

# GLOBAL AUDIENCE, GLOBAL COMMUNICATIONS APPROACH



Unilever



 **Computershare**

# INTRODUCTIONS



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UNILEVER



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COMPUTERSHARE



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# COMPUTERSHARE

## GLOBAL EMPLOYEE EQUITY SERVICES

North America  
**500+** plan clients

Europe, Middle East and Africa  
**650+** plan clients

Asia and Pacific  
**300+** plan clients



**1,200+**  
Equity experts

**35+**  
Years of equity  
experience

**5.3m**  
Participants

**US\$165bn**  
Equity assets under  
administration



Unilever

Unilever is a global fast-moving consumer goods (FMCG) organisation with the purpose of making sustainable living commonplace. Unilever combines Unilever N.V. headquartered in Rotterdam, Netherlands and Unilever plc headquartered in London, UK.

**We make some of the best known brands in the world in three key sectors:**

- Beauty and Personal Care;
- Foods and Refreshment;
- Home Care.

Throughout our organisation, **we employ over 160,000** people who deliver a range of sustainable products used by 2.5 billion people on any given day, generating revenues in the region of **£62.6 billion a year.**




# HOW DO YOU ENGAGE WITH A GLOBAL AUDIENCE?



It's all about the individual...

**31** % of consumers **wish their shopping experience**, was **far more personalised** than it currently is.



**81** % of consumers **want**  
**brands to get to know**  
**them and understand when**  
**to approach them.**



**62%** of consumers **expect**  
companies to **send**  
**personalised offers** based  
on recent activity.





# AFTER A PERSONALISED EXPERIENCE...

**44%** likely to become a **repeat customer**

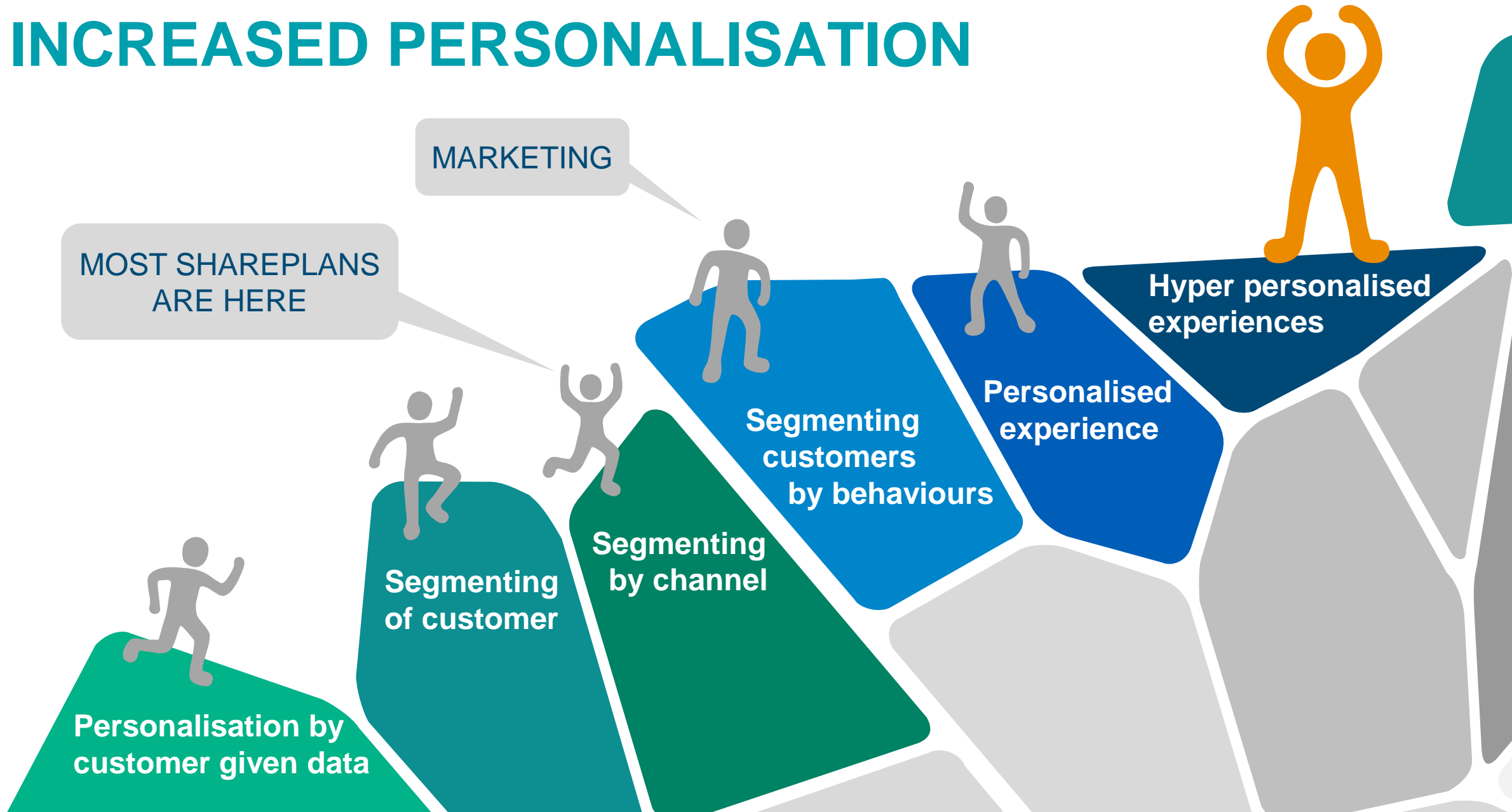
**32%** likely to leave a **positive review**

**39%** likely to **tell friends or family (or colleagues)**

**22%** likely to **post positively on social media**



# INCREASED PERSONALISATION



MARKETING

MOST SHAREPLANS  
ARE HERE

Segmenting  
of customer

Segmenting  
by channel

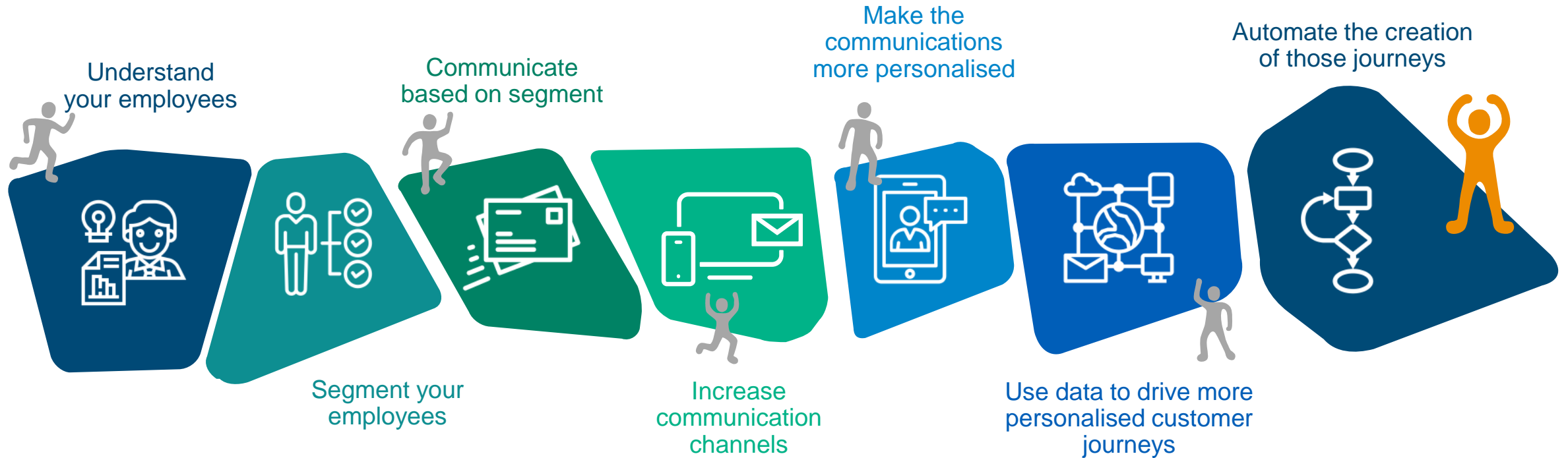
Segmenting  
customers  
by behaviours

Personalised  
experience

Hyper personalised  
experiences

Personalisation by  
customer given data

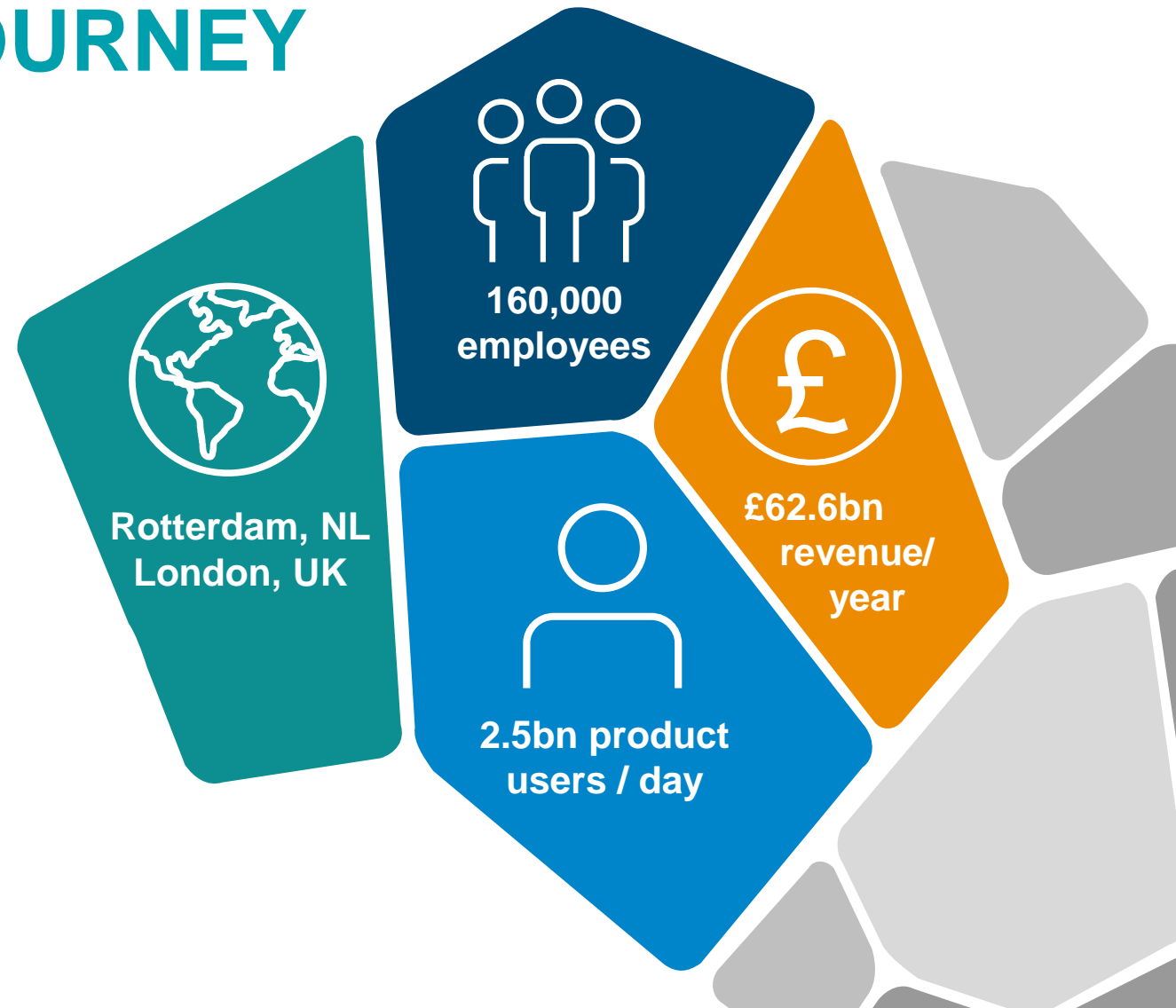
# HOW DO YOU DO IT?



# UNILEVER – THE START OF OUR COMMUNICATIONS JOURNEY

## PRE-2015 SHARE PLANS

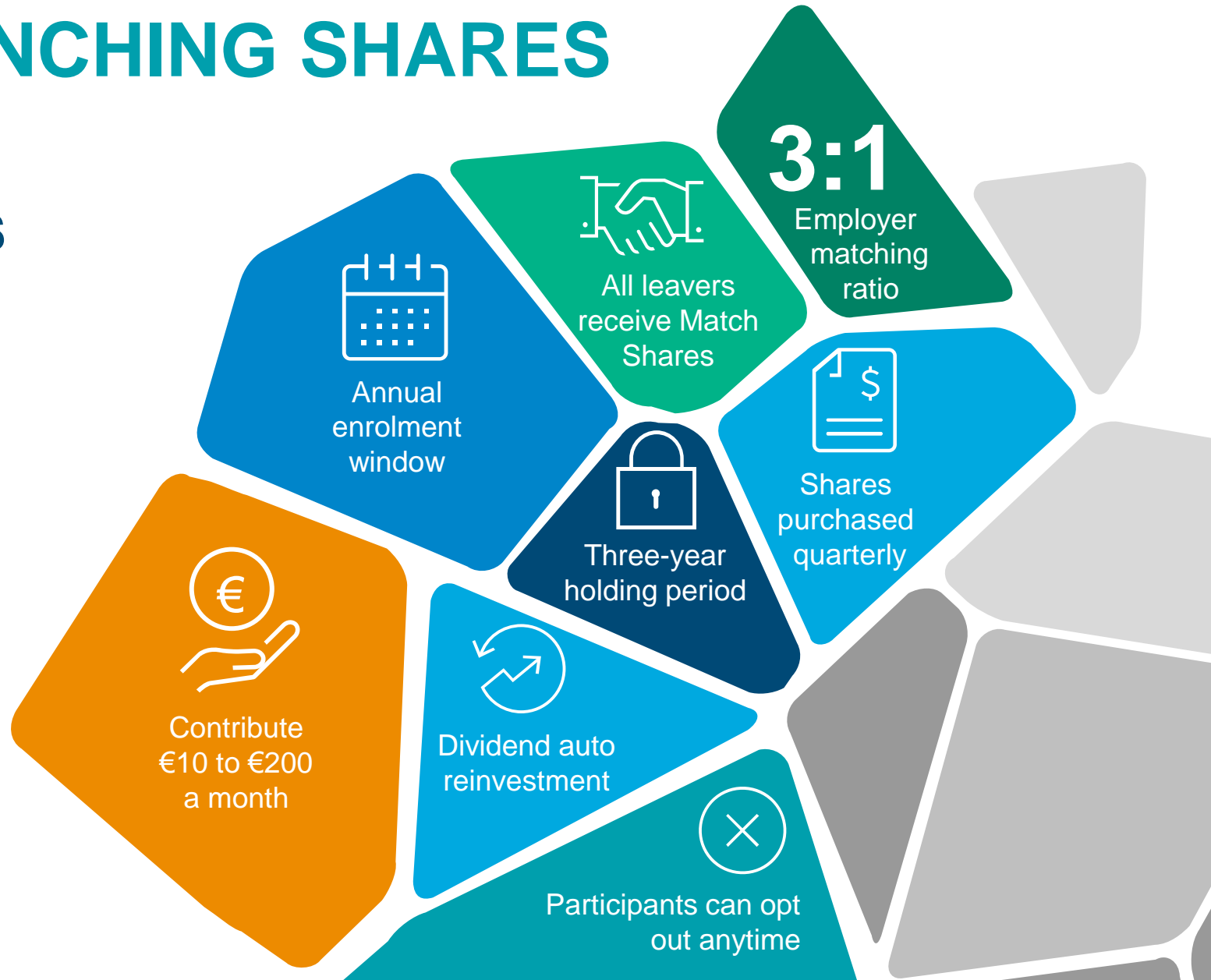
- Exec plans (GPSP and MCIP)
- Offered in 70+ countries
- 1.7% of employees eligible



# UNILEVER – LAUNCHING SHARES

## POST-2015 SHARE PLANS

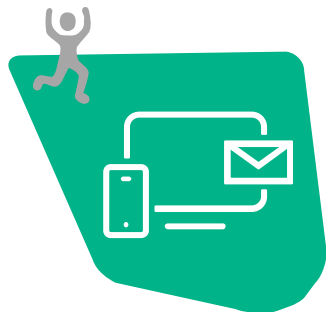
- Launch GESP (SHARES)
- 125,000 employees
- 100+ countries



# UNILEVER – THE FIRST VEST 2018

## MAJOR CONSIDERATIONS

- First time thousands of employees globally had ever been involved in a vest
- Quarterly payroll tax deductions
- Language / culture / education barriers



Increasing  
communication  
channels

# UNILEVER – EXEC PLANS

Significant changes were made to how we rewarded Execs and we removed the GPSP

## **WE NEEDED TO ENGAGE THE EXECS ABOUT THEIR EMPLOYEE SHARES, AND HELP THEM UNDERSTAND:**

- The plan
- The total reward potential
- How we link their reward to Unilever's success

## **FEW EMPLOYEES EVER QUITE UNDERSTOOD MCIP:**

- Couldn't remember what they invested in the plan
- Didn't understand how Unilever's performance impacted their ROI when the match shares vested

# UNILEVER – EXEC PLANS

Increased the personalisation of the communications

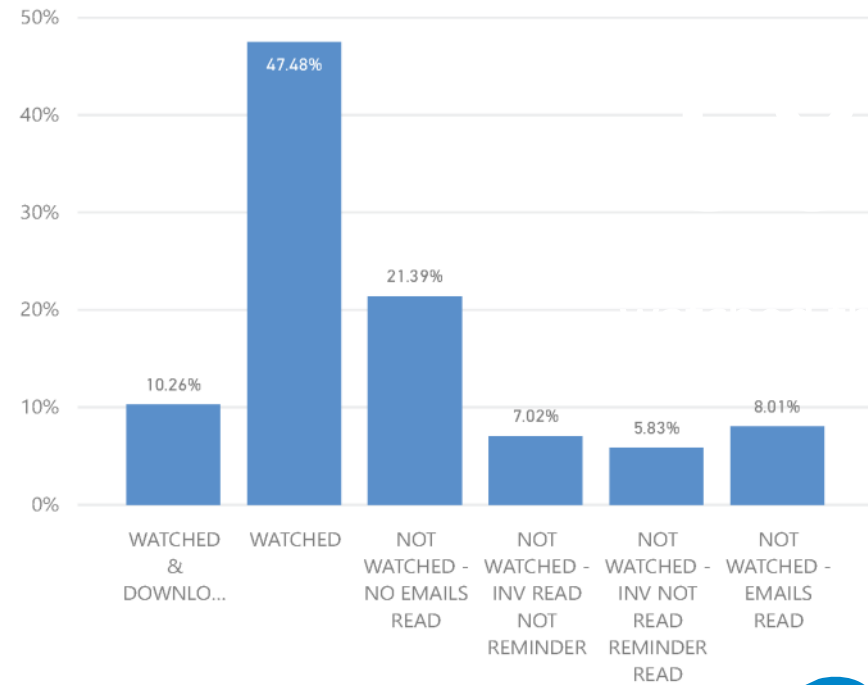
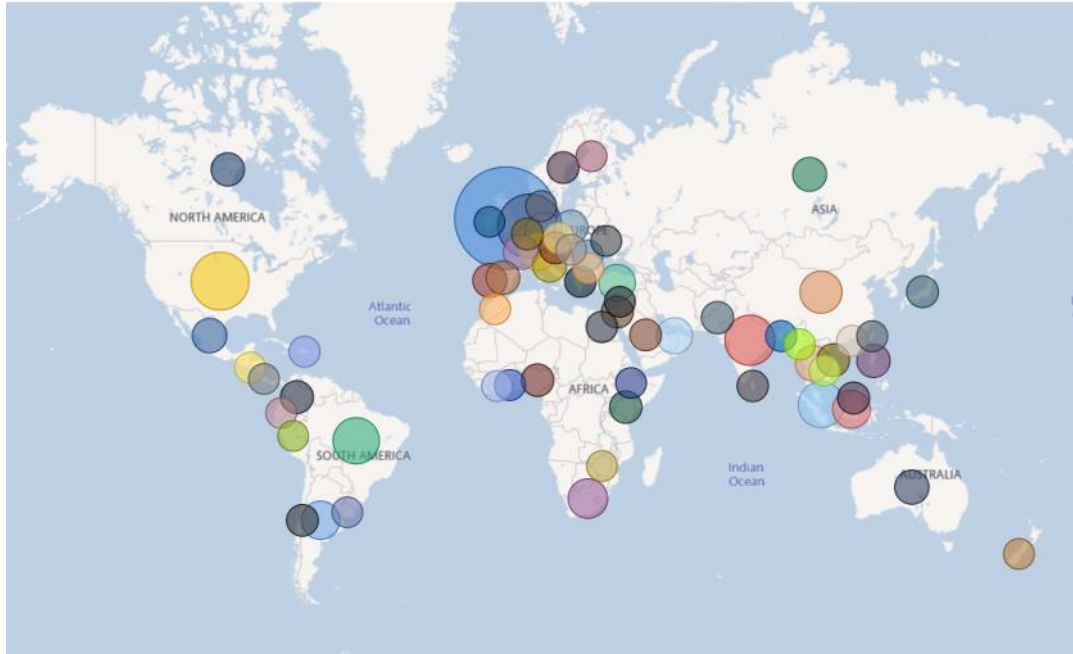


Make the communications more personalised

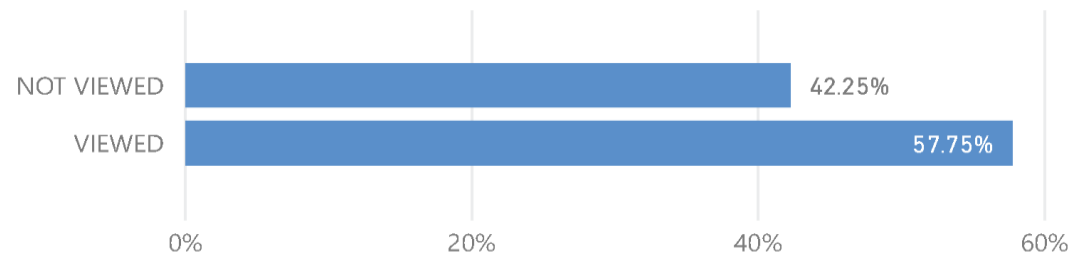




# UNILEVER – THE RESULTS



Viewed or not viewed?



**58%**  
of employees  
watched the  
video

# UNILEVER – THE RESULTS

**“The single most positively received initiative we’ve ever launched!”**  
Peter Newhouse, Global Head of Reward

**“Truly well done”**  
Paul Polman, Unilever Former CEO

**“Bravo”**  
Lisa Wywoda, Unilever North  
American Total Reward Director

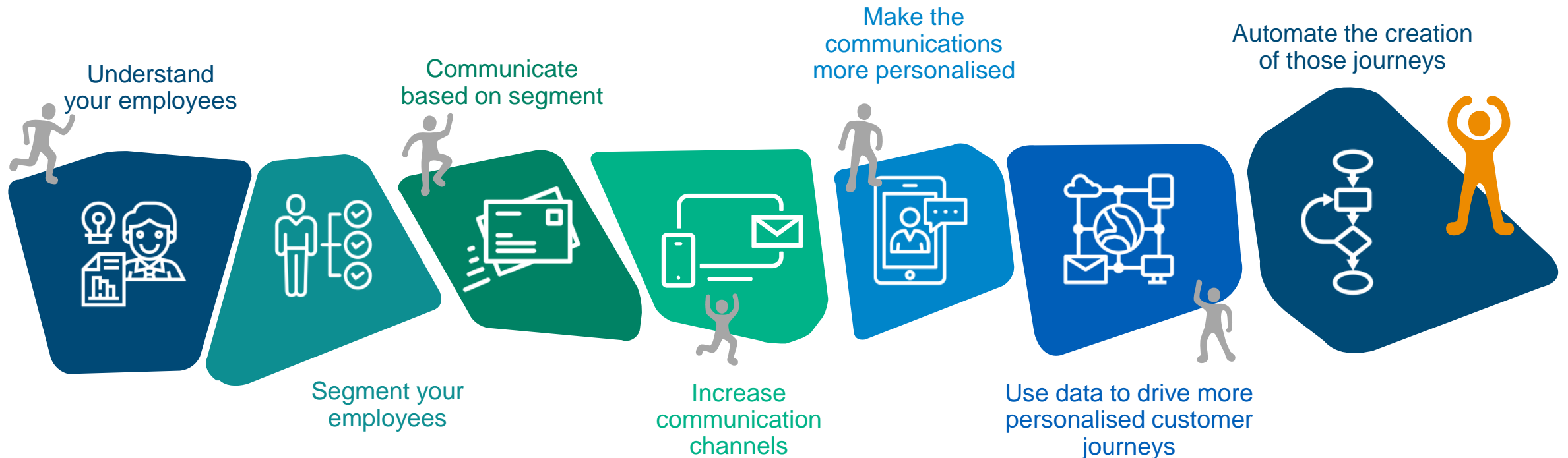
**“Wow, really great, outstanding, thanks for that.”**  
Francesco Azzara, Unilever European Logistics Director

**“This personalised video is SOOOO COOOL!**  
For the first time I really have a clear understanding  
of how convenient MCIP is.”  
Alessandro Ventura, Unilever North American CIO

**58%**  
of employees  
watched the  
video

# WHAT'S NEXT

- Continuing to look at new channels & how they can be personalised to get the best engagement
- Understanding the data from the video, how people interacted & what they want to see next



# What could the future look like?

## The future is not defined but...

- **More personalised communications – specific to the employee & what's important to them**
  - **Communications delivered at the right time to make the most impact**
  - **Extra communications depending on where & how much interaction the employee has with the communication**
  - **Seamless cross channel customer journey personalised to the client**
  - **AI driven customer journeys**
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