

FedEx



- **Date:** ongoing
- **Mission**
 - In the face of cutthroat competition by DHL, TNT, and UPS, create a unique FedEx position and maintain share of voice across 14 Asia Pacific markets.
- **Method**
 - International level counsel and on-the-ground management in diverse, developing Asia-Pacific markets.
 - Media relations positioning and outreach in 14 markets.
 - Development, implementation, and testing of Asia-Pacific crisis preparation and handling policies.
 - Creation and implementation of corporate social responsibility and sustainability communication strategies for the region.
 - Integration of Communications and Government Relations functions.
 - “From scratch” positioning, strategy, and launch of new Operating Companies in APAC, e.g. FedEx Kinko’s APAC, FedEx Trade Networks APAC.
 - Internal change management for announcements affecting 6000+ staff.
 - Development, global coordination, external and internal outreach strategy for major announcements such as new APAC hub, launch of China domestic service.
- **Measurement**
 - Despite competitors’ 200%+ ad spend and FedEx’s relatively lower market share:
 - Ranked #1 in the majority of all media coverage measurements in 87% of Asian markets.
 - Robust – and increasing – share of voice in regulatory messaging and outreach.
 - Numerous reputation awards, e.g. “China’s most influential multinationals”; “Best Company for Women”; “Employer of Choice” (top ten in most markets; #1 in 3 markets); Asia-Pacific 200; etc.



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