapers lit up. The Philadelphia City Hall is the central focus, its white facade and clock tower brightly lit. To the left, a building with a red 'PSFS' sign is visible. The sky is dark, and the overall scene is a vibrant display of urban architecture at night.

The Oval: Secured

CORPORATE STEWARD OF THE YEAR



FAIRMOUNT PARK

CONSERVANCY

550+ of the City's most influential

LOVE PARK



Immeasurable Support



HOW DID WE PULL OFF THIS EVENT?

HOW?



Partnership



presented by  PNC



LEVERAGING THIRD PARTY EQUITY....



- Selected to partner with Visit Philly for launch of 350 event announcement
- Why have someone else announce for you?
 - Leverage third party credibility
 - Co-ownership allows for **COMPOUND IMPACT**
 - Selected due to influential social media presence and highly-trafficked blog – uwishunu – to reach local Millennials, a key audience.
 - Future Sensations announced by Visit Philly at a national and travel media press conference alongside Philly’s major events e.g. the Papal Visit.
 - Set off a flurry of inbound media inquiries and social media activity that could not have been achieved without the partner’s reach and influence.



ANNOUNCEMENT HIGHLIGHTS

Uwishunu Philly @uwishunu Following

Breaking: Immersive Digital Exhibit Coming To The Oval & Philly Is The Only U.S. Stop
uwishunu.com/2015/04/awesom

The Oval, Saint-Gobain NA, Fairmount Park and 2 others



RETWEETS: 8 FAVORITES: 6

11:01 AM - 1 Apr 2015

Saint-Gobain NA retweeted

Philly Mag @phillymag · 1h
 Eakins Oval Kicks Off With a Giant Light-Up Exhibit—Only U.S. stop for French art installation ow.ly/LEkFR



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Local
Futuristic Global Exhibition To Make Its Only U.S. Tour Stop At The Oval In Philadelphia
 April 8, 2015 1:10 AM

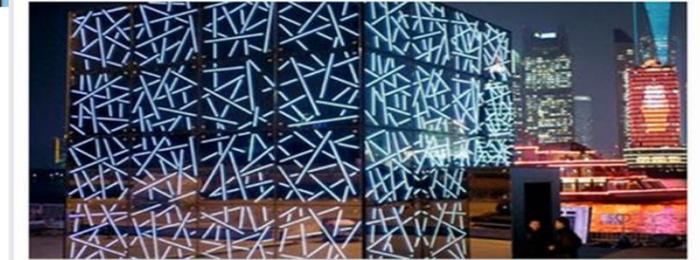
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LISTEN LIVE POWERED BY Penn Medicine
CBS Philadelphia

Let's Get to Work Philadelphia

Philadelphia — visitphilly.com
 4 hrs · 🌐

Awesome: An enormous, only-in-Philadelphia digital art installation is coming to The Oval – and it's free!



Awesome New Light And Digital Public Art Installation Coming To The Oval, May 30-June 6
 Oh, wow. The Oval is going to host an awesome (and free) light and digital public art installation for eight days this May and June...
 UWISHUNU.COM

Like · Comment · Share

Charles McCallum, Bob Staab, Rufus Greene Jr and 1,234 others Most Relevant · like this.

415 shares

Write a comment...

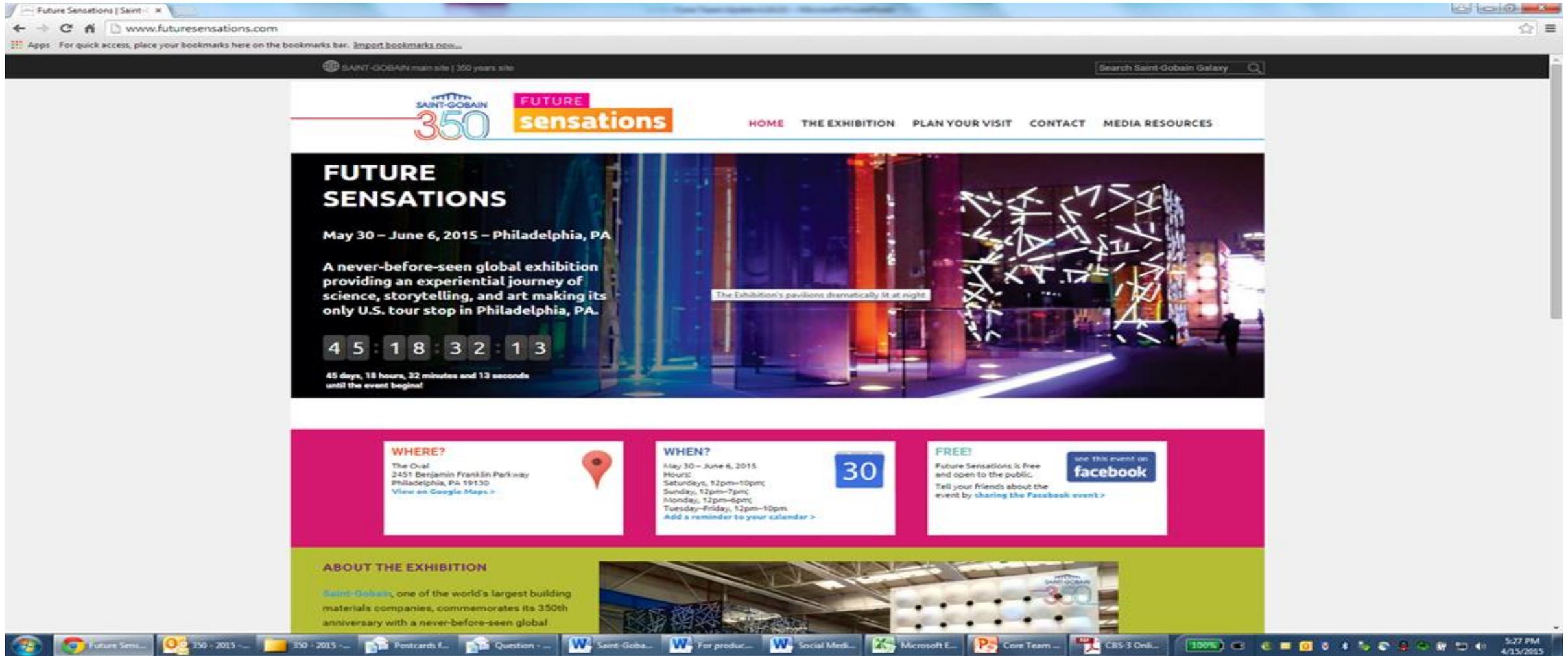
Pamela Iori Awesome. Of course the artsiest city in the US gets this! Go Philly.
 Like · Reply · 1 · 45 mins

Ricardo Padrón Gotta see this!
 Like · Reply · 1 · 2 hrs

View 35 more comments



CREATING A DIGITAL DESTINATION – AN EVENT MICROSITE



PAID MEDIA AND EARNED MEDIA



PAID MEDIA STRATEGY

- Targets
 - Architects & Specifiers - small focus
 - Women 25-44, college+ education
- Geography
 - Philadelphia MSA
- Timing
 - April 25 – June 6, 2015 (6 week window)
- Objective
 - Drive defined targets to the pavilions while building brand awareness and corporate reputation for Saint-Gobain.

WHY?

- **Support Saint-Gobain habitat goal by reaching architects and specifiers**
- **Support Saint-Gobain recruiting efforts for women and millennial group**
- **Support CT's end-user target test of women as decision makers on household purchases**
- **Tackle in a cost-effective manner in the 5th largest media market**



Saint-Gobain's Creative Hub

SAINT-GOBAIN
350

PAID MEDIA PLAN SUMMARY

Media	Details
Outdoor	Double Decker Bus, Digital Bulletins, Dilworth Park Digital, Silverliner Screens, Oval & CCD Banners
Radio	WMGK-FM & MORE 101-FM (CT)
Digital	Targeted Web Banner Campaign, Mobile Geofencing, Philly.com Weekend Planner, Philly Magazine Social Campaign & E-Newsletter, Architect E-blasts, Visit Philly banner campaign
Print	Philadelphia Inquirer & Daily News Weekend Sections

Approx. 3.33% of overall event budget spent on paid media

Over 17.6 Million Impressions Delivered!

More than doubled media spend with negotiated value add



Double Decker Bus – Key Historic and Tourism Locations



Digital Bulletins: Key commuter locations (95/Walt Whitman Bridge)



Dilworth Park Digital and Regional Rail

FUTURE
sensations

THIS WEEK ONLY!
Benjamin Franklin Parkway
Eakins Oval

futuresensations.com

SAINT-GOSMAY
350

REGIONAL RAIL
CONFERENCE



Around the City: Flags at the Oval and Center City District

CertainTeed Backyard Playhouse Contest

Sweepstakes runs May 4 – June 6, 2015

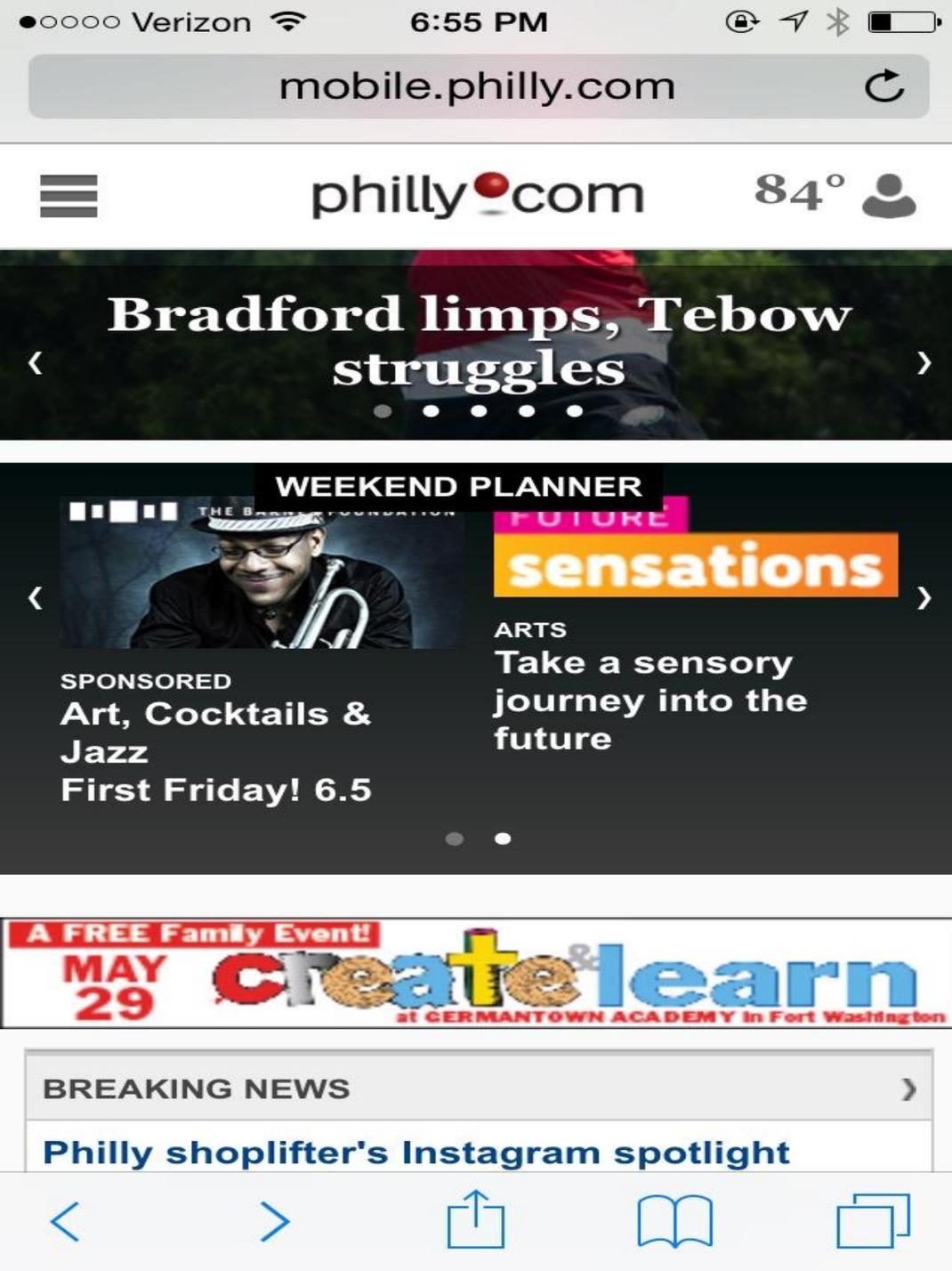
Register to win a Backyard Playhouse, built by CertainTeed and valued at \$5,000. The playhouse will be an 8 foot x 10 foot house with a 3 foot x 4 foot jut out on the front window. The playhouse is built by CertainTeed—for over 100 years making building products that truly make a house...a home. Comfort, protection, performance—that's CertainTeed



Enter to win one of three ways:

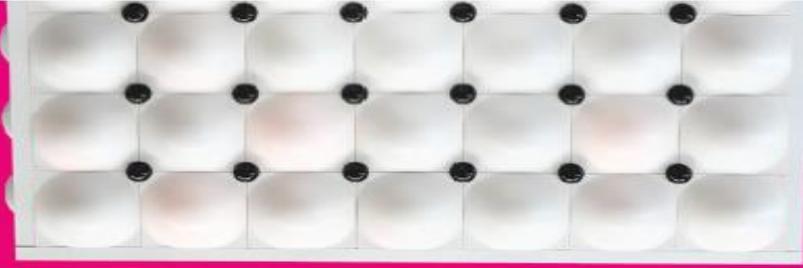
- Register online [here](#)
- Register to win at designated events throughout the Philadelphia/New Jersey/Delaware area from May 4 – June 6, 2015.

05/06/15	11:30 AM	2:00 PM	Rittenhouse Square Flower Market	Philadelphia	PA
05/07/15	11:30 AM	2:00 PM	Rittenhouse Square Flower Market	Philadelphia	PA
05/09/15	10:00 AM	12:00 PM	Brides Against Breast Cancer	Philadelphia	PA
05/16/15	3:00 PM	5:00 PM	14th Ann Mt. Holly Car Show	Mt. Holly	NJ



Digital: Philly.com Weekend Planner





Come Celebrate With Us!

MAY 30 – JUNE 6 • The Oval / Benjamin Franklin Parkway

Saint-Gobain, the world's largest building materials company, is marking our 350th anniversary with a free, never-before-seen global exhibition that combines science, storytelling and art.

Join us for these special events:

Family Day – Saturday, May 30

A fun-filled day with face painting, balloon artists and jugglers.

Veteran's Day – Tuesday, June 2

Saint-Gobain will donate \$1 to Homes for Our Troops for every person who visits.

Future Sensations After Dark

Grab dinner at the food trucks and beer garden, then experience a dazzling display of lights.

FUTURE
sensations
futuresensations.com



Art Museums & Institutions

African American Heritage Museum 661 Jackson Rd., Newtonville; 609-704-5495. www.aahmsnj.org. Tue.-Fri. 10 am-3 pm.

The Barnes Foundation, Philadelphia 2025 Benjamin Franklin Pkwy.; 215-278-7000. www.barnesfoundation.org. Permanent Collection. \$22; \$20 seniors 65 & over; \$10 students & children 18 & under, free for children under 6. Wed.-Mon. 10 am-5 pm. Closed Tue. Open 6-9 pm every First Friday and select Fri. evenings.

Brandywine River Museum of Art Rte. 1 & Rte. 100, Chadds Ford; 610-388-2700. www.brandywinemuseum.org. Imagine Brandywine. Horace Pippin: The Way I See It. Imagine Brandywine. Painted Pens: Selected Cartoons From the Permanent Collection. \$15; \$10 seniors; \$6 students & children 6-12; free for children under 6 & for all Sun. until noon. Daily 9:30 am-4:30 pm.

Chemical Heritage Foundation 315 Chestnut St.; 215-925-2178. www.chemheritage.org. The Whole of Nature & the Mirror of Art. Free. Books of Secrets: Writing & Reading Alchemy. Free. Closes 6/28. Mon.-Sat. 10 am-4 pm; 1st Fri. 10 am-8 pm; Sun. noon-4 pm.

Delaware Art Museum 2301 Kentmere Pkwy., Wilmington; 302-571-9590. www.delart.org. Howard Pyle & His Students. John Sloan. American Art, 19th Century to the Present. The Copeland Sculpture Park. \$12; \$10 seniors; \$6 children 7-18; free for children 6 & under, everyone on Sun.; \$25 family of 4. Wed.-Sat. 10 am-4 pm, Sun. noon-4 pm.

Delaware Center for the Contemporary Arts 200 S. Madison St., Wilmington; 302-656-6466. www.thedcca.org/. Relics. Free. Layering Constructs. Free. David Slovic: Whisper. Free. New Eyes: Experimental Photography Today. Free. Crae & Corei Washington: The xPop Show. Free. Tue., Thu.-Sat. 10 am-5 pm, Wed. & Sun. noon-5 pm.

The Fabric Workshop & Museum 1214 Arch St.; 215-568-8888. www.fabricworkshopandmuseum.org. Richard Tuttle: Both/And Richard Tuttle Print & Cloth. Free. Closes 6/28. \$3; free for children under 12. Mon.-Fri. 10 am-6 pm; Sat.-Sun. noon-5 pm.

University of Pennsylvania, Institute of Contemporary Art (ICA) 118 S. 36th St.; 215-898-7108. www.icaphila.org. Barbara Kasten: Stages. Free. Julia Feyrer & Tamara Henderson: Consider the Belvedere. Free. Do/Tell: Erin Bernand, Heather Hart, Rachelle Mozman & Akosua Adoma Owusu. Free. Free. Wed. 11 am-8 pm; Thu.-Fri. 11 am-6 pm; Sat.-Sun. 11 am-5 pm.

James A. Michener Art Museum 138 S. Pine St., Doylestown; 215-340-9800. www.michenerartmuseum.org. The Lenfest Exhibition of Pennsylvania Impressionism. Visual Heritage of Bucks County. The Artist in the Garden. Rodin: The Human Experience. Closes 6/14. The Rodin Legacy. Closes 6/14. Kate Breakrey: Small Deaths. Edward Vatz: Street Stories. \$18; \$17 seniors; \$16 college students with ID; \$8 children 6-18; free for children under 6. Tue.-Fri. 10 am-4:30 pm, Sat. 10 am-5 pm, Sun. noon-5 pm.

La Salle University - Art Museum 1900 W. Olney Ave.; 215-951-1221. www.lasalle.edu/museum. Elizabeth Catlett: Art for Social Justice. Free. Closes 6/4. Free; donations accepted. Mon.-Fri. 10 am-4 pm.

Mid-Atlantic Center for the Arts 1048 Washington St., Cape May; 609-884-5404. www.capermaymac.org/. Light Particularly: Alice Steer Wilson's Cape May. Free.

The Noyes Museum Shop at Hammonton 5 S. Second St., Hammonton; 609-561-8006. www.noyesmuseum.org/hammonton.html. Tue.-Wed. 11 am-6 pm; Thu. 1 pm-9 pm; Fri.-Sat. 11 am-7 pm.

Pennsylvania Academy of the Fine Arts, Historic Landmark Building 115 N. Broad St.; 215-972-7600. www.pafa.org. \$15; \$12 seniors over 60 and students; \$8 youth 12-18; free for children under 12 and military. Tue.-Sat. 10 am-5 pm; Sun. 11 am-5 pm.

Pennsylvania Academy of the Fine Arts, Samuel M.V. Hamilton Building 128 N. Broad St.; 215-972-7600. www.pafa.org. Mural Arts Trolley Tour. \$30; \$28 seniors; \$26 children 3-12. Mural Mile Walking Tour. \$20. Mural Arts Love Letter Train Tour. \$20. Closes 5/31. \$15; \$12 seniors over 60 and students; \$8 youth 12-18; free for children under 12 and military. Tue.-Sat. 10 am-5 pm; Sun. 11 am-5 pm.

Philadelphia Museum of Art 26th St. & Benjamin Franklin Pkwy.; 215-763-8100. www.philamuseum.org. Shelley Spector: Keep the Home Fires Burning. \$20; \$18 seniors; \$14 students and youth; \$20; \$18 seniors 65 and over; \$14 students and children 13-18; free for children 12 and under. Tue. & Thu., Sat.-Sun. 10 am-5 pm; Wed. & Fri. 10 am-8:45 pm.

Philadelphia Museum of Art, Perelman Building Fairmount Ave.; 215-763-8100. www.philamuseum.org. Take One: Contemporary Photographs. Northern Lights: Scandinavian Design. \$20; \$18 seniors 65 and over; \$14 students and children 12-18; free for children under 12. Tue.-Sun. 10 am-5 pm.

Philadelphia Museum of Jewish Art 615 N. Broad St.; 215-627-6747. www.rodephshalom.org. Free. Mon.-Thu. 10 am-4 pm; Fri. 10 am-2 pm.

Rodin Museum Franklin Parkway at 22nd St.; 215-763-8100. www.rodinmuseum.org. \$8; \$7 seniors 65 and over; \$6 students and children 13-18; free for children 12 & under. Wed.-Mon. 10 am-5 pm.

Rosenbach Museum & Library 2008-2010 Delancey Pl.; 215-732-1600. www.rosenbach.org. \$10; \$8 seniors; \$5 students & youth 5-18; free for children under 5. Tue., Fri. noon-5 pm; Wed.-Thu. noon-8 pm; Sat.-Sun. noon-6 pm; closed Mon. and holidays.

The Temple Judea Museum 8339 Old York Rd., Elkins Park; 215-887-2027. www.kenesethisrael.org/mus.htm. Mon.-Fri. 9 am-5 pm.

Trenton City Museum at Ellarslie Mansion 319 E. State St., Trenton; 609-989-3632. www.ellarslie.org. Ellarslie Open 32. Free. Closes 6/28. Donation suggested: \$5; \$3 seniors & students. Tue.-Sat. 11 am-3 pm; Sun. 1-4 pm.

Berman Museum of Art at Ursinus College Main St., Collegetown; 610-409-3500. www.ursinus.edu/berman. George Tice: Iconic Photographs of the Urban Landscape. Free. Tue.-Fri. 10 am-4 pm, Sat.-Sun. noon-4:00 pm.

Woodmere Art Museum 9201 Germantown Ave.; 215-247-0476. www.woodmereartmuseum.org. Keeping It Real: Recent Acquisitions of Narrative & Realist Art. Closes 6/7. Frank Bramblitt: See ART on W24

Print:
Philadelphia
Inquirer & Daily
News

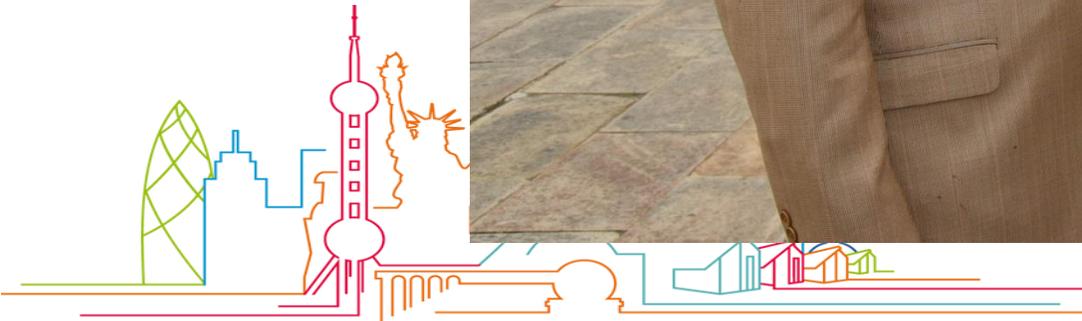
The Inquirer
DAILY NEWS philly.com

EARNED MEDIA



BUILDING EXCITEMENT -- IT'S ALMOST HERE PRESS EVENT – MAY 21!

Leveraging Consumer tactics for a B2B company!



Making News: June 1 Press Conference



Announced: Three Year Expansion of YouthBuild Partnership

PLUS: EXPANSION OF YOUTHBUILD TO SOUTH AFRICA



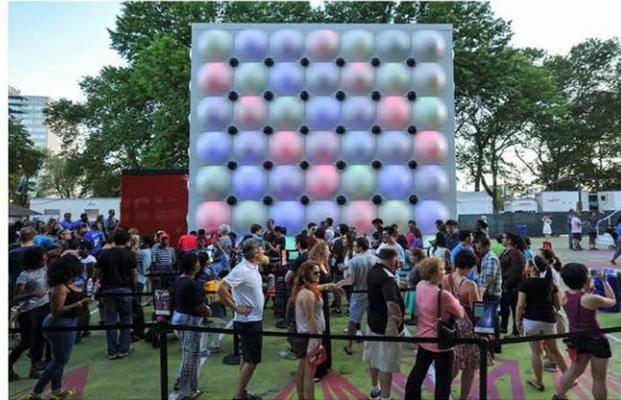
GOBAIN OR GO HOME: MEDIA TOUR



June 4, 2015

Last Chance: *Future Sensations* At The Oval, An Immersive Exhibition, Closes This Saturday, June 6

Posted by [Jillian Wilson](#) Filed In: ARTS ATTRACTIONS EVENTS



Make plans to see *Future Sensations at The Oval* before it closes this Saturday, June 6. (Photo courtesy Saint-Gobain)

Daily Local News ONLINE AT [DAILYLOCAL.COM](#) FACEBOOK.COM/DAILYLOCALNEWS TWITTER.COM/DAILYLOCALNEWS

<p>CONCERTS Grammy-nominated Steeldrivers are coming to Ardmore Music Hall.</p>	<p>ON STAGE STEALTH TightRope at Spotlight Theatre for improvisational theater</p>	<p>FESTIVAL Sly Fox presents Taps, Tunes & Trucks Saturday</p>	<p>THEATRE REVIEW Family-friendly affair in Candlelight's 'Steel Magnolias'</p>
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Weekender

Get ready to relax!

5.29.2015 - 6.4.2015



LOOKING TO THE FUTURE

High concept attraction spending a week on Ben Franklin Parkway, Page 6

MEDIA COVERAGE

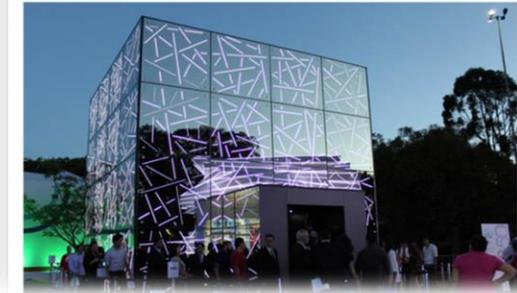


Cramer's Red Vis-A-Vis With Saint-Gobain's Top Leaders To Get Their Read On The Global Economy

(CHGG) 7.78 ▲ 0.19 Choice Hotels (CHH) 56.58 ▲ 0.04 Global X China (GOV) 25.12 ▲ 0.11
Omaha (BTN) 4.79 ▲ 0.01 BioTime (BTX) 4.53 ▲ 0.01 Burcon (BUR) 2.55

Weekend event picks: 'Future Sensations,' Philly Beer Week & more

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About This Blog
Discover great events, festivals, museums, parties, music, restaurants, movies, performances, and art happening in Philadelphia. Want to share an event? Click here to submit an event for consideration on Philly.com

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70% off
CURATED DECOR

HOME / DAILY NEWS / SAINT-GOBAIN TURNS 350 ANNOUNCES FUTURISTIC GLOBAL EXHIBITION

Saint-Gobain Turns 350, Announces Futuristic Global Exhibition Coming to Philadelphia May 30 thru June 6

Posted 04/1/2015

Saint Gobain commemorates its 350th anniversary with a never-before-seen global exhibition of epic proportions. "Future Sensations," free to visit, "Future Sensations" is an immersive experience with five distinct experiential pavilions that take visitors on a sensory journey of science, storytelling and art that celebrates the past three and a half centuries and offers glimpses into future innovations that will transform the world. The touring exhibition makes four stops across the globe, including Shanghai, China; São Paulo, Brazil; Paris, France; and Philadelphia - the only tour stop in North America and home of Saint-Gobain's domestic headquarters. "Future Sensations" exhibits May 30 - June 6, 2015, at The Oval, located on the northwest end of Philadelphia's Benjamin Franklin Parkway.

"Philadelphia is honored to serve as the flashpoint city in North America to help Saint-Gobain commemorate its historic milestone and the 15 generations of innovators responsible for the anniversary," said Mayor Michael A. Nutter. "There is no mistaking the architectural influence Paris has had on Philadelphia, and now our City has the distinct privilege of hosting the "Future Sensations" exhibition on Benjamin Franklin Parkway, which was modeled on Paris' own Avenue des Champs-Élysées. The latter is a remarkable nod to Saint-Gobain's heritage given it was founded



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October 14 - 16, 2015
Tampa Convention Center
www.metalcon.com

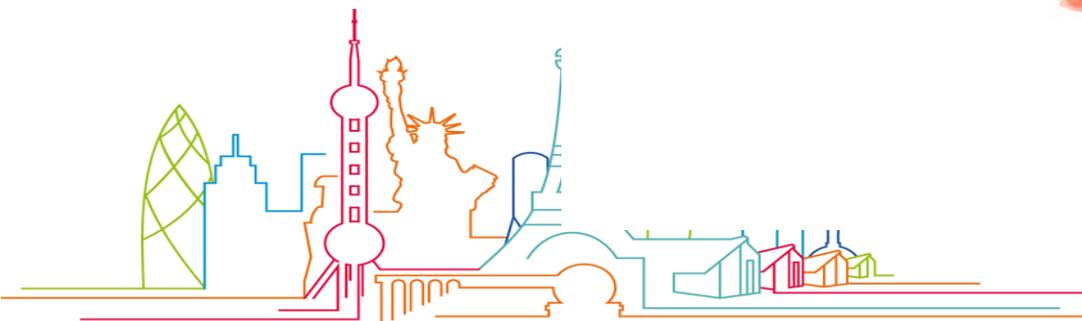
METALCON



Center City ACTION NEWS 6:00 PM 7:27 78°

PENNSYLVANIA EVENING PICK 3

WHAT ELSE?



FUTURE

sensations

Light Up the Parkway

Party at The Oval

Saturday
8 p.m.

SAINT-GOBAIN

wishunu
PHILLY. FROM THE INSIDE OUT.



EVENTS WEEKEND FEATURED DINING NIGHTLIFE DEALS ARTS

May 20, 2015

Score Free VIP Tickets For Opening Night Of *Future Sensations* At The Oval
On Saturday, May 30

Posted by [Kristina Jenkins](#)

Filed in: [ATTRACTIONS](#) [EVENTS](#) [WEEKEND](#)

**Light Up the Parkway Party: Sold out
1,500 tickets in less than TWO hours!**

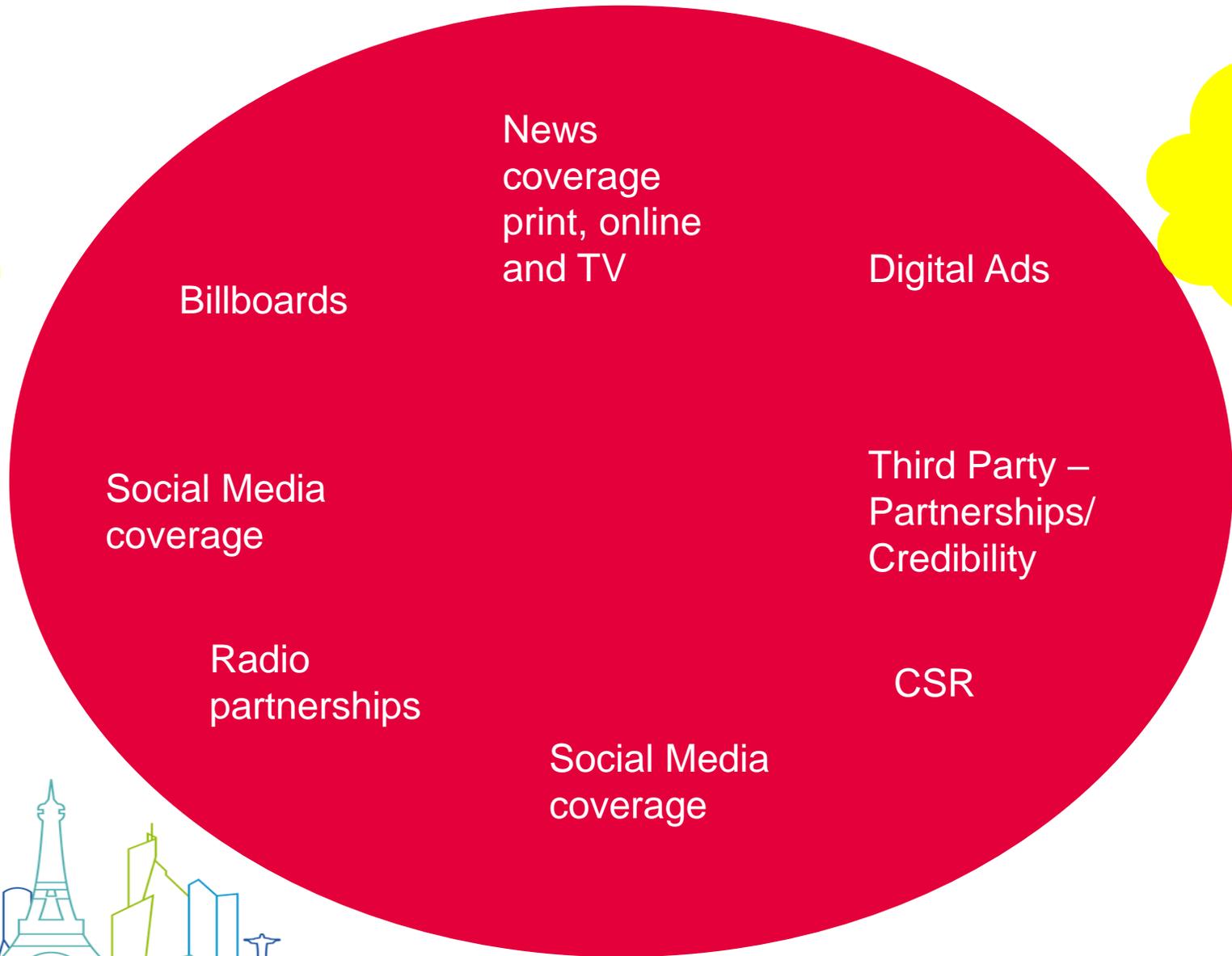


BUT WHY DID WE DO ALL THIS?



CREATING A DIGITAL ECOSYSTEM =...

Artists
Claim of
Plagiarism



Inga Saffron
Attack on
Concealed
Commercialism

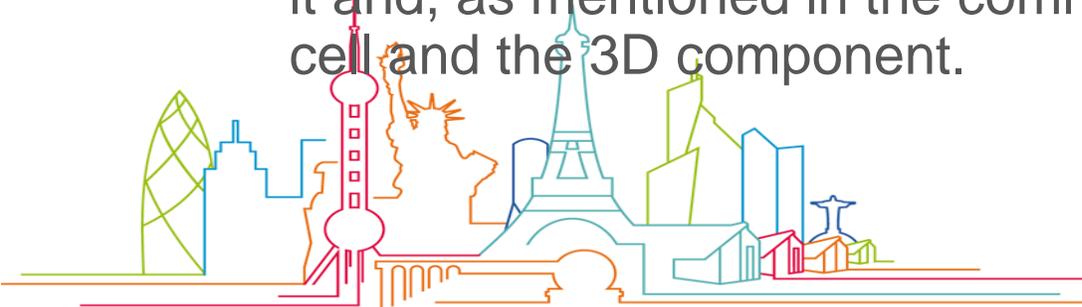


“UNEXPECTED” SUPPORT IN RESPONSE TO “ATTACKS” – ARTIST’S CLAIM

- Well, clearly Mr. Boruchow has the right to all art made of lines and angles. Ever. His email reads as a sad, hacky publicity stunt more than a sincere effort to protect his intellectual property. He must know that his claim is weak, at best, if he is not going to move forward with it. There are a range of legal service options for artists, even those that fall into his gap. It doesn’t take much integrity to fire off a public email.

FWIW, the Future Sensations piece has lines that cross the boundaries of the cells, is sculptural in three dimensions and has a clear technological component. I don’t know what “legal experts” he has consulted, but, if he had enough money to pay them, he should ask for it back.

- While I certainly understand Boruchow’s worries, this isn’t plagiarism. His design is much more clustered and frantic. Future Sensations has a very open type of feeling to it and, as mentioned in the comment above, adds new features to it such as the cross cell and the 3D component.



“UNEXPECTED” SUPPORT IN RESPONSE TO “ATTACKS” - INGA

[jhdylan](#) • Ah once again Ingra the great strikes. I will offer my critique. It was FUN. Cool shapes and neat placement of the lights and while maybe not the most spectacular inside interactive presentations to have ever been made. It was FUN. I saw lots of other people having FUN on a Saturday night in the city. Add the beer gardens and the food trucks on Eakins Oval, boom you have a really FUN night. Couple that with our fair city being the only stop in the Country to have this, well Ingra, how about just sitting back at a table in the beer garden, sip on a beer and watch all the people walk around and enjoy themselves. After all something's in life do not need to alter the universe. They can for the briefest of moments simply allow us to forget about our everyday troubles and enjoy what is presented and offered to us to view and experience. That's just me though, a simple man enjoying his life with no need to pretend to be something I am not.

[Your Welcome.- Saint-Gobain](#) • Funny how every time I go to [Philly.com](#) I am blasted in the face with obnoxious, corporate sponsored advertisements. Try to read an article? Video advertisement starts playing. Try to click on a link a screen sized advertisement banner floats down. I guess corporate greed is good when it benefits you with money in your paycheck- as opposed to a corporate sponsored art project that benefits all residents. I am tired of the corporate bashing that goes on in this newspaper. Its no wonder your failing.

[Kim Jung II](#) • Wow, you mean a company would pay for an event like this and would actually dare to advertise during it? What is the world coming to?

[mikenphilly](#) • Or you could go to the many other FREE corporate sponsored things happening in the city this week...oh wait, there are none. Had a great time last night, as it looked like the huge amount of people that were there were also. Since this is the only North America stop for this show, was pretty neat that only people in Philly this week will get to see this.

[Jim Samuel](#) • guess the 4th of July celebration will have nothing to do with Wawa, correct?



DIALOGUE

Submit letters to: The Inquirer, Box 8263, Philadelphia, 19101

✉ inquirer.letters@phillynews.com | ☎ Fax: 215-854-5884

150-word limit. Writers must include home address and day and evening phone number.

OP-ED BY FAIRMOUNT PARK CONSERVANCY IN RESPONSE TO INQUIRER ARTICLE

... strengthening our
ny and workforce.
... arch highlighted by the
al business-leader group
Nation shows that
ng in these programs
up to \$26,000 in net
orm economic benefits for
child served. In addition,
ylvania communities
ing expanded access to
experience an immediate
nic stimulus from their
nent, with returns of
or every \$1 spent.



Famous singers from the 1950s are honored on a crumbling mural in South Philadelphia. MICHAEL PRONZATO / Staff Photographer

ISSUE | MUSIC BUSINESS

Humming a big hit that might have been

What on earth has happened to the music industry? I grew up on Neil Young, Janis Joplin, Bob Dylan, and others. I became a

Making room for civic space

By Kathryn Ott Lovell

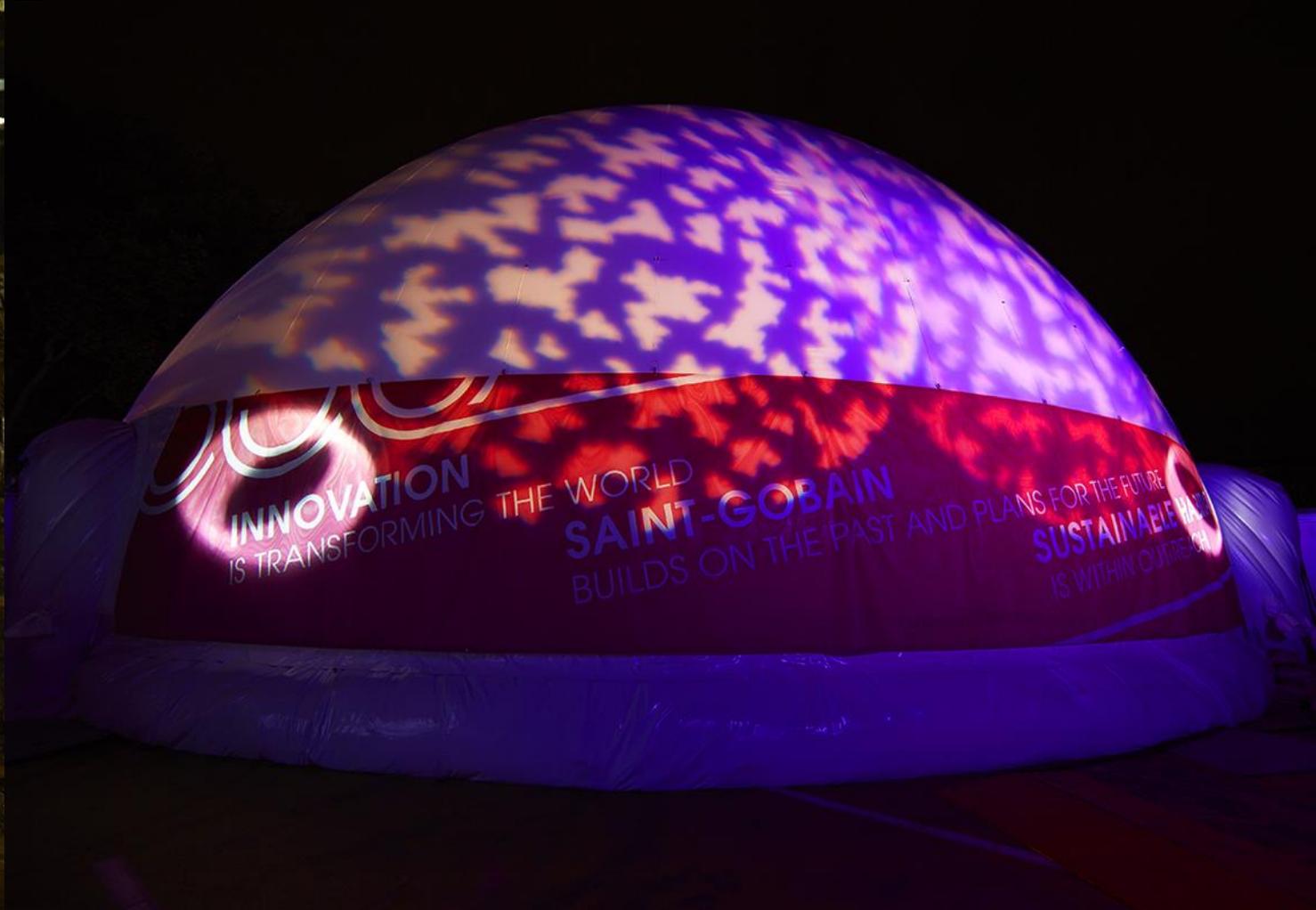
Philadelphia is a resilient city that has worked hard to raise its global profile. Despite its struggles with the recent economic downturn, the city is looking for ways to attract corporate investment and business development in its communities.

As city funds are stretched, areas of civic need grow, and nonprofit organizations — with the support and commitment of the corporate community — do their best to fill in the gaps. When it comes to the health and vitality of our city, including free and vibrant civic space, the need for engaged corporations to demonstrate their civic responsibility

tour. Philadelphia is its only stop in North America. While the free exhibit only lasts this week, the effects of Saint-Gobain's presence will be a lasting one. Along with fellow sponsor PNC Bank, Saint-Gobain is a major supporter of the third summer season of The Oval, which will provide six weeks of free programming beginning on July 15. More than 90,000 people have visited The Oval since it was transformed from a desolate surface parking lot into the city's "Park on the Parkway."

In addition to the Oval, the Fairmount Park Conservancy has a thriving park stewardship program that has built a network of more than 100 neighborhood park friends groups, leading biannual citywide

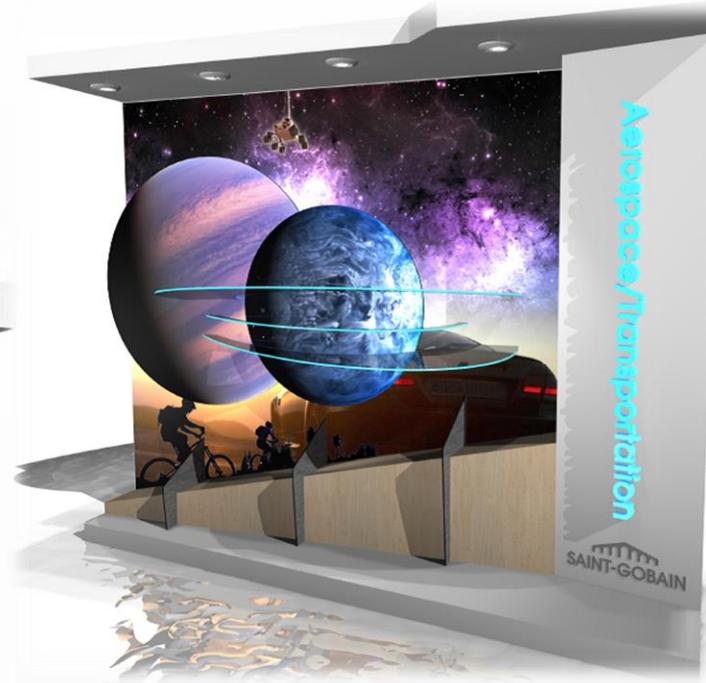
The "Way-Homer": Pavilion 5



INNOVATION IS TRANSFORMING THE WORLD
SAINT-GOBAIN
BUILDS ON THE PAST AND PLANS FOR THE FUTURE
SUSTAINABLE
IS WITHIN OUTREACH

Industry Displays

- Residential Construction
- Commercial Vonstruction
- Energy



- Transportation/Aerospace
- Medical
- Tech



Inside the 5th Pavilion



Disney-esque level details – Cast Members for a wholly integrated experience



The “Village”

- Food trucks and Beer Garden managed by Fairmount Park Conservancy
- No cost to Saint-Gobain
- Created a DESTINATION!





WYNNE
Pensylv

RESTAURANT

2014

PMFA

Tips
Thank
You

Chicken
Chicken
Clam St
Fried
* All Sando
made in
SODA
Ice Cr
Candy

3963

Cake.com

al

BONJOUR
SAVORY CREPES
CELSO: Cheddar, Ham, Swiss, Spinach, Brie, Mushrooms, Onion, Bacon & 1/2 Béchamel Sauce
JACQUES: Applesauce, Caramelized Onions, Cheddar, 1/2 Cream Cheese, Baked Apples or Raisins, Spices & 1/2 Champagne Vinaigrette
SWEET CREPES
BELLA: Hot Apple Pie, Whipped Cream \$1
OLIVIA: Dark Chocolate Sauce, Raspberry & Whipped Cream \$2
SMORE: Chocolate Peanut Butter Swirl, Vanilla, Crisped Oatmeal Cookies & Hot Marshmallows \$2
Hotels & Night: \$5
Small Drink: \$1.50
Tuesdays, PA
Phone: 267-261-6735



French Crepes & Sweet Treats



Sweet & Savory

bonjour creperie



267 261 6735

bonjourcreperie.com

Exclusive, private-labeled Saint-Gobain Beers





CertainTeed donated fencing



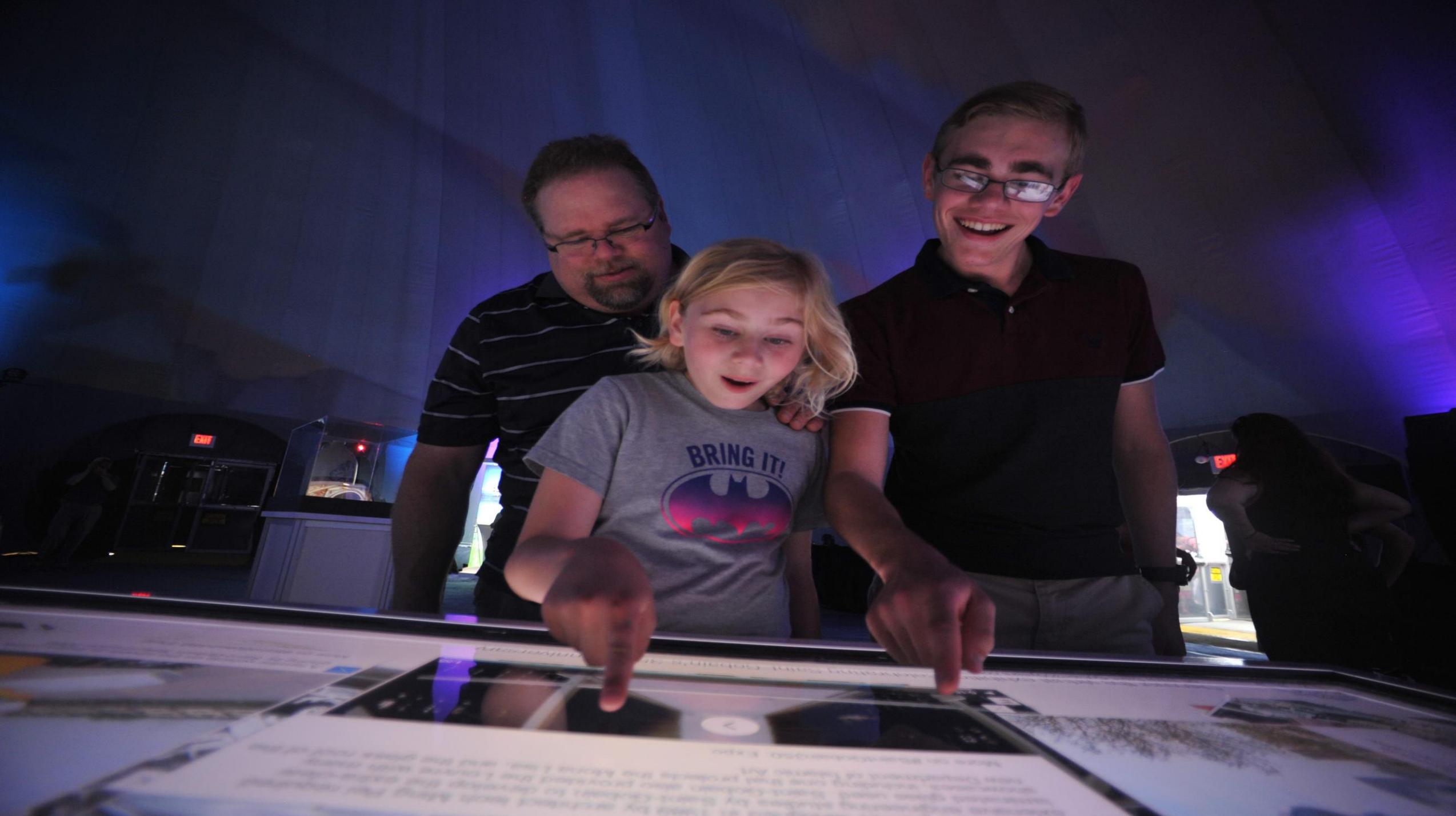
Family Day











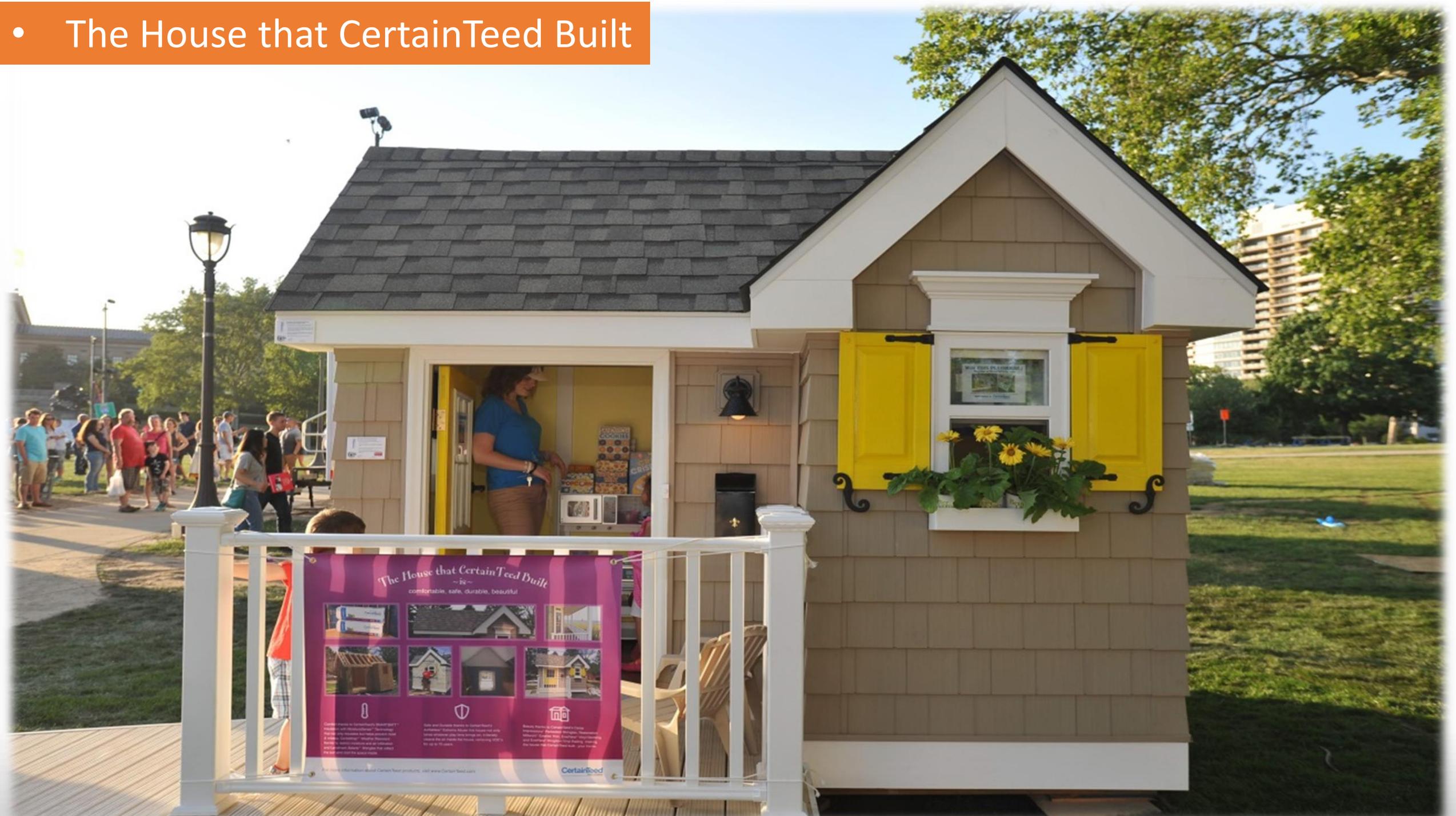


EXIT

3rd
DAY
EVER

TUR
AK

- The House that CertainTeed Built



The House that CertainTeed Built
~is~
comfortable, safe, durable, beautiful

1 CertainTeed is a leading provider of roofing products and solutions. Our products are designed to provide long-lasting protection and performance for your home.

2 Our products are designed to provide long-lasting protection and performance for your home.

3 Our products are designed to provide long-lasting protection and performance for your home.

4 Our products are designed to provide long-lasting protection and performance for your home.

5 Our products are designed to provide long-lasting protection and performance for your home.

6 Our products are designed to provide long-lasting protection and performance for your home.

CertainTeed

MIX. POUR. FIND A CURE.

Alex's Lemonade Stand
FOUNDATION FOR CHILDHOOD CANCER

AlexsLemonade.org

Alex's Lemonade Stand
FOUNDATION FOR CHILDHOOD CANCER
www.alexlemonade.org

Alex's
Lemonade
Stand
FOUNDATION FOR
CHILDHOOD CANCER



Alex's Lemonade Stand

FOUNDATION FOR CHILDHOOD

www.alexle

CertainTeed
SAINT-GOBAIN

May 28, 2015

Pay to the
order of:

Alex's Lemonade Stand Foundation

10
\$5,000

Five Thousand

⁰⁰/₁₀₀ **Dollars**

AUTHORIZED SIGNATURE

Friday 20, 2015

10

~~~~~

~~\$5,000~~

or

## Event Schedule • May 21 – June 6

| TIME                     | LOCATION                              | EVENT                                                                | DESCRIPTION                                                                                       | INVITE ONLY OR PUBLIC EVENT | CONTACT                    |
|--------------------------|---------------------------------------|----------------------------------------------------------------------|---------------------------------------------------------------------------------------------------|-----------------------------|----------------------------|
| <b>Wednesday, June 3</b> |                                       |                                                                      |                                                                                                   |                             |                            |
| 7:00 a.m. – 5:00 p.m.    | Embassy Suites                        | Performance Plastics Foams Business Meeting                          | More details needed.                                                                              | Invite Only                 | Steve Jette                |
| 7:30 a.m. – 11:30 a.m.   | Sofitel                               | Executive Committee Meeting                                          | Executive Committee Meeting, continental breakfast served                                         | Invite Only                 | Christine Hammond          |
| 8:00 a.m. – 5:00 p.m.    | Sofitel                               | Performance Plastics Management Meeting                              | Internal meeting, dinner offsite, visiting pavilions 8:30 p.m. approx. (25 people approx.)        | Invite Only                 | Tom Kinisky                |
| 11:00 a.m. – 6:00 p.m.   | Sofitel, The Oval                     | Performance Plastics New Team Member Meeting                         | Meeting of new employees. Dinner offsite. 8:30 p.m. visit to pavilions (approx. guests 90 people) | Invite Only                 | Eric Licht/<br>Tom Kinisky |
| 12:00 p.m. – 10:00 p.m.  | Sofitel, The Oval                     | H<br>M                                                               |                                                                                                   | Invite Only                 | Carmen Ferrigno            |
| 12:00 p.m. – 1:30 p.m.   | Kimmel Center for the Performing Arts | S<br>a                                                               |                                                                                                   | Invite Only                 | Derek Malmquist            |
| To be determined         | Sofitel, The Oval                     | N                                                                    |                                                                                                   | Invite Only                 | Minas Apelian              |
| <b>Thursday, June 4</b>  |                                       |                                                                      |                                                                                                   |                             |                            |
| 10:00 a.m. – 12:00 p.m.  | Sofitel                               | CertainTeed Roofing Team Meeting                                     | Small team meeting for Roofing                                                                    | Invite Only                 | Tom Smith                  |
| To be determined         | Sofitel, The Oval                     | NOVA and R&D Team Meetings                                           | Meeting at hotel                                                                                  | Invite Only                 | Minas Apelian              |
| 1:00 p.m. – 6:30 p.m.    | Sofitel, The Oval                     | Performance Plastics Supplier Day Conference and Mini Customer Event | Meeting, cocktails and dinner at hotel. 8:15/8:30 p.m. visit pavilions (175 visitors approx.)     | Invite Only                 | Eric Licht/<br>Tom Kinisky |
| To be determined         | The Oval                              | Vetrotex                                                             | Afternoon visit 2:00 – 5:00 p.m. approx. 25 people — simply a tour?                               | Invite Only                 | Paul Batt                  |
| <b>Friday, June 5</b>    |                                       |                                                                      |                                                                                                   |                             |                            |
| To be determined         | The Oval                              | Vetrotex                                                             | 10:00 a.m. – 12:00 p.m. (TBC), visit by approx. 12-15 people (TBC) — simply a tour?               | Invite Only                 | Paul Batt                  |

29 events over 8 days

• 350th VIP Gala



# VETERANS DAY: Homes for Our Troops fundraiser



\$10,000 Raised

# AIA: Architects Event

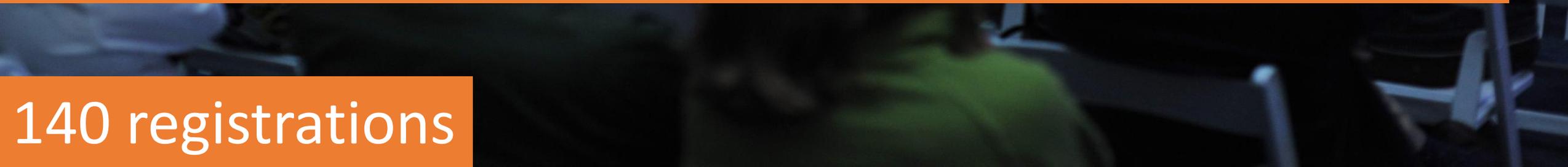


*Architect, Keiran Timberlake*

“The discussion at the Architects’ Event was a highlight....if Saint Gobain continues to cultivate that way of interacting with industry partners, I imagine that they will quickly set their brands—and services—apart from the rest.

“Before this event, I knew Saint-Gobain solely as a manufacturer of glass.... I did not understand the breadth of offerings or the relationship with CertainTeed. The level of expertise that your materials scientists are able to communicate at events, presentations, and meetings is extremely important to the architectural community.”

140 registrations







**114,498 total attendance over 8 days of exhibit – this is 8% of Philadelphia population**

Traffic to Saint-Gobain's corporate website increased 122% during exhibit compared to weekly average





193 unique pieces of earned media coverage over 10 weeks

\$1 million advertising equivalency

38 million+ media impressions



158 pieces of unique social media content with an additional 117 social posts from event partners and media

372% increase in engagement on Facebook and 426% increase in Twitter engagement

3,653 photos posted on Instagram over 8 days using #SaintGobain350



# Future Sensations, Philadelphia – PR

## KEY PERFORMANCE INDICATORS

### VOLUME

UNIQUE PIECES OF NEWS

**193**

EARNED MEDIA IMPRESSIONS

**38 Million +**

ADVERTISING VALUE  
EQUIVALENCY

**\$1 Million +**

PRESS RELEASES &  
MEDIA ADVISORIES SENT

**10**

EXHIBIT ATTENDANCE

**8 %** OF PHILA.  
POPULATION

VISITORS: 114,498  
PHILA. POPULATION: 1.5 MM

INCREASED TRAFFIC TO  
SGNA WEBSITE

**↑ 122%**

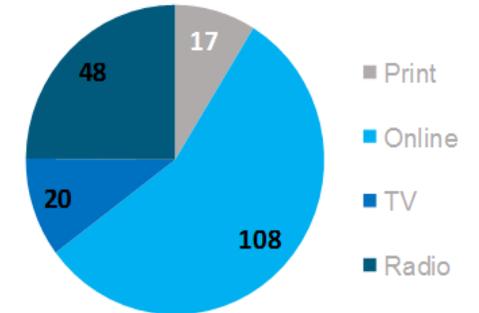
5/30-6/6/15: 9,423  
AVG. WEEK: 4,239

AVG. TIME FOR VIP  
WRISTBAND SELLOUT

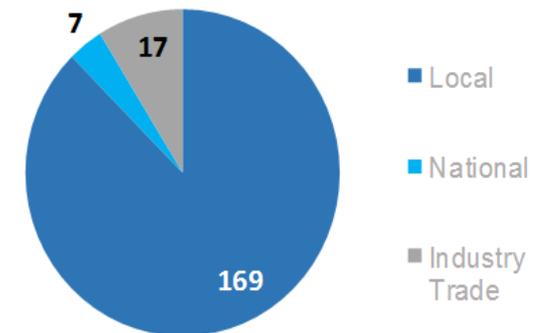
**118** MINUTES

### DIVERSITY

MEDIA  
COVERAGE  
BY TYPE



MEDIA  
COVERAGE  
BY AUDIENCE



# Future Sensations- PR

HONE & OPTIMIZE METRICS

EDITORIAL QUALITY

MEDIA COVERAGE THAT  
INCLUDES PHOTO/VIDEO

**67 %**

MEDIA COVERAGE THAT  
INCLUDES LINK TO THE OVAL  
OR EXHIBIT WEBSITE

**24 %**

MEDIA COVERAGE THAT  
INCLUDES SPOKESPERSON

**22 %**

MEDIA COVERAGE THAT INCLUDES  
SAINT-GOBAIN IN HEADLINE OR FIRST PARAGRAPH

**59 %**

MEDIA COVERAGE THAT INCLUDES  
3 OR MORE KEY MESSAGES

**52 %**

**8/10**  
WEBSITE REFERRAL SOURCES  
of the top site referral  
sources to  
FutureSensations.com  
are attributed to PR

anniversary announcement  
art awesome beer ben celebrates coming  
commemorates company digital eakins events  
exhibition file franklin free french fun  
future futuristic garden global  
guide innovation installation light love manufacturer  
materials mayor mp nutter opening oval park  
parkway pavilions philadelphia philly  
picks pop-up saint-gobain season  
segment sensations sensory sent stop  
summer technological things top traveling  
turns video week weekend years  
youthbuild

# RESEARCH METHODOLOGY

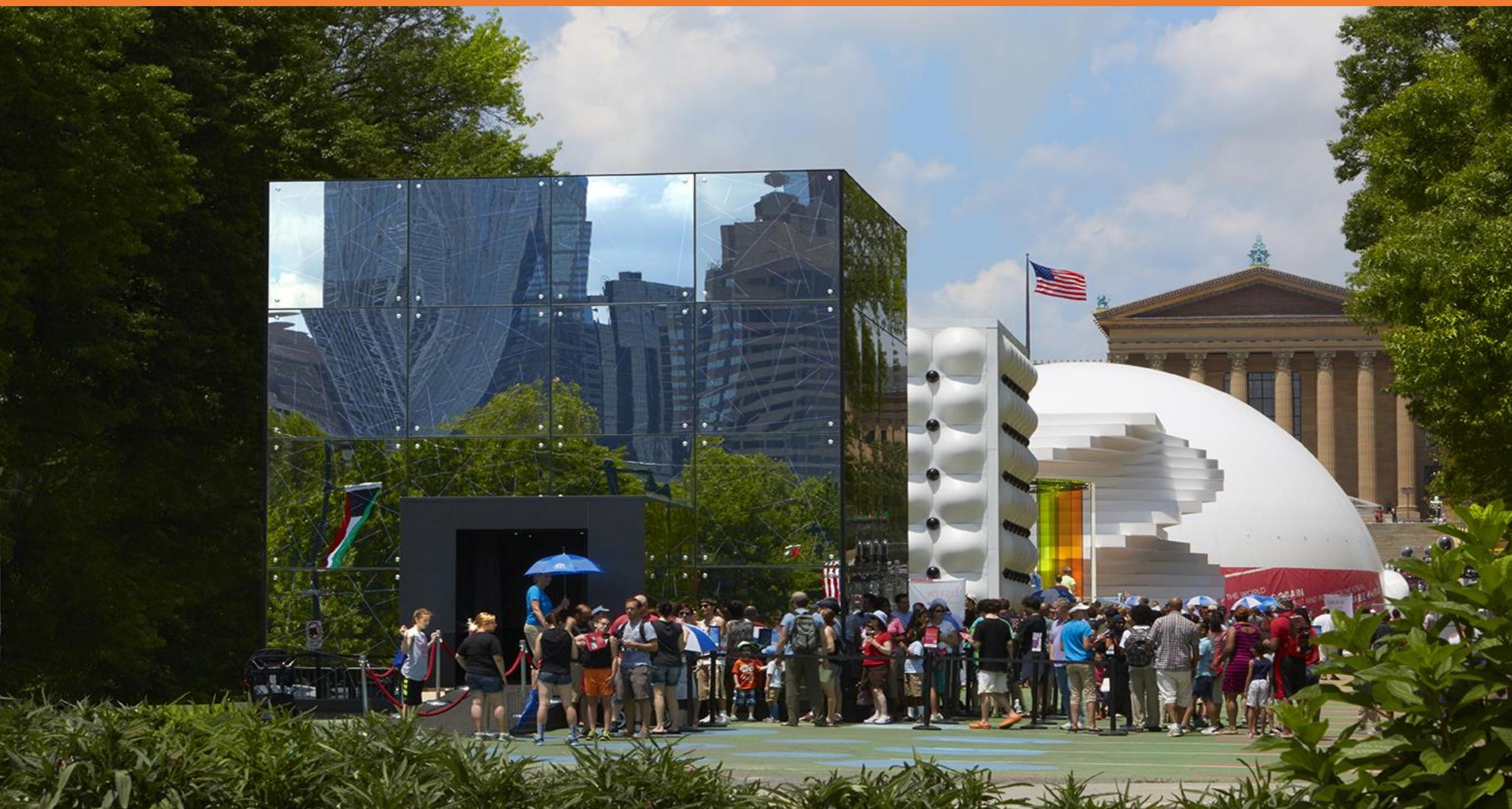
- Partnered with Peppercomm and research firm Beresford
- Leveraged **90** on-street interviews **pre-event** and **90** on-street interviews **post-event**
  - Only those from Philadelphia region were included in the interviews (to remove tourists from pool)
- Collected **525** qualified responses from event attendees (combination of 325 on-site interviews and 200 surveys proactively completed by attendees using a QR code to an online survey).



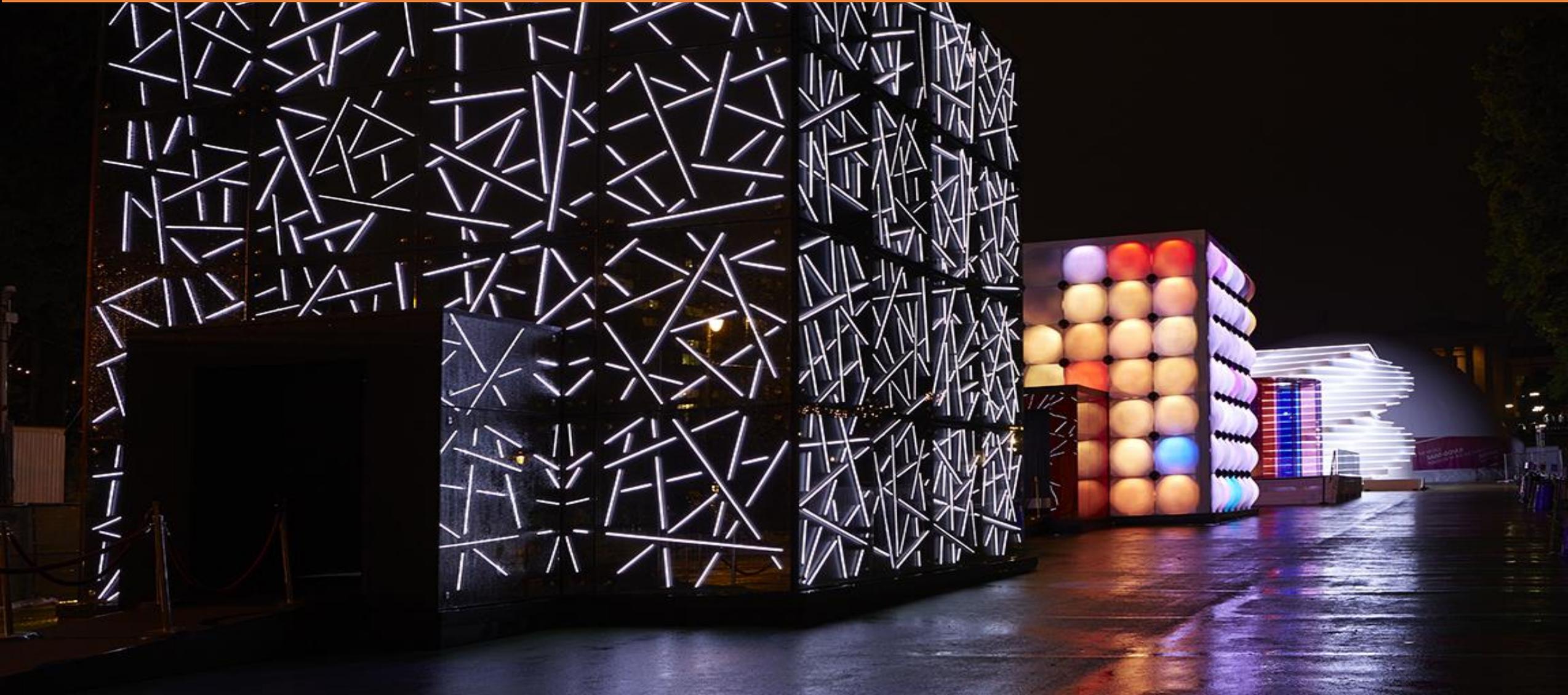
Doubled  
company  
awareness  
from 18%  
to 36%



Achieved 97% understanding of company as forward thinking (a 66% increase)



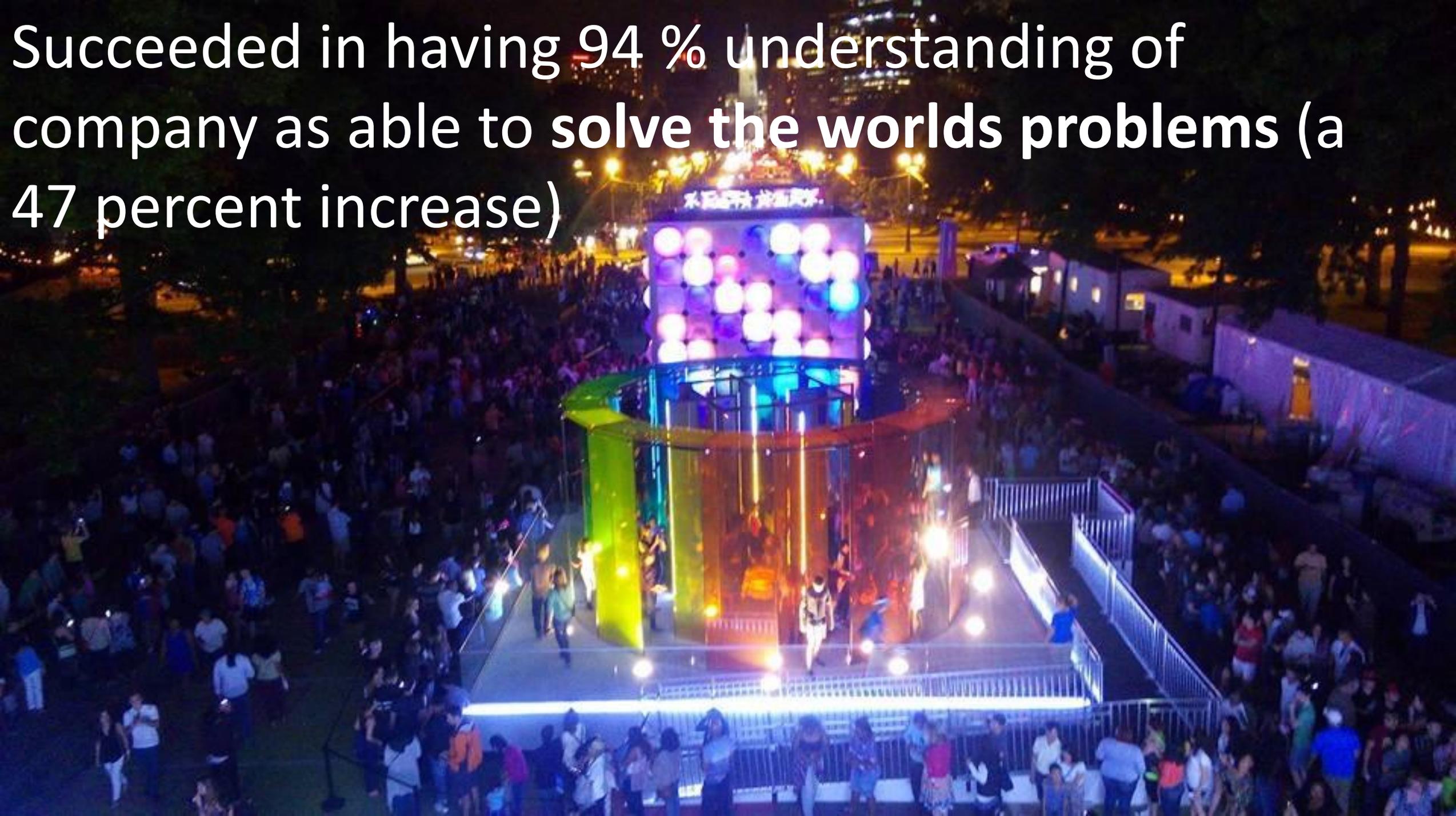
Achieved 97% understanding of the company as **innovative** (a 53% increase )



Succeeded in having 91% understanding of company as green (a 47% increase)



Succeeded in having 94 % understanding of company as able to solve the worlds problems (a 47 percent increase)



# SUMMARY DASHBOARD

## Pre- and Post-Exhibition

|      | Heard of Saint-Gobain | Saint-Gobain is an employer of choice | Age of Saint-Gobain | Positive Feelings about Saint-Gobain | Positive Feelings about CertainTeed |
|------|-----------------------|---------------------------------------|---------------------|--------------------------------------|-------------------------------------|
| Pre  | 18%                   | 56%                                   | 0%                  | 63%                                  | 70%                                 |
| Post | 36%                   | 41%                                   | 78%                 | 91%                                  | 100%                                |

## Relating the pavilions to Saint-Gobain Products

| Pavilion:                                        | LOOK | LISTEN | COLOR | CREATE | DISCOVER |
|--------------------------------------------------|------|--------|-------|--------|----------|
| % of attendees that understood its significance: | 76%  | 74%    | 68%   | 78%    | 85%      |



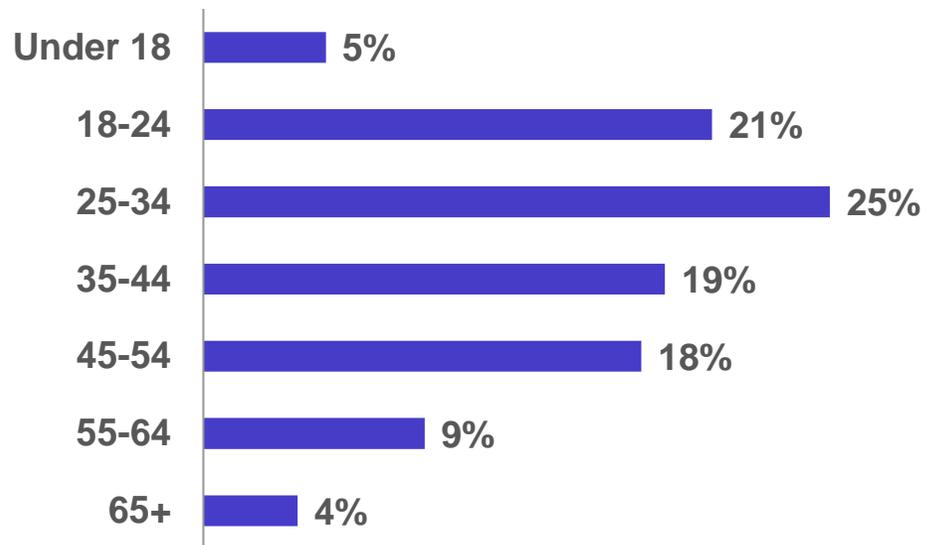
# HIGHLIGHTS FROM ATTENDEE SURVEYS

- Two-fifths ( 39%) of those attending the Future Sensations exhibition had heard of Saint-Gobain; of those, three-fifths (59%) had heard of Saint-Gobain prior to the exhibition.
- Overall, 77% of attendees had not heard of Saint-Gobain prior to the exhibition.
- Attendees generally feel Saint-Gobain is “an innovative company” and “a ‘forward-thinking’ company.”
- This Look pavilion was visited most by Future Sensations attendees, followed by the Listen pavilion.
- Just under half of attendees understood the relationship between Saint-Gobain and the pavilions.
- With exception of the DISCOVER pavilion, 90%+ of attendees liked the appearance of the pavilions, and over 80%+ felt that the pavilions “excited” them
- More understanding of the DISCOVER pavilion than the others which suggests that it aided the attendees in their understanding of the other pavilions.
- 40% of attendees aged 55-64 did not think Saint-Gobain was an employer of choice.
- 30% of attendees aged 18-24 did not understand how the pavilions related to Saint-Gobain.
- The Color Pavilion had the least impact overall.
- Half of attendees aged 55-64 could not see how the elements of the pavilion could impact their lives.

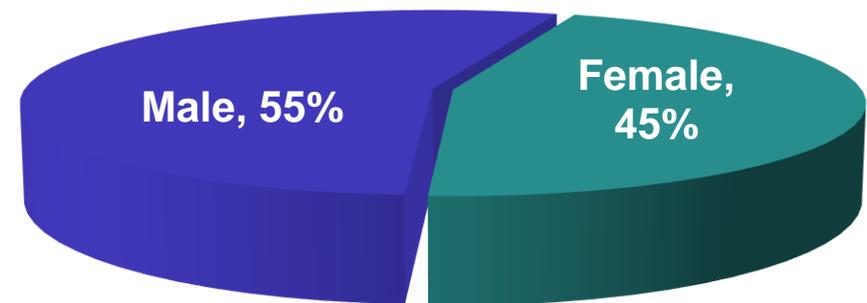


# DEMOGRAPHICS

## Age



## Gender



Q18. How old are you?

Q19. Are you male or female?

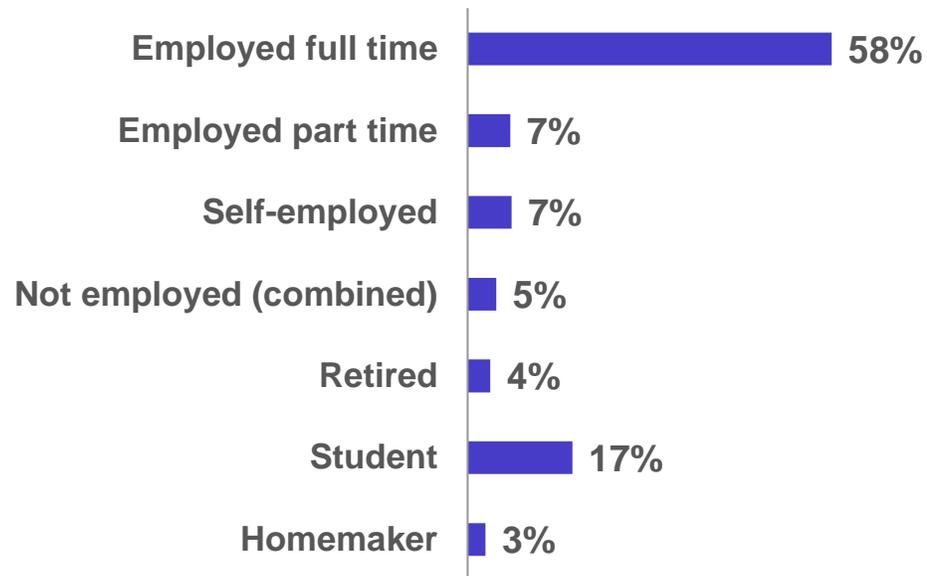
Base: N=525

Source: *Saint-Gobain Future Sensations Exhibition Attendee Survey*

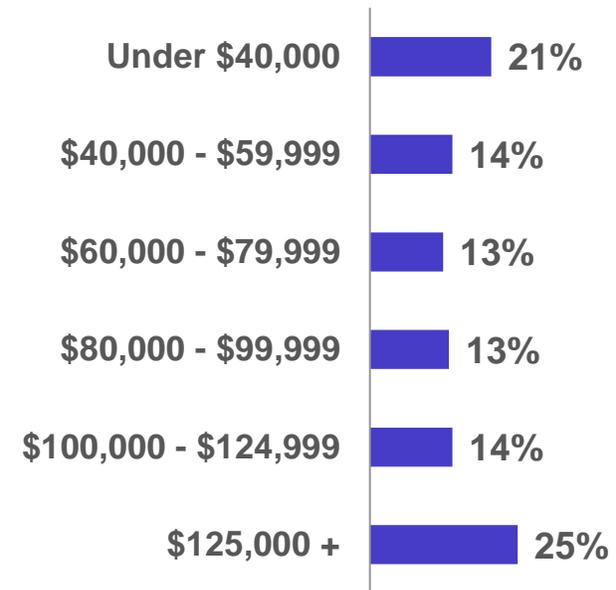


# DEMOGRAPHICS

## Employment status



## Household income



Q20. What is your employment status?

Q21. What is your approximate household income?

Base: Q20 N=525, Q21 N=512

Source: Saint-Gobain Future Sensations Exhibition Attendee Survey



## HIGHLIGHTS FROM ON-STREET INTERVIEWS

Awareness of Saint-Gobain in the on-street interviews is up significantly following the exhibition (from 18% pre- to 36% post-exhibition).

Awareness of CertainTeed did not rise significantly (from 11% pre- to 13% post-exhibition).

Surprisingly, attitudes of Saint-Gobain being an “employer of choice” decreased after the Future Sensations exhibition (from 56% pre- to 41% post-exhibition).

Those interviewed post-exhibition were more likely to feel positive about both Saint-Gobain and CertainTeed.

- 100% of those interviewed felt positive about CertainTeed.

Respondents were most likely to have learned about the Future Sensations Exhibition by seeing the pavilions.



# WHAT SAINT-GOBAIN DOES/MAKE

This Word Cloud was created from responses to the question, “What does Saint-Gobain make?”, which was asked to the attendees during the exhibition.



Q4 Please tell us what you think Saint-Gobain does or makes. [open-ended for unaided awareness] Base: N=525  
Source: *Saint-Gobain Future Sensations Exhibition Attendee Survey*



# KNOWLEDGE OF CERTAINTIED

Pre-Exhibition Comments

Not sure

Construction

Part of Saint-Gobain

Post-Exhibition Comments

Not sure

Building materials

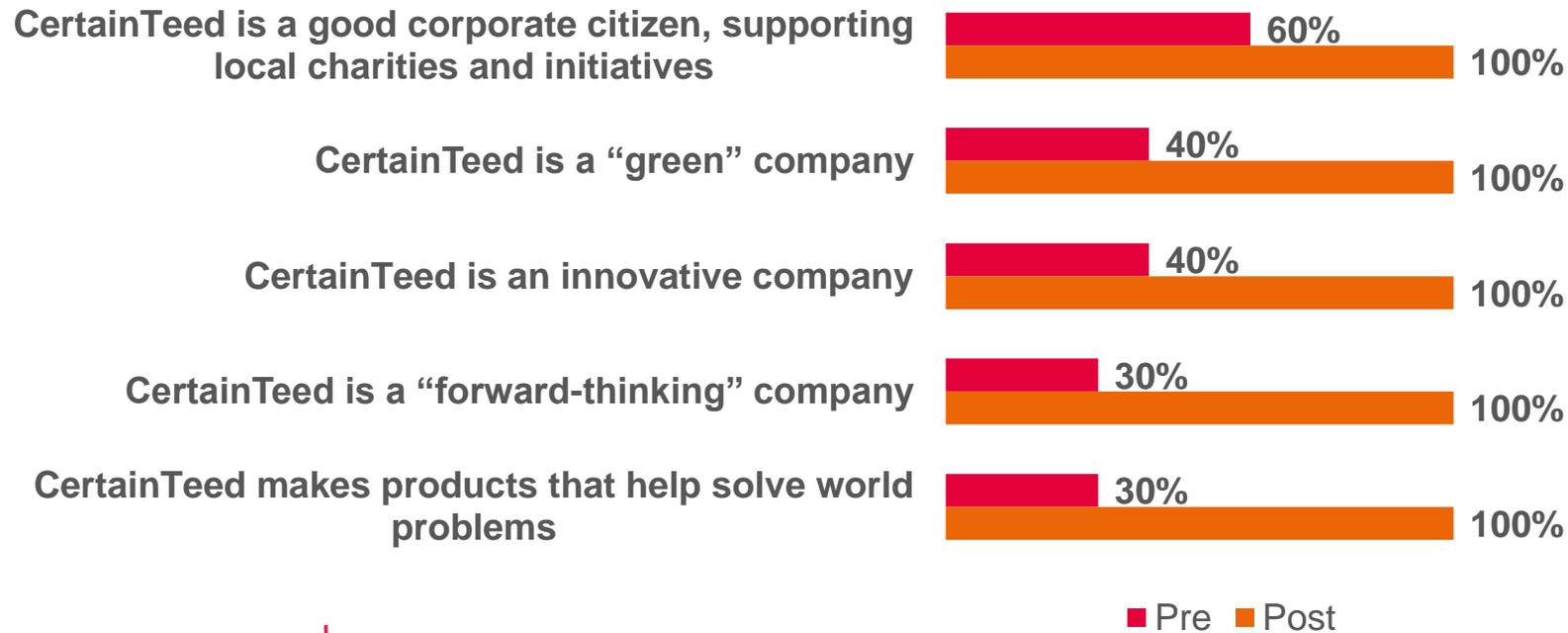
Part of  
Saint-Gobain

Construction



# ATTENDEES FEELINGS ABOUT CERTAINTEED

Please indicate your level of agreement or disagreement with the following statements about CertainTeed.  
(Slightly agree/Strongly agree)



Pre-Exhibition, most of the people that did not feel positively about CertainTeed didn't have an opinion on the company, which may indicate a lack of awareness.

Q15. Please indicate your level of agreement or disagreement with the following statements about CertainTeed. Please rate each using a five point scale, with 1 = Strongly disagree, 3 = No opinion/Don't know and 5 = Strongly agree. (Top 2-box scores)

Base: Q15 Pre/Post N= 10/12  
Source: Saint-Gobain Pre- & Post-Exhibition On-Street Interviews



# THANK YOU, PHILLY!

FUTURE  
sensations

Thank you to everyone in the City of Brotherly Love who helped Saint-Gobain celebrate our 350<sup>th</sup> anniversary with Future Sensations – a global exhibition combining science, storytelling and art at The Oval on the Benjamin Franklin Parkway.

## A special thank-you to our partners who made this all possible:

Honorable Michael Nutter and the City of Philadelphia

21GO Communications

Access Philadelphia

The Barnes Foundation

BDP International

Brownstein Group

Fairmount Park Conservancy

FC2 Events

Kintetsu World Express

The Oval

Philadelphia Parks & Recreation

Philadelphia Port Authority

Philly Beer Week

Meeting Alchemy

Peppercomm

Steel City Displays

Visit Philadelphia

Yards Brewing Company

[saint-gobain-northamerica.com](http://saint-gobain-northamerica.com)



Keep it Classy:  
Thanking partners  
in Philadelphia  
Inquirer

The Inquirer  
DAILY NEWS philly.com

# A TRUE TEAM EFFORT

- Communications
- Legal
- HR
- EHS
- Purchasing
- Logistics
- The Businesses
- Finance
- Project Management
- IT
- Risk Management



# TWO QUESTIONS:

So What?  
Now What?



## WHAT DID WE ACCOMPLISH?

What measurable and meaningful goal(s) did we accomplish through branding and communications surrounding the 350<sup>th</sup> Anniversary?

- Raised profile significantly in North America at both the national media and industry levels
- Established strong baseline for who we are as a company
- Created a proven and replicable third-party advocacy system very strongly based on our reputation and ability to say what we will do and then do what we say
- Demonstrated the power of the SG brand when we partner with and coordinate working brands using common systems and approaches



## WHERE DO WE GO FROM HERE?

- Leverage promotional and reputation successes at regional and business levels
- Apply a smaller budget more effectively in areas where we can achieve biggest, most strategic results: Employer brand, marketing value of the new HQ
- Review our communications capabilities across the region
- Move from individual contributors in each business or function toward a centers of excellence approach
- Conduct communications skills audit to determine best way to organize resources and create a strong communications discipline across the region



# QUESTIONS?





# THANK YOU!

For Assistance with Planning Your Milestone  
Anniversary,  
Please Contact, [lisa@anniversary-university.com](mailto:lisa@anniversary-university.com)



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UNIVERSITY®