Auto-ID Center: Communications

• Overview
  – Objectives and Strategy
  – PR Action Group

• Field Test
  – Message Testing
  – Media Results

• Looking ahead …
Communications Objectives & Strategy

- **Build** consensus for technology
  - Technology suppliers
  - Packaging companies
  - End users (manufacturers, retailers)
  - Consumers and consumer influencers

**Strategy:**
- **Identify** and **outreach** to influential media

**Results to date:**
• **Unify** and **align** the voices of the Center’s staff, sponsors, and partners

**Strategy:**

> Educate Center’s staff, sponsors, and partners in **messages** and **policies** for public communication

**Results to date:**

> Consistent and contained message delivery to media
Communications Objectives & Strategy

• *Persuade* key audiences that the Center’s vision will not compromise consumer privacy

Strategy:

- *Open* dialogue with selected influencers and organizations in consumer privacy

Results to date:

- Developed position paper with input from NCL
- Seeking reviews with eight additional privacy issue influencers in U.S. and UK
Auto-ID Center: PR Action Group

- Communications professionals from sponsoring companies technology/trade partners
- Play critical role as:
  - Partners and planners
  - Reviewers
  - Co-Educators
  - Amplifiers
  - Co-Implementers
Field Test: Communications Plan

• Formed Field Test PR Action Group
  – Determined near-term key audiences
  – Established PR guidelines for communicating to internal audiences and media
  – Mapped out media strategy

• Conducted consumer message testing research
**Consumer Message Testing**

- **Methodology**
  - Internet-based consumer study conducted with Procter & Gamble
- **Objective**
  - Measure consumer reaction about technology and field test
Message Testing: Methodology

- 317 consumers participated
  - Panelists evenly skewed male/female, 18+
  - Geographically diverse
- Responded to an article as if reading for first time in a newspaper
- Message points tested
  - Acceptance of technology
  - Privacy
  - Health and Safety
  - Credibility of spokespeople/attributions
Acceptance of Technology

• 83% grasped the idea and thought technology was beneficial
• 35% responded neutral or had negative feelings about technology
  – Advantages for manufacturers were obvious, but less so for consumers
  – Commercial benefits seen having adverse effect for consumers, i.e. no more sales
78% reacted negatively
- More than half claimed to be extremely or very concerned
- “Big Brother” used in 15 separate cases to describe technology
- Consumers did not want “smart tags” in their homes
- Reassurance that “tags” could be turned off and privacy guaranteed was not compelling
Privacy: Comments from both sides

Negative
• “I DO NOT want any tags on articles in my home.”
• “I don’t think corporations can be trusted with that information.”
• “This is a nightmare scenario – where money is to be made the privacy of the individual will be compromised.”

Positive
• “Some would sacrifice gains by stifling progress in the name of privacy ... it’s time to move ahead.”
• “Give me something to improve my life at price of demographic data, I’m all for it.”
• “Privacy can be handled with personal firewall software.”
61% expressed some negative reactions
- 21% extremely or very concerned
- Consumers already aware and receptive of safety issues, i.e. wireless technology
- Interested in more testing/research to prove that health is not an issue
CREDIBILITY OF SPOKESPEOPLE

• Reactions were neutral
  – 48% thought Center spokespersons was extremely or very credible
  – Less than 9% felt they were not credible
  – Organizations quoted: National Consumers League, Privacy Foundation, National Council on Radiation Protection and Measurements
MESSAGE TESTING: SUMMARY

• Near-term
  – Field Test communications plan on strategy and commercial-facing messages validated

• Long-term
  – Privacy is the key issue
    • Broader strategic approach needs to be developed – inclusive of Center, sponsors, technology/trade partners
  – Health and Safety
    • Messages can and should be strengthened
  – Identify credible consumer ‘voices’
Field Test: Media Results

- Media’s response was immediate and positive
- Phase I media outreach included substantive articles in:
  - Supermarket News
  - Mass Marketing Review
  - Frontline Solutions
  - Chain Store Review
  - Internet Week
  - Context
- Opportunity for sponsors to share corporate message
**FIELD TEST: MEDIA RESULTS**

- Consistent commercial-facing headlines and messages:
  - “Smart Tags Come to Retailing”
  - “Auto-ID Center tests RFID's ability to track inventory”
  - “New supply chain pilot includes well-known retailers”
  - “Technology revolution under way”
  - “Wal-Mart Begins ID Tag Tests at Sam’s”
Communications: Looking Ahead

- Design next wave that would broaden number and scope of audience as Field Test progresses
- Leverage global opportunities to further build excitement for Center’s vision
  - Sister labs: Asia (Q1’02), Latin America (Q2’02)
- Privacy: Anticipatory Issues Management
  - Expand efforts to include policy makers
Questions & Answers