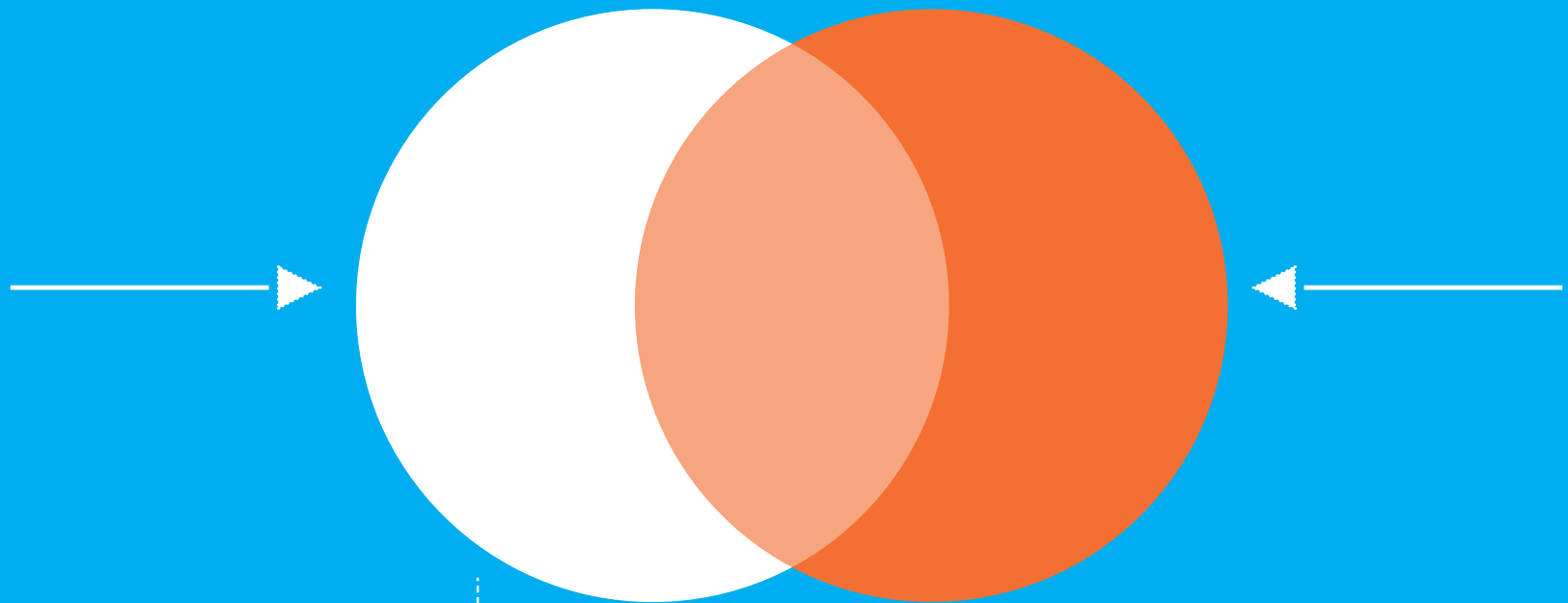


**GOOD**



## WE MAKE

A website, a magazine,  
videos, custom content  
and live events.

## WE ENABLE

Companies to achieve financial  
performance while achieving  
social performance. We call this,  
“impact marketing”



# **THE VALUES REVOLUTION + THE DIGITAL REVOLUTION**

---

## **NEW STRATEGY**

# THE VALUES REVOLUTION

## SOME FACTS



**83% OF CONSUMERS** are willing to change their own consumption habits to help make tomorrow's world a better place



**42% SAY THAT IF** two products are of the same quality and price, commitment to a social purpose trumps factors like design, innovation and brand loyalty when choosing one brand over the other



**HALF OF CONSUMERS (52%)** globally are more likely to recommend a brand that supports a good cause over one that does not, and 54% would help a brand promote a product if there was a good cause behind it



**SEVEN IN 10 CONSUMERS (68%)** would remain loyal to a brand during a recession if it supports a good cause



**81% OF CONSUMERS** say companies have a responsibility to address key social and environmental issues beyond their local communities



**93% OF CONSUMERS** say companies must go beyond legal compliance to operate responsibly



**93% OF CONSUMERS** believe companies have made at least some positive impact on the world



**65% OF CONSUMERS** have already purchased a cause-related product in the past 12 months



**93% OF CONSUMERS** would boycott a company for irresponsibility, and more than half say they already have.



**88% OF RESPONDENTS** say it's ok if a company is not perfect, as long as it is honest about its efforts.

## FROM *ME* TO *WE*.

### SOME FACTS

#### **BEFORE**

Is this brand me or not me?

#### **AFTER**

Is this brand a part of the solution or a part of the problem? Brands that are a part of the solution are brands that I purchase and evangelize.

# THE DIGITAL REVOLUTION

## SOME FACTS



**82% OF MILLENNIALS** have joined a brand-sponsored online community, and nearly half have joined more than three.



**POOR EXPERIENCES** also spark this kind of action, with nearly 40% reporting they have criticized a brand on a blog or social network



**BRAND PREFERENCE** ranks with religion and ethnicity as top personal identifiers that Millennials are willing to share about themselves online



**REVERBERATION IS ONLINE,** offline and increasingly mobile



**68% OF MILLENNIALS** have recommended their products to friends and family for those brands that Millennials love



**44% OF MILLENNIALS** have friended or followed that brand on their social network



**47% OF MILLENNIALS** share positive brand experiences online

## FROM *ME* TO *WE*.

SOME FACTS

### BEFORE

I purchase or I don't.

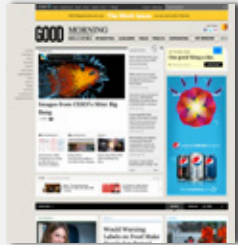
### AFTER

If I love this brand and believe in its purpose, I will purchase it, share it with my friends, badge myself with it, blog about it, advocate for it, and evangelize it. I have the power to help this brand win.

# WHO IS OUR WE?

- **52 %**  
Male
- **48%**  
Female
- **34**  
Median age
- **\$100,000**  
Average HHI
- **78%**  
College graduates  
(259 Index)
- **47%**  
Influentials (500 Index)  
– Higher than *The New Yorker*, *The Wall Street Journal*, or *The Economist*
- **10X**  
More likely to have participated in environmental groups and causes
- **97%**  
Believe a corporation's commitment to social responsibility matters to them
- **4X**  
More likely to be an officer of a club or organization
- **3X**  
More likely to say *I'm always one of the first of my friends to try new products or services*
- **4X**  
More likely to spend \$2,000 or more on clothes
- **2X**  
More likely to spend \$40,000+ on an automobile
- **4X**  
More likely to prefer products that offer the latest in new technology
- **2.5X**  
More likely to spend more than \$2,000 a month on credit cards
- **9X**  
More likely to be interested in arts, design, entertainment, sports, or media
- **3X**  
More likely to engage in fundraising for a community organization

# HOW DO WE TALK TO THESE ENGAGED THOUGHTFUL LEADERS?



## GOOD.IS

4,500,000  
Monthly unique  
visitors

177,000+  
Facebook followers

721,000+  
Twitter followers

200,000+  
Daily GOOD email  
subscribers



## A MAGAZINE

65,000  
Rate Base

230,000+  
Total Audience

95 minutes  
Average reading  
time per issue



## VIDEOS

200+  
Videos produced  
in two years

35 Million +  
Total streams  
in the past year



## CUSTOM CONTENT

22 million +  
GOOD Sheets distributed at  
Starbucks nationwide

1.5 million  
Smarter Cities Case Studies  
Booklet distributed via *The  
New York Times*

750,000  
“MINI-GOOD” magazines  
distributed via *The New York  
Times*

1.1 million  
“Road Map to Harmony” fold  
out posters distributed via *The  
New York Times*



## EVENTS

20+  
In the past year

20,000  
Attendees

# GOOD'S EXTENDED REACH



## STARBUCKS

**GOOD** has an exclusive relationship with **STARBUCKS** to curate and promote its content on the Starbucks Wi-Fi welcome page.

**50 MILLION** Impressions in 7,000 locations

**17.5 MILLION** Visits per month

**DUAL AUDIENCE** 53% Female & 47% Male

**EDUCATED** 63% have college degrees

**AFFLUENT** \$93,000 Average HHI



## DYLAN RATIGAN on MSNBC

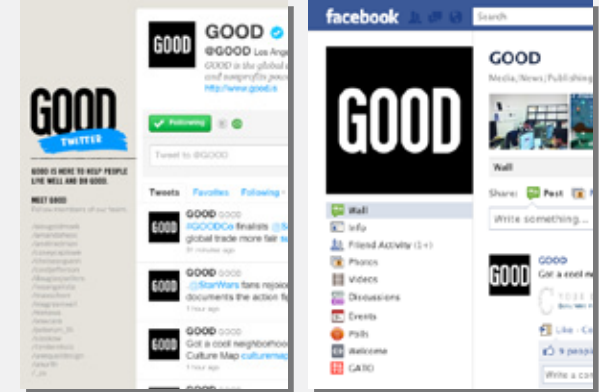
**THE DYLAN RATIGAN SHOW** and **GOOD** partner in providing stories that are Good for America. This weekly segment features provocative solutions to the challenges our country faces.

**45** GOOD For America segments annually

**3** Annual co-produced sponsored events

**KEY ADULT DEMO** 25-54

**56%** male **44%** female



## TWITTER & FACEBOOK

**GOOD'S** most engaged and core audience members are close followers of our social media updates and promotions, making them key facilitators of content distribution.

**721,000+** Twitter followers

**177,000+** Facebook followers

Ranked **#4** of the most influential people on Twitter (Twitalyzer, April 2011)

Named **ONE OF THE BEST TWITTER ACCOUNTS OF 2011** by BuzzFeed

# 150 MILLION MONTHLY IMPRESSIONS

**25M** impressions via [www.good.is/](http://www.good.is/) (*4.5 million uniques*)

---

**2M** impressions via GOOD Video (*35 million streams*)

---

**50M** impressions via Starbucks WiFi Portal (*7,000 locations*)

---

**4M** impressions via GOOD email newsletter

---

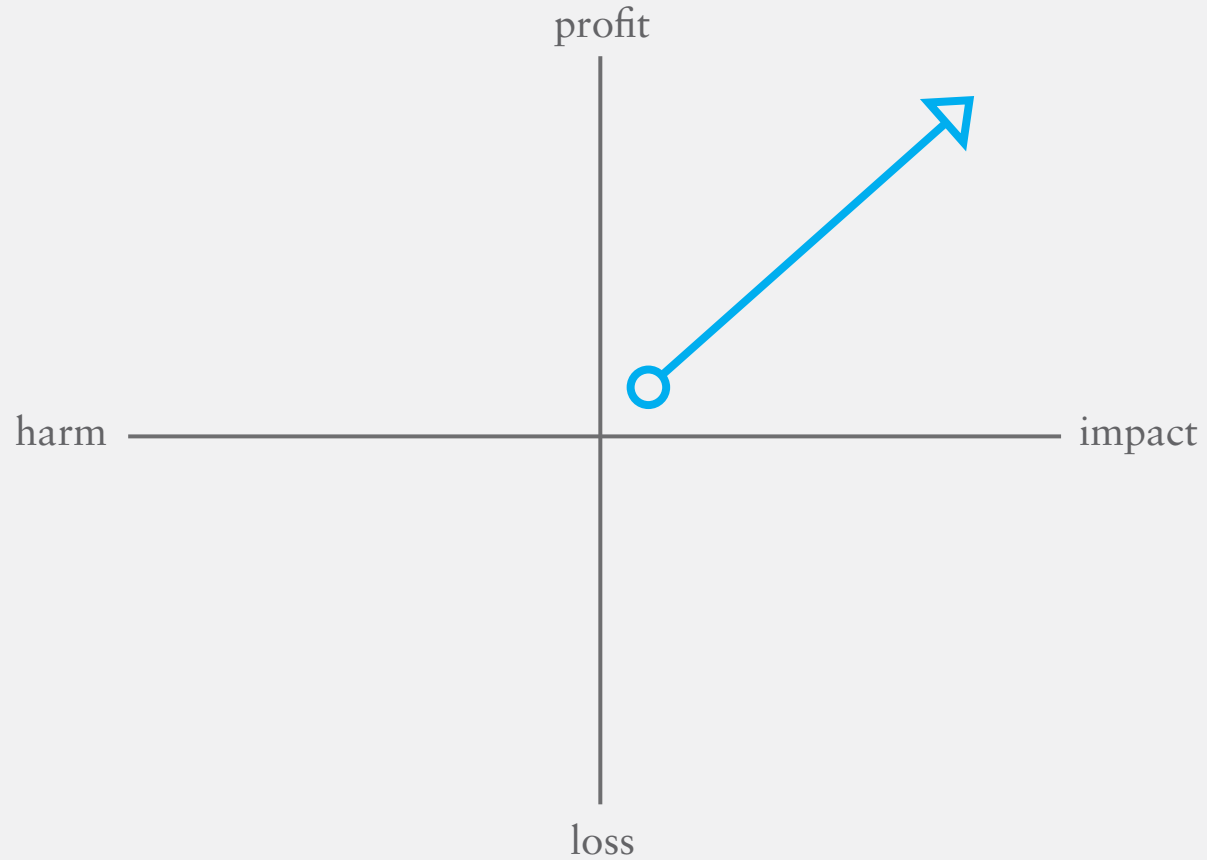
**2M** impressions via GOOD Magazine (*distributed in Whole Foods and Barnes & Noble*)

---

**5M** impressions via GOOD's social media

---

**WE BELIEVE THAT  
SUCCESSFUL BUSINESSES  
CAN BE A FORCE FOR GOOD**



# BUSINESSES WE HELP



Mercedes-Benz

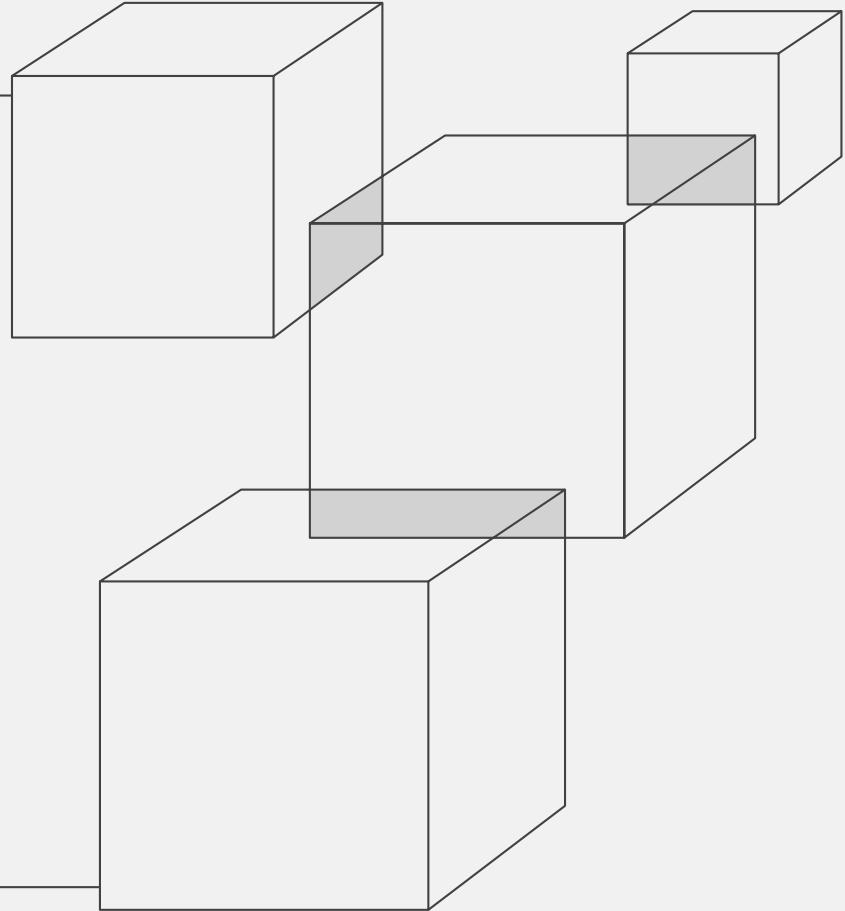


---

# CASE STUDIES

IBM, FORD, PEPSI

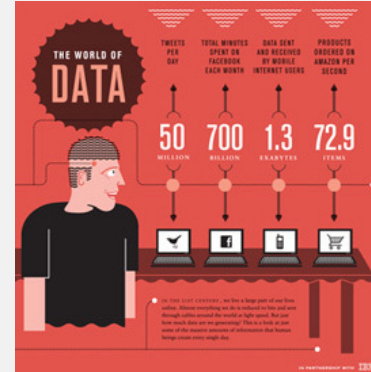
---



**IBM**—In 2010, GOOD strategically evolved our partnership with IBM to focus on more select categories of Smarter Planet – such as Retail, Personal Data, Corporate Data Security, Smarter Grid – in order to educate our community on the challenges facing companies and individuals in these specific areas with an eye towards IBM solutions that turn these challenges into opportunities.



## CASE STUDY



### CUSTOM CATEGORY SECTION

[www.good.is/cities](http://www.good.is/cities)

Six-part VIDEO SERIES

Ten-part INFOGRAPHIC SERIES

### CUSTOM EDITORIAL SERIES

Cities, Rethought



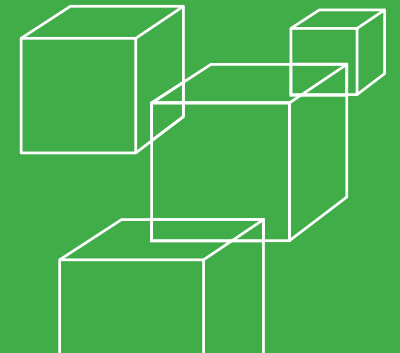
Three INTERACTIVE APPLICATIONS

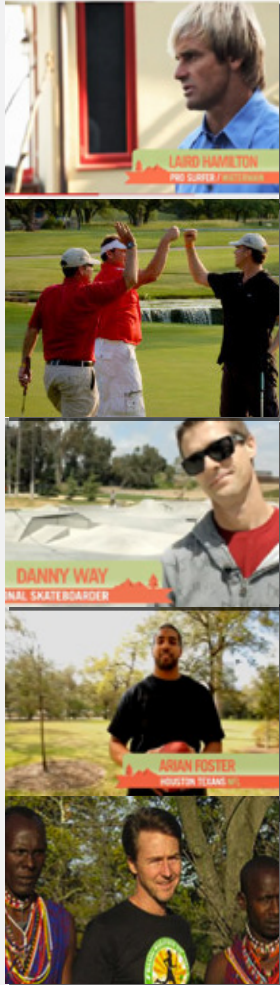
demonstrating ibm smarter planet services

CUSTOM PUBLICATION: 1.5 Million copies in the new york times and harvard business review

|                   |  |
|-------------------|--|
| <b>57 MILLION</b> | Media impressions on <a href="http://www.good.is">www.good.is</a>              |
| <b>12 MILLION</b> | Media impressions over-delivered   |
| <b>3 MILLION</b>  | Visits to IBM-owned <a href="http://www.good.is/cities">www.good.is/cities</a> |
| <b>800,000</b>    | Visits to IBM-sponsored infographics   |
| <b>600,000</b>    | Views of IBM-sponsored videos  |
| <b>9,000</b>      | Re-tweets  |
| <b>5,000</b>      | Facebook shares  |
| <b>2:24</b>       | Average engagement time with IBM-sponsored content                             |

**FORD**—Through *Reinventing The Outdoors*, GOOD + Ford brought together celebrities, content, charities, PR, social media and traditional digital advertising to create a ground breaking program that has established Ford as an authentic supporter of the outdoors. We aimed to reach millions of people and get them engaged with the Ford Explorer brand in an innovative and personal way. We succeeded.





fall

are: Post Photo Link Via

Write something...

**GOOD** Reinventing the Outdoors contest with Helping Hand to the Boys & Girls Club find the local chapter near you.

How You Can Help Albuquerque - C  
www.good.is

**GOOD** Reinventing the Outdoors how to help organizations and play in nature.

Help Bill Time, T  
www.go

2 minutes ago · Unlike

You and 4 others like

Write a comment...

**GOOD** Reinventing the Outdoors Norton role you might not treasures of the Maasai w

Edward Conse  
www.g

your answer correct. My answer is incorrect, might please tell me why I'm wrong.

<http://www.good.is>

Follow

News Feeds Following Followers Lists

**GOOD** Today is the last day to vote on which nonprofit wins \$50,000. Watch videos & cast your vote here: [www.good.is/voting-with-ford](http://www.good.is/voting-with-ford)

**GOOD** Help us give one worthy nonprofit \$50,000 with @Ford. Learn more about each nonprofit and vote here <http://www.good.is/voting-with-ford>

Reposted by and others

**GOOD** @GOOD Los Angeles, CA @GOOD is the association of people who care about our world. We make it possible, inspire it, and help it grow. We make it possible, inspire it, and help it grow. We make it possible, inspire it, and help it grow.

2 minutes ago · Unlike

You and 4 others like

Write a comment...

**@CambridgeFordOH** Cambridge, OH

#Ford is partnering with @GOOD to launch "Reinventing the Outdoors." The winning organization will win a \$50,000 grant! <http://bit.ly/kQVCQo>

4 hours ago · Unlike

You and 4 others like

Write a comment...

**@ParrishDubs** after seeing the @good reinventing the outdoors campaign i think i'm going to an explorer instead of a tundra

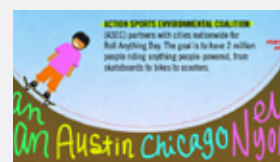
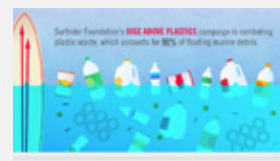
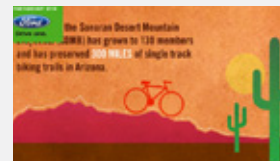
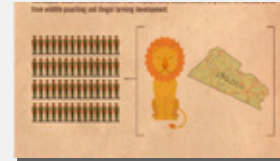
8 hours ago · Unlike

You and 4 others like

Write a comment...

**@robblejap** su.pr/1oVPEa Final Day to Help One Nonprofit Win \$50,000 (@GOOD St

20 May via Tweet Station



**THE DAILY GOOD** Final Day to Help One Nonprofit Win \$50,000

IT'S YOUR LAST CHANCE TO VOTE

STICK IS ON THE LINE TO ENACT CHANGE. HELP WHAT MATTERS. VOTE TO HELP.

In partnership with the new Ford Explorer

It's been an exciting week here at GOOD as we reach the final day of the Reinventing the Outdoors contest. Six nonprofits have been competing for your votes and while it's been a tight race, it's still anybody's game. Be sure to support your favorite organization and log in to vote today.

And if you're not sure which is your favorite, then take a few minutes to read about each of the six organizations below. Through their work, these organizations have inspired celebrities to join their cause and support their missions.

Boys & Girls Club of Albuquerque / Arjan Foster →  
Sonoran Desert Mountain Bicyclists / Todd Wells →  
Action Sports Environmental Coalition / Danny Way →  
Cancer for Children / Will Farrell →

**THE DAILY GOOD** Another GOOD Thing: Vote Now and Help a Nonprofit Win \$50K!

6 NON-PROFITS TO HELP YOU HELP

YOU CAN HELP

GET IT →

SHARE IT →

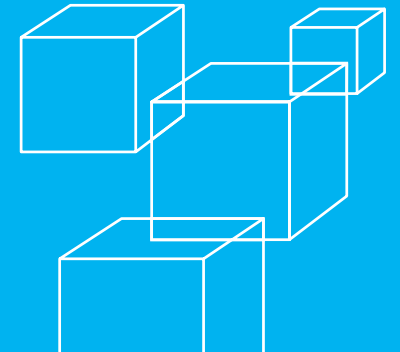
RANDOM GOOD

GOOD needs help to get the word out about the contest. Help us by sharing this post on Facebook and Twitter. We'll be happy to share yours back!

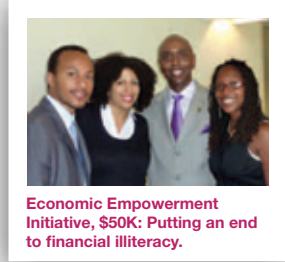
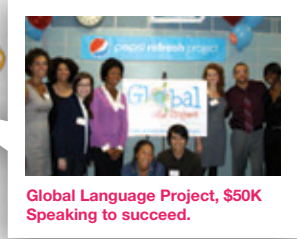
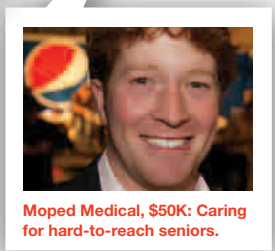
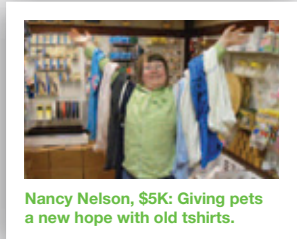
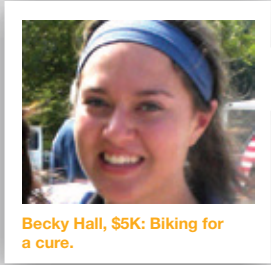
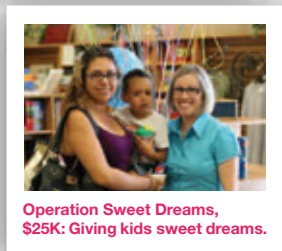
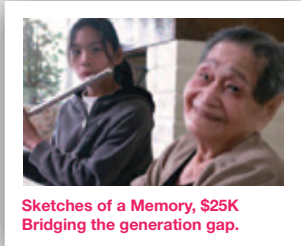


|                     |   |
|---------------------|---|
| <b>1.5 MILLION</b>  | Blog post page views                        |
| <b>30 MILLION</b>   | Social media impressions                    |
| <b>400,000</b>      | Video streams                               |
| <b>27.5 MILLION</b> | Starbucks Wi-fi Digital Network impressions |
| <b>10.8 MILLION</b> | Social impressions                          |
| <b>5.4 MILLION</b>  | Traditional media impressions               |
| <b>6.3 MILLION</b>  | Digital media impressions                   |
| <b>22.5 MILLION</b> | Total impressions                           |

**PEPSI**—In 2010, the *Pepsi Refresh Project* united America's everyday heroes to bring awesome ideas to life. As a groundbreaking, crowd-driven brand engagement campaign, the Pepsi Refresh Project awarded millions of dollars in grants to ideas big and small that move the world forward. GOOD helped to create and execute the entire program – providing the perspective and insight to ensure its authenticity and credibility.



CASE STUDY



|                       |  |
|-----------------------|--|
| <b>76 MILLION</b>     | Votes on refresheverything.com                 |
| <b>13 MILLION</b>     | Web visitors                                   |
| <b>3.24 BILLION</b>   | Earned media impressions                       |
| <b>\$65.6 MILLION</b> | In earned media value                          |
| <b>3,041,851</b>      | Total Facebook fans                            |
| <b>52,860</b>         | Total Twitter followers                        |
| <b>\$8.3 MILLION</b>  | Raised beyond refresh grants and in-kind gifts |

# THE FIVE TENETS OF A GOOD PARTNERSHIP

- 1 We make business success
- 2 We turn the audience into advocates
- 3 We create change through communication and action
- 4 We partner with an entire network of influencers
- 5 We share as opposed to sell

EXISTING AT THE  
INTERSECTION OF THE  
VALUES REVOLUTION AND  
THE DIGITAL REVOLUTION,  
WE AT GOOD ENTER  
EVERY PARTNERSHIP  
WITH A CONSTANT EYE  
TOWARDS ANSWERING  
THE QUESTION:

WHAT DO WE  
WANT PEOPLE  
TO ~~KNOW~~ DO?

**THANK  
YOU!**

Please join us at [www.good.is](http://www.good.is)