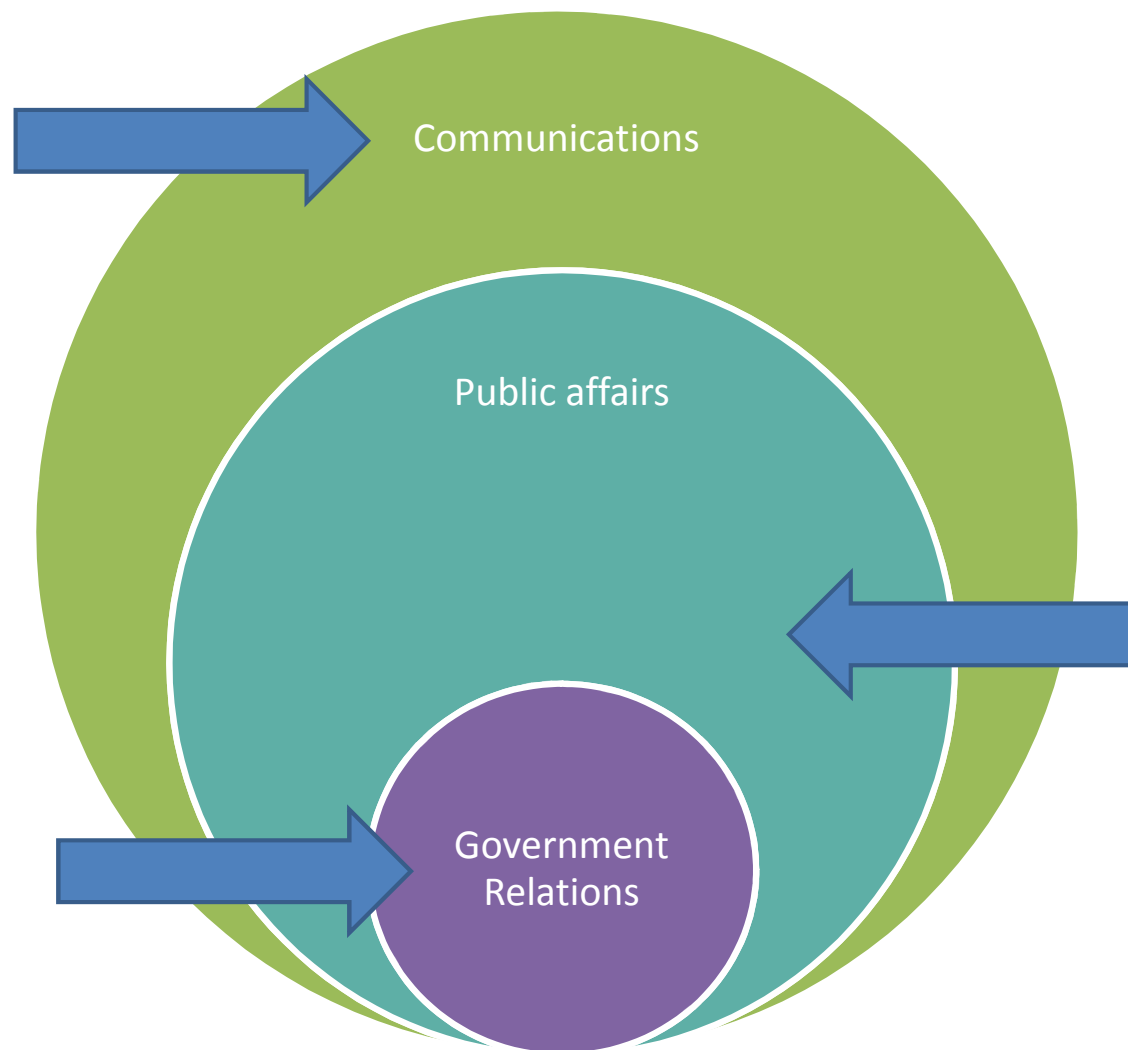


Communications, public affairs and government relations

The transmission of a message to a target audience using a variety of tactics or channels in an effort to *affect a change* in the target audience's attitude or behaviour. That audience could be a consumer, another business or a policymaker.

The specific *tactic* of direct interaction with our target audience (policy-makers). Depending on the market, the openness of government and regulation this may be more or less used as a tactic.



Communications aimed at influencing our specific *audience* (policy-makers) to change their views or behaviour on policy issue.

Tactics /channels to do this include direct interaction (government relations/lobbying), but depending on the issue, its development and the market also may include inter alia media relations, third party mobilisation (grassroots, grassstops) and digital communications.