



**Real.
World.
Change.**



gravity GLOBAL Edge Empower: Real. World. Change.

EDUCATION FOR GENDER EQUALITY

Real. World. Change.



Links to view

Edge Brand Film:

<https://vimeo.com/gravitylondon/review/707020135/a922d68c0f>

Edge POV Film:

<https://vimeo.com/gravitylondon/review/735500303/336a4d1863>

Edge Empower Film:

<https://vimeo.com/gravitylondon/review/712920239/29d2c7f775>

Edge Product Demo Film:

<https://vimeo.com/gravitylondon/review/764894292/a41ed77b95>

Microsite:

<https://www.edgeempower.com/>





Summary

EDGE Strategy is a purpose-led, international DE&I business looking to raise the awareness of its Software based solution in a competitive space. To achieve the cut-through required, we created a new brand, with a powerful call to action to deliver Real. World. Change. To support the brand, we devised a new creative route, and a comprehensive Go To Market strategy using our Fame, Admiration and Belief (F.A.B) methodology, focusing on building brand Fame to drive global brand awareness, Admiration to maintain front of mind awareness and Belief in the value to be gained from becoming an EDGE customer

and ultimately becoming an EDGE Certified organization. The results of this campaign have been extraordinary, achieving **123%** increase in positive media coverage YoY, a **300%** increase in brand engagement, **70%** increase in brand sentiment, and a three-fold increase in follower base and engagement on social channels. We also brokered an agreement with Billie Jean King (the tennis superstar and Global DE&I Advocate) as an EDGE ambassador, helping elevate EDGE and its founder Aniela Unguresan on a global stage where she is now heralded as a recognised Forbes Influencer.



About the Client Company

EDGE Empower® is the complete software-based diversity, equity and inclusion (DE&I) solution that enables organisations to become eligible for EDGE Certification and bring the same discipline and rigour to DE&I as they would to other business-critical missions. EDGE Empower® is brought to the market by EDGE Strategy, a business founded in 2013 and based in Switzerland. EDGE Strategy is currently working with more than 250 large organisations in 56 countries across a diverse range of sectors and industries, and at different stages in their DE&I journey, from world-renowned publicly listed companies to Central Banks, International Organizations, UN agencies and global sporting federations.

Objectives of the Campaign

The principal challenge facing EDGE is the need to demonstrate growth to its investor and committee members. The DE&I 'space' is crowded but relatively immature in terms of their understanding of DE&I strategies and compliance, and EDGE needed not only a point of difference, but also clear communication around how businesses can use the 'tools' within EDGE Empower® to support their journey to become EDGE Certified (the only independent third-party DE&I audit and certification).

We recognised that while they had a great product (EDGE Empower® - the name given to it by Gravity's brand strategy team), its target audiences lacked awareness and understanding. We needed to reach the key decision makers – typically C-suite and Group-Level HR Directors, whilst influencing the wider buying group (DE&I leads, HR Managers etc), adapting the message and channels (i.e the media) accordingly.

Strategy

We created comprehensive Go To Market strategy using our Fame, Admiration and Belief (F.A.B) methodology, focusing on building brand Fame to drive global brand awareness, Admiration to maintain front of mind awareness and Belief in the value to be gained from becoming an EDGE customer and ultimately becoming an EDGE Certified organization.

The campaign was anchored to a core brand idea and creative execution delivered through a variety of disciplines including:

- Equipping and activating their employees with new marketing and sales collateral - which included a new Sales Playbook, Scripts, Presentations and Product Demo.
- Raising the profile of the CEO (Aniela Unguresan) and the Board (notably Simona Scarpaleggia), through PR, social media, and speaking events, connecting them to HR/DE&I professionals, media and influencers with global and local activation aligned to a centralised media strategy.
- Improving the customer and on-boarding experience ('Land and Expand') to improve retention and allow Customer Success teams to upsell and cross-sell EDGE solutions
- Designing and building a full customer journey within HubSpot that automated and personalized the customer experience based on demographic and behavioural insights (Email, Landing Pages, Sales Insights). This included developing and implementing a content strategy at speed, to support the lead lifecycle from the Top of the Funnel to the Bottom.

Our Omnichannel ABM program focused on two core audiences to raise awareness / understanding – and ultimately drive action (meeting / demo)

- the Decision Maker / Buyer (CEO and HR Directors)
 - the Buying Group (DEI Leads, CFO, General Counsel)
- ABM accounts were identified using specific criteria – namely:
- (1 to Many) Enterprise with over 5,000 'global' employees
 - (1 to Few) Marquee / Industry Leaders e.g., brands that the industry follows
 - (1 to 1) Using Intent signals and company insights to identify in-market companies OR companies who are about to start the research phase.



The Creative Expression

For the creative treatment, we really wanted to capture a 'realness' with in our imagery/people as well as portray the brand as honest and living in the moment/in the now.

By using a high contrast black and white photographic style, we also removed the contrast of skin colour, creating an inclusive playing field so the viewer wouldn't

distinguish the people shown in the comms by skin colour or ethnicity. Having our subjects looking straight down the lens also challenges the viewer, posing them a visual

question 'what do you see?' and 'How do you see me?'

Real. World. Change was a wakeup call to businesses and organisations. It's time for them to get REAL. To take a closer look as the WORLD has moved on. It's not time to talk about diversity and inclusion, it's time to act. Now the world is ready and calling for meaningful CHANGE today, are you ready to face it and make the difference?

Having arrived at our brand thought, we trialled performance creative based on misconceptions and intersectionality. For example, using the concept of unconscious bias we wanted to see whether CxO audiences across regions reacted differently to 'ethnicity', 'sexuality', 'disability' and 'gender' – whilst performance based, the results suggest a big challenge and the need to address the problem face on.

- White women performed best and specifically better in the US and Europe than ethnic minorities.
- Asian / Arabian Men and Women performed better than African / Black Men and Women
 - Men always performed slightly better than women i.e., Black women performed worst, despite being almost identical layouts.
- Mixed white teams performed better than Mixed race teams, the same was true for disability i.e. images of teams without a disabled person performed better.
- Advertising data actually supported EDGE's core mission and challenge that unconscious bias in western corporations and cultures is rife.

This led to use producing the 'look in the mirror' campaign, to highlight the unconscious bias. We needed audiences to realise that they are perpetuating the very problem we are trying to solve – without realising it.

Media, channels and techniques

The channel mix was truly omnichannel, but we only selected media partners through a DE&I lens. For example, if a social network had recently been involved in a discrimination case OR publicly mistreated their employees – we would seek an alternative. The mix included Paid and Organic Search, Paid and Organic Social (LinkedIn, Instagram, YouTube and initially Twitter), and Programmatic Display and Video.



Target Audience

Primary

Chief Executive Officers
HR Directors / Chief People Officer
Board Directors with ESG responsibility / Head of OR Chief
Board Directors with specific DE&I responsibility / Head of OR Chief
Board Directors (legal, risk, remuneration, governance)

Secondary

Chief Financial Officers
HR /DEI Leaders (e.g. regional)
Head / senior Compensation / Benefits / Remuneration
General Counsel / Head of Legal
HR Managers

Tertiary

Chief Marketing Officers / Head of Brand
Investors
Employees

Timescales

Months 1 – 3: Research & Discovery – devising the Public Relations strategy including the leadership profile building programme (devised and initiated). Identifying key media and key events matched to target audiences. Creating a new process to get buy-in from the comms departments of EDGE customers so that press release could be created for every new EDGE Certification.

Month 3 – 12: activation and reporting
The campaigns are all ongoing.

Campaign ran (and the data is recorded) between May and November 2022



Results

HIGHLY CONFIDENTIAL

Not for publication

The results of our campaign have been spectacular including:

- *Securing 405 earned mentions*
- *Attaining a potential reach in excess of 143,000,000.*
- *All media coverage and speaker platforms were earned (none of the results were paid for).*
- *In terms of the coverage attained: 87% was positive; 13% neutral. No negative sentiment*
- *123% increase in positive media coverage YoY*
- *Brand Searches up 81% YoY*
- *Brand Mentions increased by 109% YoY*
- *Brand Reach increased by 155% YoY*
- *300% increase in brand engagement*
- *70% increase in brand sentiment*
- *70% in positive brand conversations YoY (all channels) and 123% increase in positive media coverage YoY*
- *Disproportionate Share of Attention, moved from -9 in 2021 to +44 in 2022*
- *A three-fold increase in follower base and engagement on social channels.*



Budget

Highly Confidential. Not for Publication

Brand, creative and GTM Budget: £150,000

Media activation: £140,000 (60:40 split on brand and demand)

PR and social: £150,000



Client Testimonial

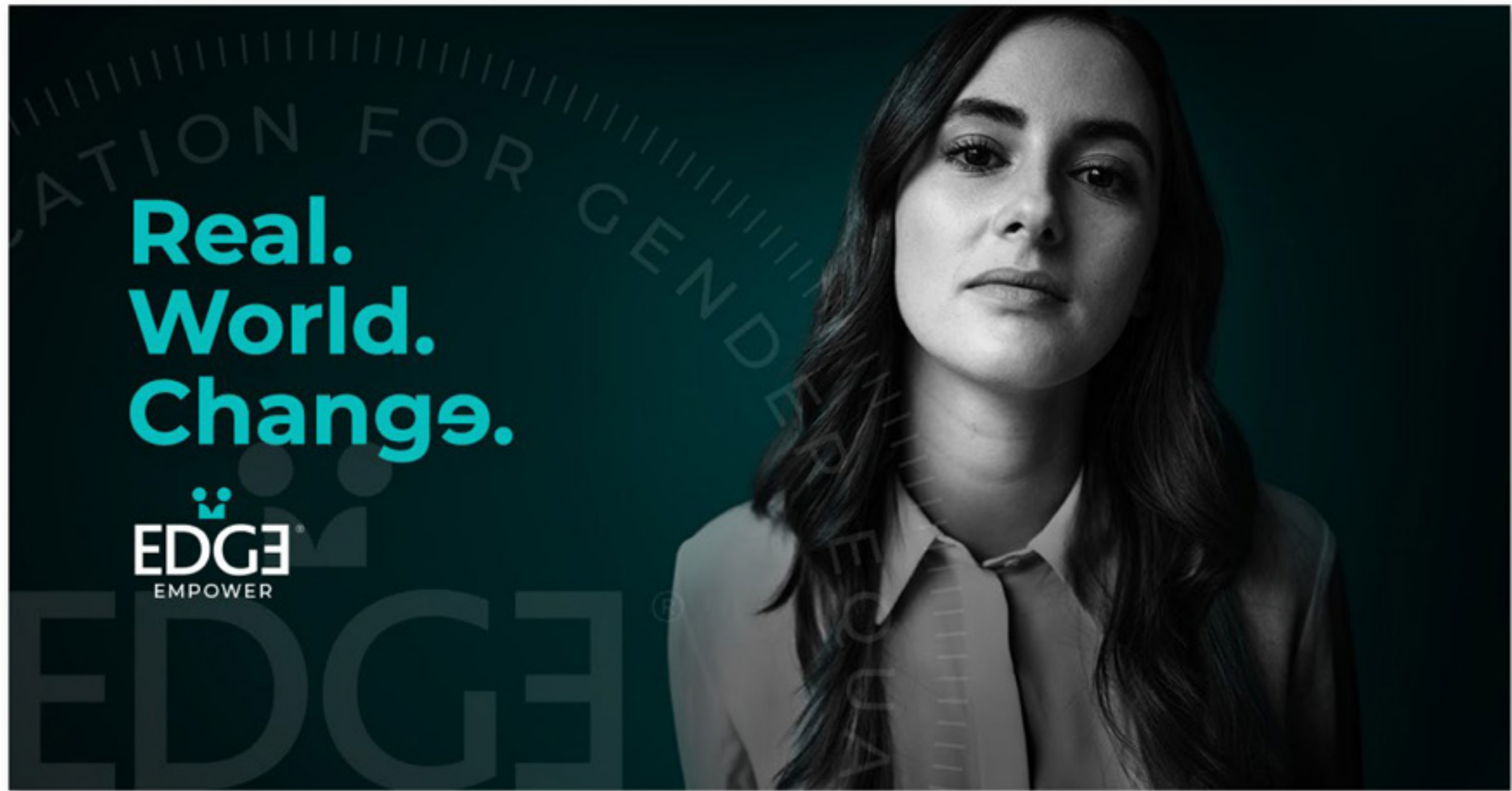


The insight from the Gravity Global team and the framework provided by their Fame, Admiration and Belief (F.A.B) methodology has led to some exceptional content and campaigns that are in turn building awareness and delivering proven results. Gravity's work in re-branding our business, with a striking new identity and visuals, has brought new energy and excitement to the business, and our stakeholders. Their work in developing a new purpose, new narratives, and new collateral supported by high quality thought leadership content, are all playing a critical role in delivering our vision to create Real. World. Change.



Aniela Ungurasan
Founder, EDGE Certified Foundation





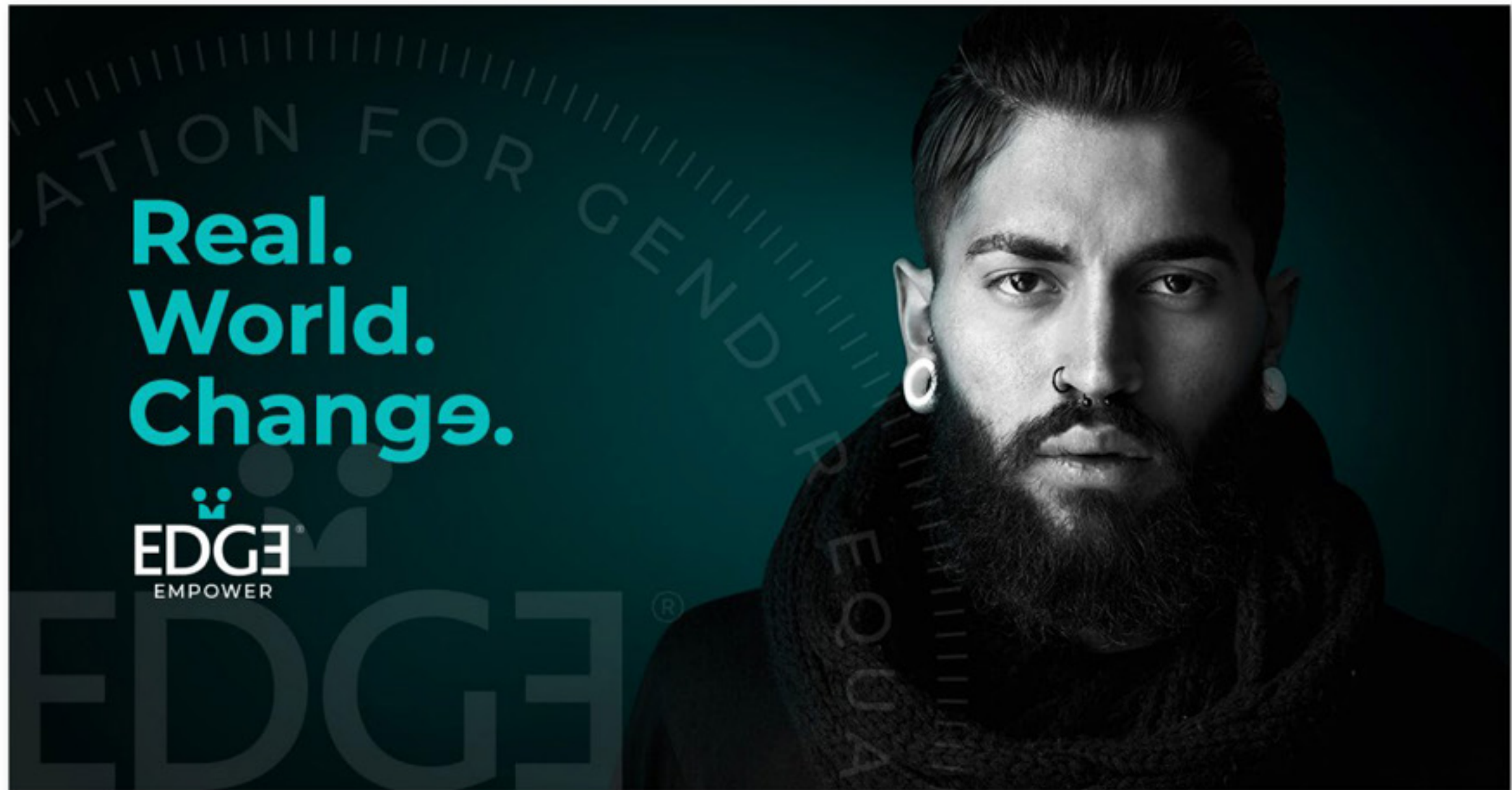


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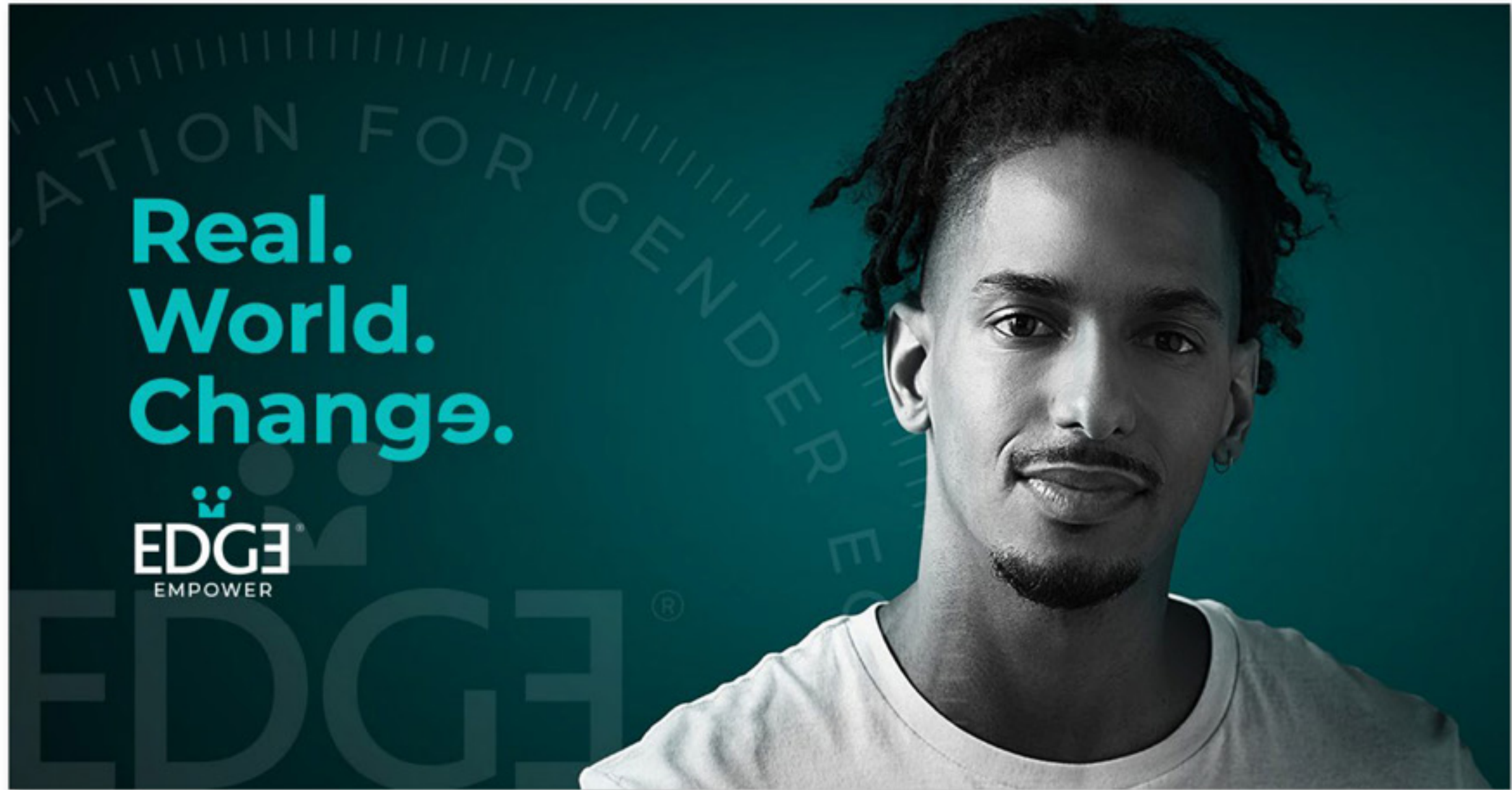
EDGE
EMPOWER

ATION FOR GEND

EDGE









EDGE **BJK** BILLIE JEAN KING ENTERPRISES

Closing the gender pay gap

The gender pay gap is the difference between men's and women's average pay.

Currently, it currently stands at 22% across OECD, at 19% in the EU (source: Europe and 18% in the US (source: Pew Research Center).

While several objective factors contribute to the gap across different qualifications, skills, profiles of responsibility or job responsibilities, there might be a portion of the pay gap that cannot be objectively explained by any other factors than gender for employees doing the same work or work of equal value – called the unexplained or adjusted gender pay gap.

There are five actions that organizations can implement in combination to manage pay equity, minimize pay disparities, and garner broader recognition from their internal and external stakeholders.

“I think the reason is that unless you're intentional, things usually don't change.”
— Billie Jean King

EDGE **BJK** BILLIE JEAN KING ENTERPRISES

Implementing the actions to close the pay gap can be a complex process. Organizations preparing to become EDGE Certified will undertake a rigorous analysis of salary and pay to assess unexplained gender pay gaps.

The management of pay is critical for an ongoing business. Organizations can manage pay equity through various means, including: internal and external pay surveys, compensation analysis, and pay equity audits.

Internal pay gaps can be closed through various means, including: internal and external pay surveys, compensation analysis, and pay equity audits.

External pay gaps can be closed through various means, including: internal and external pay surveys, compensation analysis, and pay equity audits.

Organizations preparing to become EDGE Certified will undertake a rigorous analysis of salary and pay to assess unexplained gender pay gaps.

Real, World Change. Be part of it.

EDGE **BJK** BILLIE JEAN KING ENTERPRISES

5 steps to closing the gender pay gap

- 1. Implementation**
Implement a policy or set of practices that support your organization's commitment to closing the gender pay gap. This commitment should be reflected in the organization's mission statement, values, and code of conduct.
- 2. Measurement**
Measure the gender pay gap. This can be done through internal pay surveys, external pay surveys, or third-party audits. The following are key factors to measure:
 - Gender pay gap by job function
 - Gender pay gap by education level
 - Gender pay gap by experience
 - Gender pay gap by tenure
- 3. Communication**
Communicate your organization's commitment to closing the gender pay gap. This can be done through internal and external communications, including: newsletters, reports, and social media.
- 4. Engagement**
Engage your organization's employees in closing the gender pay gap. This can be done through: employee surveys, focus groups, and town hall meetings.
- 5. Evaluation**
Evaluate your organization's progress in closing the gender pay gap. This can be done through: internal and external audits, and third-party audits.

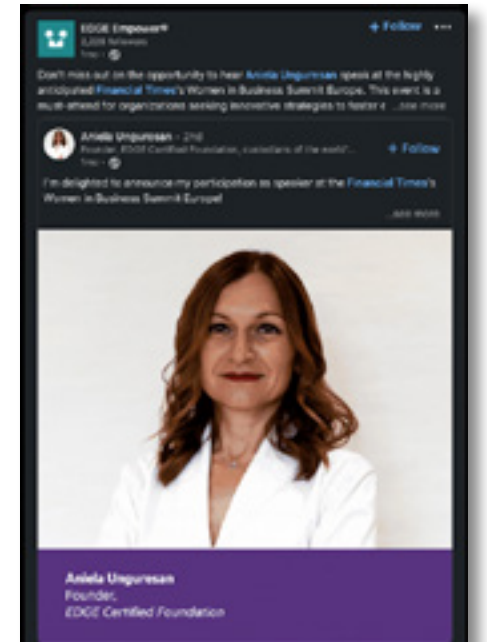
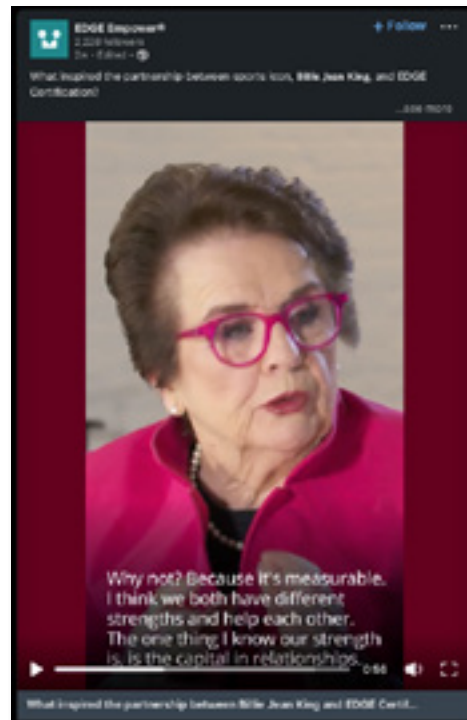
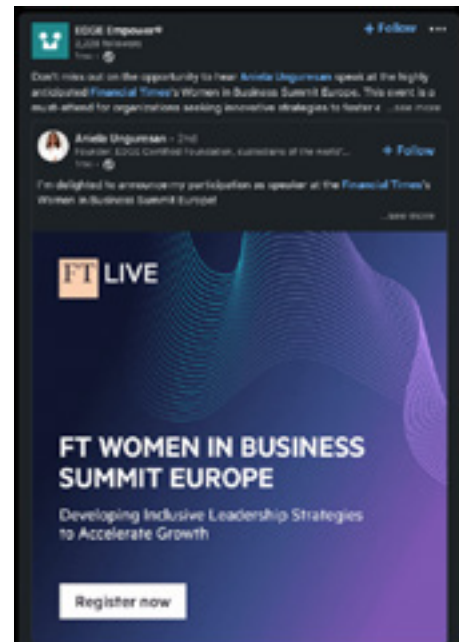
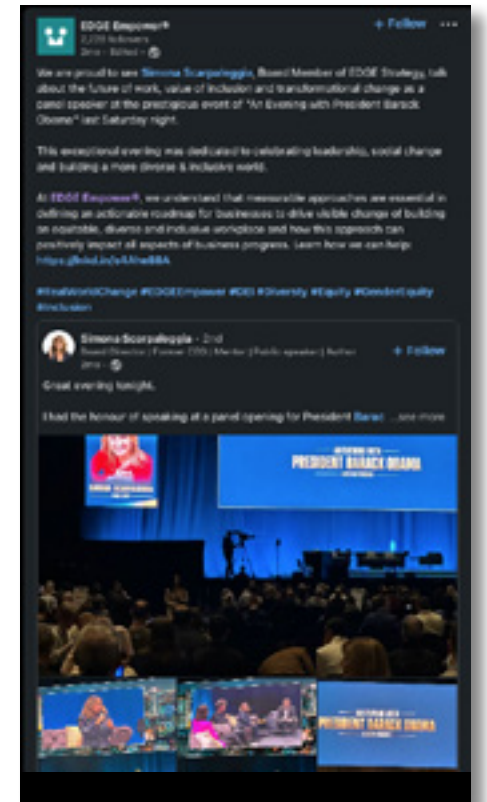
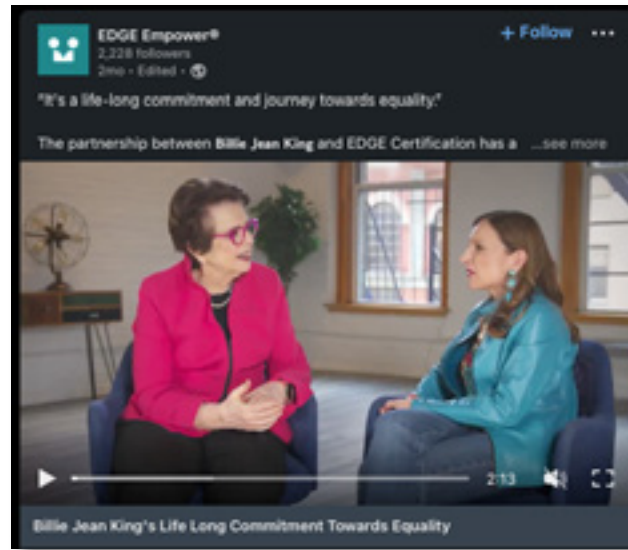
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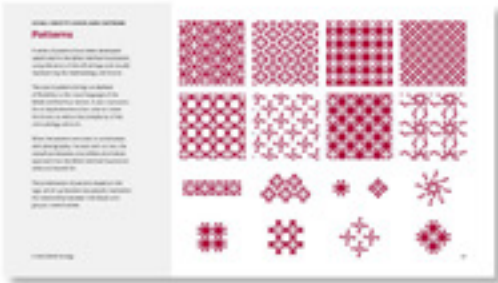
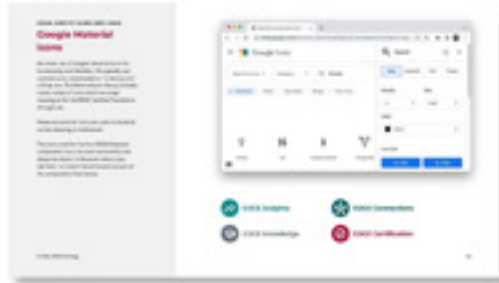
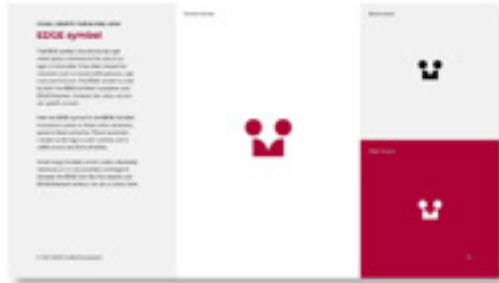
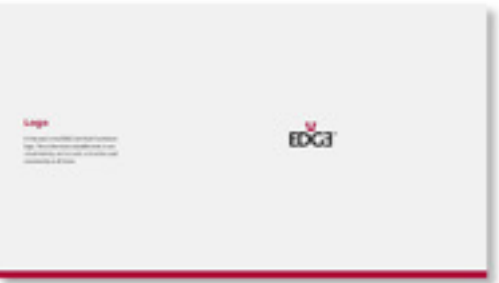
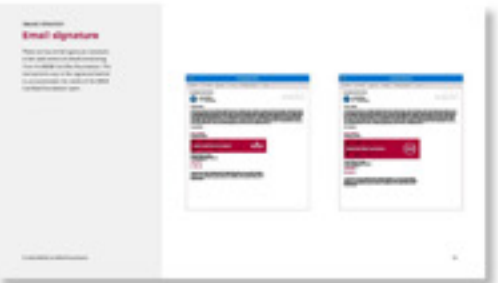
EDGE Certification, the leading independent third-party certification for gender and intersectional pay equity, is a rigorous and comprehensive process. Organizations preparing to become EDGE Certified will undertake a rigorous analysis of salary and pay to assess unexplained gender pay gaps.

Get started today.

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Social Posts – a Selection









Look in the mirror

Are your customers' values reflected in your brand?

Our world is becoming more diverse, more inclusive and equity gaps are closing. Consumers look to brands they buy from to lead and transform the workplace and the wider communities they serve.

Wherever you are in your DE&I journey, EDGE Empower enables you to move faster and achieve the internationally recognised EDGE Certification – a visible mark of trust for the businesses changing our world.

Make **Real. World. Change.**
Visit edgeempower.com



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Connecting people, ideas and experience



Empower Real.



In one integrated DE&I solution



Empower Real. World. Change.



Make Real. World. Change.



Empower Real. World. Change.




Make Real. World. Change. With EDGE Empower

Discover more



With multiple features in one integrated DE&I solution

Watch Video





Different perspectives build vision



See how DE&I change empowers businesses



Make real and visible DE&I change



With real stories from leaders who have done it



See how EDGE Empower delivers



Real. World. Change.



Real. World. Change.

[Discover more](#)

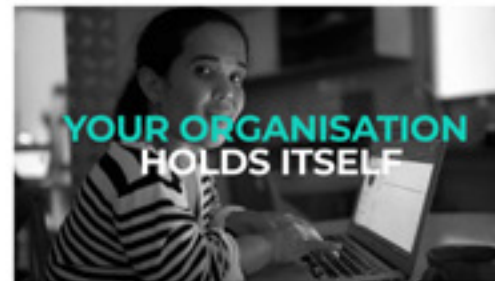


Real. World. Change.

[Discover more](#)







IT'S A
REAL WORLD
APPROACH

FOR MAKING
REAL CHANGE.

REAL.

REAL. WORLD.

REAL. WORLD. CHANGE.

EDGE
EMPOWER







ONE DE&I SOLUTION FOR

ONE DE&I SOLUTION FOR
REAL. INSIGHTS.

REAL. INSIGHTS.



REAL. KNOWLEDGE.



REAL. CONNECTIONS.



REAL. CERTIFICATION.



EMPOWERING YOUR DE&I JOURNEY TO



EDGE
EMPOWER

Helping you make
REAL. WORLD. CHANGE.

EDGE Empower
FOUR POWERFUL COMPONENTS FOR REAL. WORLD. CHANGE.

SAAS-BASED DE&I SOLUTION

EDGE Insights EDGE Knowledge EDGE Connections EDGE Certification

Powerful Analytics
Actionable Insights
Detailed Action Plans

EXCHANGE IDEAS

ASK FOR ADVICE

Independently verified
External and Internal credibility
Benchmark against
EDGE Global Standards

EDGE Empower
HOW IT WORKS

Race/ethnicity
Gender identity
Disability
LGBTQ+
Nationality
Age

HR DATA
POLICIES & PRACTICES
EMPLOYEE SURVEY

Analytics on representation, career flows and predicted future representations
Pay gap analysis
Analysis of effectiveness of processes, and inclusiveness of the culture
Benchmarking against peers and the EDGE Global Standards
Impactful action plans

CERTIFIED

EDGE Assess EDGE Move EDGE Lead

EDGEplus

REAL. WORLD. CHANGE.

EDGE CONNECTIONS

BEST PRACTICES

THROUGH LEADERSHIP

Ask questions
Share experiences
Collaborate on challenges
Access thought leadership
Access to real DE&I experts

REAL. WORLD. CHANGE.

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Book a demo with one of our DE&I experts.
edgeempower.com