Rethinking thought leadership
Oxford Economics: a true thought leader

- Founded in 1981 as a joint venture with Oxford University, Oxford Economics is a world leader in global quantitative analysis and evidence-based thought leadership.

- Drawing on our extensive quantitative skills, our dedicated team of experienced editors, survey analysts and web 2.0 experts can provide truly innovative thought leadership.

- We extend the insight from surveys, interviews and panel discussions with empirical evidence derived from our global models and databanks, market forecasts and economic impact studies.

- And we engage executives by delivering our analysis through the latest formats, such as benchmarking tools, interactive models, social media, videocasts and Telepresence events.
What sets our thought leadership apart

- **A distinctive brand:** a leading global research firm with linkages to Oxford University and broad access to private and public decision-makers.

- **World-class team:** thought leadership specialists supported by 75 top economists and a global network of experts.

- **Advanced models:** for creating break-through analysis, evidence-based research and convincing business cases.

- **Rich database:** figures and forecasts on 190 countries, 85 industrial sectors and 2,600 cities that can be used to explain or validate trends.

- **Collaborative and flexible:** we can work together with you in any role—from providing data inputs to managing the full thought leadership program.
Today’s thought leaders are often thought followers—simply restating survey opinions or producing me-too white papers.

At Oxford, we believe that true thought leadership should be:

- **Original**
- **Relevant**
- **Engaging**
- **Challenging**
- **Evidence-based**
- **Collaborative**
- **Decision-support**
- **Forward-looking**
Our clients include many of the world’s top thought leaders.
Our findings are widely picked up by the media

Because of the originality of our analysis and the independence of our brand, our thought leadership receives broad media attention. As a research firm, we are able to work in partnership with you and any media brands on high-impact public relations campaigns.
Evidence-based research
Statistically rigorous surveys

Our quantitative expertise enables us to conduct surveys that can support innovative thought leadership programs.

- Create the questionnaire
- Develop the respondent sample
- Survey executives anywhere in the world
- Target any industry or function
- Conduct research over the phone or web
- Interpret, validate and write up results
- Segment and benchmark results
- Apply cluster, factor or correlation analysis
- Build forecasting models from findings
Why select Oxford Economics for surveys?

- **World-class survey team:** A leader in global quantitative analysis, Oxford has a dedicated team of over 75 economists, statisticians and survey specialists, backed by a network of over 100 in-country analysts.

- **Unique analytical capabilities.** Our team not only is expert in creating compelling surveys, but has the skills to conduct any form of statistical analysis: from cross-tabulations, correlation and cluster analysis to developing benchmarking tools and models from survey findings.

- **Unparalleled access to global executives:** In addition to our own global client base, Oxford has unique access to executive panels of multiple research alliance partners. As a result, we can ensure responses from executives targeted by industry, job title, country and topic within just 3-4 weeks.

- **A respected, independent brand:** With ties to Oxford University, a reputation for objectivity and the ability to translate questions into any language, our surveys receive high completion rates by executives.
Personal interviews and peer interchange

Our access to executives in 700 client organizations—and through our global expert network—provides us with the ability to conduct executive interviews and peer interchange around the world.

- **Personal interviews.** Our team is highly skilled in interviewing executives, policymakers and customers, and writing up insightful case examples.

- **Advisory boards.** We can set up peer groups of corporate, academic and government leaders to guide research.

- **Moderating discussions.** We are adept at facilitating a frank exchange of ideas among executives.
Social media research hub

We can create blog-based research hubs that allow us to engage respondents in a two-way dialog to add a qualitative dimension to survey findings.

As part of this process, we can leverage multiple social media assets—the interactive blog itself; social media sharing functionality; micro-blogging via Twitter and “blog-launched” structured surveying.

Social media research hubs work best when used in conjunction with online surveys.
Market and product forecasting

To provide a forward-looking perspective, Oxford Economics can draw on its rich portfolio of forecasting tools and resources:

- The leading integrated global econometric model—renown for its forecasting track record.
- A unique industry model that analyzes future trends in 12 industries across 68 countries.
- A rigorous databank providing data and forecasts for 190 countries, 85 industrial sectors, 2,600 cities and sub-regions.
- The ability to collect, estimate and forecast data on a wide range of markets, products and topics.
Economic impact analysis

Business is under greater pressure to demonstrate value to customers, policymakers, investors and the public. An effective way to do this is through Oxford’s impact analysis. This versatile tool can assess:

- The value of your business—its strategies, products, services, technologies or investments.
- The economic or social benefits of a market or industry – for jobs, GDP and tax revenues
- The impact of regulatory change, tax policies or government programs
- The ROI on CSR programs—from sustainability to diversity
Scenario analysis

In these volatile times, unexpected shocks can destroy profits, disrupt supply chains and upend business models.

That is why executives are building scenario analysis into their strategic thinking.

Our global models provide the ideal framework to explore alternative scenarios: from domino defaults in the Eurozone to overheating in emerging markets.

Scenario analysis can ensure that your thought leadership is provocative and visionary.
Our *Global Economic Model* is used by a wide group of government organizations—from the World Bank and the Federal Reserve to Bank to the Bank of England and OPEC. It provides an ideal framework for assessing the economic impact of macro policy proposals, both at a national and global level.
Creating decision-support
Within 90 days, we can publish thought-provoking white papers on a diverse array of issues. We can publish under our brand, the client’s brand, or in partnership. Typically 15-20 pages in length, these papers can include the following elements:

- **An executive summary** highlighting key findings.
- **In-depth interviews** with executives, independent experts and E&Y partners.
- **Case studies and vignettes** from leading firms and organizations.
- **Engaging charts and tables** to illustrate the key points of the research.
- **Calls to action** to help readers plan their future strategies.
Concise briefing papers

Oxford also can produce shorter briefing papers that can provide variations on a theme. These 8-10 page briefing papers can:

- Highlight salient research findings, with quotes from executives, including your own.
- Feature several short case studies and at-a-glance charts and tables.
- Be published under either or both brands.

Briefing papers typically take 30-45 days to produce, and they can be released as an ongoing program of decision support in keeping with a client’s marketing schedule.
Think pieces, newsletter articles and press releases

Less can be more when trying to reach busy executives. Oxford’s editorial team can produce short think pieces or newsletter articles, each approximately 2-3 pages in length.

These articles can be published as content for thought leadership programs, corporate websites or client newsletters.

We can cover a diverse range of issues and draw on any of our research findings.
Business rankings

- Oxford Economics’ rankings are highly respected and typically receive broad global press coverage.
- Executives and policymakers value our rankings as benchmarking tools and useful at-a-glance information.
- Our rankings can add a unique analytical dimension to most thought leadership research.
- We have created rankings for an assortment of topics—from countries, industries and cities to market conditions, business risks, income levels and future trends.
Clients can enhance their thought leadership papers and websites with provocative data, charts and infographics from Oxford Economics.

Oxford “charticles”, which combine data with pithy narrative, can be an effective way to engage executives.

Our comprehensive global databank gives us the ability to tailor data and analysis to your needs.

We can deliver the content how and when you need it--and help you post it on your corporate website.
Thought leadership 2.0
Benchmarking tools

To make the analysis relevant to executives, we can produce benchmarking tools based on quantitative data drawn from surveys or economic research.

These benchmarking tools can allow users to compare their corporate strategies, practices and viewpoints with those of their peers.

For example, we recently created a benchmarking tool that enables HR executives to see how the diversity of their global workforce stacks up against industry norms in 40 key world markets.
Interactive decision-support

Oxford’s interactive tools can ensure deeper customer interaction and boost website usage.

- Our interactive databanks can enable executives to find exactly the data they want in an intuitive way.
- We can create models that allow decision-makers to conduct analysis tailored to their specific needs.
- Clients can use these tools to forecast trends or see how external events may affect their business.
Oxford offers a range of custom web 2.0 options that enable you to engage with your target audience.

- We can create online communities, debating forums, blogs, videocasts, webinars and online polls.
- Facebook, Twitter and other channels can be incorporated into our programs.
Microsites and executive programs

Microsites draw together key research components into a valuable decision-support tool.

- Provide a rich experience for users and can serve as a unique centerpiece for executive programs.
- Stimulate ongoing interaction with your customers and prospects.
- Host any published materials, such as white papers, articles, survey results, case studies and press releases.
- Feature any thought leadership 2.0 elements, such as blogs, video interviews, benchmarking tools and social media hubs.
Developing a successful thought leadership program requires a systematic marketing approach.

By applying the latest web technology, we can help you identify your client needs and market gaps.

Working with Muzeview, we measure the most commonly discussed business issues, industries and markets.

We aggregate, categorize and analyze thought leadership from over 100 firms.
Case examples
Digital Megatrends 2015 looked at how economic and technological shifts are transforming global business strategies.

The six-month program included:

- A in-depth white paper, rich research summary and a series of press releases.
- Two global roundtables over Telepresence and a regularly updated microsite.
- A survey of 363 C-level executives and over 30 in-depth corporate interviews.
Rich thought leadership program on aviation

- Our thought leadership program for Airbus included an engaging microsite and beautifully designed white paper with images from National Geographic.
- Our analysis assessed the impact of air travel on eco-tourism and local communities around the world.
- The research provided data used by Airbus’s CEO in a major EU summit.
- It also provided material for use in public speeches by senior executives to a wide range of stakeholders.
Oxford collaborated with Fitch Ratings to write a white paper that assesses the impact of a China slowdown. Oxford used its global economic model to conduct a scenario for 4% growth in China. Our what-if analysis showed the effect on global trade, growth and country risk—and demonstrated the economic strain such a slowdown would put on Asian emerging markets.
This study showed that wealth among millionaire households could more than double over the next decade in 25 major economies, growing from an estimated $92 trillion this year to $202 trillion in 2020.

The study included an executive briefing paper, presentation, press release, database and interactive wealth tool. It was widely picked up by the press around the world, with over 200 citations.
This study examined how companies can use latest technology to speed up their business. The program included a worldwide executive survey, an economic impact model, four regional briefing papers and a global white paper.

Using the survey findings, Oxford created a web-based analytical tool that enabled executives to assess the impact of moving faster on their business and industry.

The program was conducted with SAP to support its work in developing in-memory analytics.
Scenario analysis for white papers

Oxford Economics works together with the McKinsey Global Institute to provide what-if analysis for their reports. *Emerging Consumer Demand in India* and *The New Power Brokers* are examples of McKinsey studies that drew on our scenario modeling.
Our work for Rolls-Royce generated coverage on page 3 of the FT showing how the company supported 0.5% of UK GDP.
CRM program with social media hub

- We worked in partnership with IBM to produce a timely white paper on how social media will transform customer relationships.
- The research included a survey of 351 executives, and a unique social media research hub to identify trends and deliver results.

**IBM Social Media**
Social Media team members and extended members

- **SelenaLBlue** Selena L. Blue
  Only 6% of organizations have fully implemented social CRM systems

- **JohnPietro** John Pietro
  We are building social media into our marketing campaigns
We conducted research for AT&T on how technology can drive productivity and growth. As part of our research we calculated the “ICT dividend,” i.e. the productivity boost from ICT investments.

The analysis helped demonstrate the importance for the EU to invest in ICT to close the productivity gap with the US and other world markets.

This rich program included a white paper, PowerPoint presentation, 14 interviews with executives and experts, video interviews, several client meetings, press releases and a microsite.
Creating evidence to win business

- We quantified the economic contribution of the Karachaganak gas field development on the Kazakh economy for a consortium of BG, ENI, Chevron and Lukoil.
- The study assessed the impact of the gas field on GDP, employment, exports, government finances and investment, productivity and competitiveness.
- The analysis helped the group win the government project.
Oxford conducted an economic impact study for the American Council on Global Nuclear Competitiveness. It found that the nuclear industry could generate 350,000 jobs and produce $542b. The analysis was presented as a white paper and an interactive map that enabled users to click on each state to see relevant findings. The program included press releases and discussions on Capitol Hill.
“This report provides a wake-up call about the threat to one of Australia’s greatest natural assets and the potential cost to Australia.”

Dr John Schubert, Chairman of the Great Barrier Reef Foundation
We conducted a customer survey and produced a white paper on the economic impact of transport delays in London.

“This Oxford Economics report provides an estimate of the economic losses imposed on current travellers to London’s centre by delays on the transport system.”

Bridget Rosewell, Consultant Chief Economist, GLA Economics
Thought leadership on the fashion industry

Helping the British Fashion Council promote London Fashion Week

The Value of the UK Fashion Industry

FIGURE 1.2: SUMMARY OF THE ECONOMIC CONTRIBUTION OF THE UK FASHION INDUSTRY

Direct Impact:
- £6.1 billion
- 83,000 jobs
- £2.8 billion
- 25,000 jobs

Indirect Impact:
- £2.4 billion
- 34,000 jobs

Telegraph.co.uk Friday 18 March 2011

London Fashion Week: Why British fashion is worth £21 billion

Never mind the air-kissing and the odd un wearable dress, we should all take London Fashion Week - which opens today - very seriously indeed, says Clare Coulson.

By Clare Coulson | 17 September 2011

The innovations of Vivienne Westwood's designs are very much a part of British style.
Oxford produced a white paper on global logistics for the express delivery consortium. It included a white paper based on Oxford’s economic analysis.

**The Impact of the Express Delivery Industry on the Global Economy**

*September 2009*

**Figure 1-1: The key stages of a typical express delivery**

- **Customer:**
  - Pick-up: 17 H 30

- **Local Station (Origin):**
  - 19 H 30

- **Country Gateway (Clearance):**
  - 08 H 30

- **HUB:**
  - 06 H 30

- **Local Station (Destination):**
  - 06 H 30

- **Consumer:**
  - Delivery: 08 H 30

**Characteristics of the express industry**

The express industry simplifies and speeds the process of transporting goods. It organizes collection, usually at the end of the business day, allows the sender to access information on the progress of shipments from pick-up to delivery and provides proof of delivery. Where shipments cross international borders, the express industry facilitates customs clearance and provides additional services.
Oxford collaborated with E&Y to create a forecasting group for executives in the UK. The program includes:

- Regular forecasts based on a model of the UK economy that mirrors HM Treasury’s.
- Ongoing face-to-face and virtual interaction with executive members.
- An Item Club microsite that provides access to reports, articles, videocasts and data and forecasts.
About our work
We have produced thought leadership for a range of firms...

<table>
<thead>
<tr>
<th>Client</th>
<th>Project</th>
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<tbody>
<tr>
<td>Accenture</td>
<td>New Waves of Growth: Unlocking opportunity in the multi-polar world</td>
</tr>
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<td>Air Transport Action Group (ATAG)</td>
<td>The Economic and Social Benefits of Air Transport</td>
</tr>
<tr>
<td>Airbus</td>
<td>Aviation: the Real World Wide Web</td>
</tr>
<tr>
<td>American Council on Nuclear Competitiveness</td>
<td>The Economic Benefits of Investing in Nuclear Energy</td>
</tr>
<tr>
<td>American Express, Starbucks, Towers-Watson, Booz Allen, Coca-Cola, Cummins, Edison, OAS</td>
<td>Global Talent 2021: The transformation of labour supply and demand in world markets</td>
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<tr>
<td>Asian Development Bank</td>
<td>Asia Development Outlook</td>
</tr>
<tr>
<td>AT&amp;T</td>
<td>Capturing the ICT Dividend: Using technology to drive productivity in the EU</td>
</tr>
<tr>
<td>BAE Systems</td>
<td>The Contribution of BAE Systems on the UK</td>
</tr>
<tr>
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</tr>
<tr>
<td>BMW</td>
<td>The Value of BMW to the UK economy</td>
</tr>
<tr>
<td>British Fashion Council</td>
<td>The Value of the UK Fashion Industry</td>
</tr>
<tr>
<td>Chartered Institute of Management</td>
<td>The Year Ahead: The view from the top. A survey of 250 CEOs around the world</td>
</tr>
<tr>
<td>Chevron Corporation</td>
<td>The Eurozone Debt Crisis and the Effects on Global Energy Markets</td>
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<tr>
<td>Cisco, Citi, PwC, AT&amp;T, SAP</td>
<td>New Digital Economy: How it will transform business</td>
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...across a broad spectrum of industries...

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<tr>
<th>Client</th>
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<tbody>
<tr>
<td>Deloitte</td>
<td>Sustainability 2011: A difficult coming of age</td>
</tr>
<tr>
<td>Ernst &amp; Young</td>
<td>Economic Eye Forecast</td>
</tr>
<tr>
<td>Fitch</td>
<td>The Impact of a China Slowdown on Global Credit Quality</td>
</tr>
<tr>
<td>Forbes, P&amp;G, AIG, Cargill</td>
<td>Global Diversity 2011: Ranking diversity across countries, industries &amp; occupations</td>
</tr>
<tr>
<td>Geo Economics</td>
<td>The Economic Contribution of BAE Systems</td>
</tr>
<tr>
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<td>Time is Money: The economic effects of transport delays in Central London</td>
</tr>
<tr>
<td>Global Construction Perspectives: Cemex, Holcim, Lafarge, Orascom</td>
<td>Global Construction 2020: A global forecast for the construction industry over the next decade to 2020</td>
</tr>
<tr>
<td>Hays PLC</td>
<td>Creating Jobs in a Global Economy 2011-2030</td>
</tr>
<tr>
<td>IBM Global Business Services</td>
<td>From Social Media to Social CRM: What customers want</td>
</tr>
<tr>
<td>Institute of Public Affairs</td>
<td>The Submission to the Senate Inquiry on Stimulus Packages</td>
</tr>
<tr>
<td>KPMG International</td>
<td>Meeting the Deficit Challenge: Strategies for fiscal sustainability</td>
</tr>
<tr>
<td>McKinsey</td>
<td>How oil, Asia, hedge funds, and private equity are faring in the financial crisis</td>
</tr>
<tr>
<td>Motion Picture Association</td>
<td>The Economic Contribution of the Motion Picture and TV Industry</td>
</tr>
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<td>Open Europe</td>
<td>Trade Liberalisation and CAP Reform in the EU</td>
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...and a rich variety of management issues.

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<tr>
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<th>Project</th>
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<tbody>
<tr>
<td>PwC</td>
<td>Global Risk Review</td>
</tr>
<tr>
<td>Rolls Royce</td>
<td>Roll's Royce's Contribution to the UK Economy</td>
</tr>
<tr>
<td>SAP</td>
<td>Real-time Business: Playing to win in the new global marketplace</td>
</tr>
<tr>
<td>Savills</td>
<td>Emerging from Crisis: The prospects for London</td>
</tr>
<tr>
<td>Severn Trent</td>
<td>The Impact of the cost of capital on the water industry</td>
</tr>
<tr>
<td>Shell</td>
<td>Energy Scenarios to 2050</td>
</tr>
<tr>
<td>The Work Foundation</td>
<td>Core Cities: Enabling sustainable economic growth</td>
</tr>
<tr>
<td>TNT, UPS, Fedex &amp; DHL</td>
<td>The Impact of Express Delivery Industry on the Global Economy</td>
</tr>
<tr>
<td>UK Film Council</td>
<td>The Economic Impact of the UK Film Industry</td>
</tr>
<tr>
<td>UK Space Agency</td>
<td>The Size and Health of the UK Space Industry</td>
</tr>
<tr>
<td>United Nations</td>
<td>Key Economic Developments and Prospects in the Asia-Pacific Region</td>
</tr>
<tr>
<td>US Travel Association</td>
<td>ROI on US Business Travel</td>
</tr>
<tr>
<td>US-China Business Council</td>
<td>The China Effect: Assessing the impact on the US economy of trade with China</td>
</tr>
<tr>
<td>Western Union</td>
<td>A Celebration of 160 Years in Business: The macroeconomic view of the next decade</td>
</tr>
<tr>
<td>World Economic Forum</td>
<td>The GCC Countries and World Scenarios to 2025</td>
</tr>
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<td>World Travel &amp; Tourism Council</td>
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