

An Intelligence Platform that tracks communications alignment and dissonance, uncovering both opportunity and risk.

OPRG

March 07, 2025

12 month Diversity Equality Inclusion messaging change

NETFLIX -86%

DEI Posts by Netflix

23 → **3**
Aug 2023 Jan 2025

EY -98%

DEI Posts by EY

45 → **1**
Aug 2023 Aug 2024

Deloitte. -88%

DEI Posts by Deloitte

92 → **11**
Aug 2023 Aug 2024

accenture -97%

DEI Posts by Accenture

64 → **2**
Aug 2023 Aug 2024

 **PHILIP MORRIS INTERNATIONAL** -82%

DEI Posts by Philip Morris

33 → **6**
Aug 2023 Aug 2024

Walmart  -94%

DEI Posts by Walmart

120 → **7**
Aug 2023 Aug 2024

Agenda

Snapshot

Platform Benefits

Our Unique Lenses

The Platform - 3 Key outputs

OPRG mini-Insight Report / Live Demo

P&G, Samsung Electronics America, and Health Care (Organon ~ Gilead)

How we can work together

Q+A/Next Steps

Snapshot



In this ever changing economic and political landscape, consistency in positioning and messaging is key.

Coverage:

Fortune 500+ companies
+ 5,000 C-Suite execs
28 Data sources, incl near real time LinkedIn

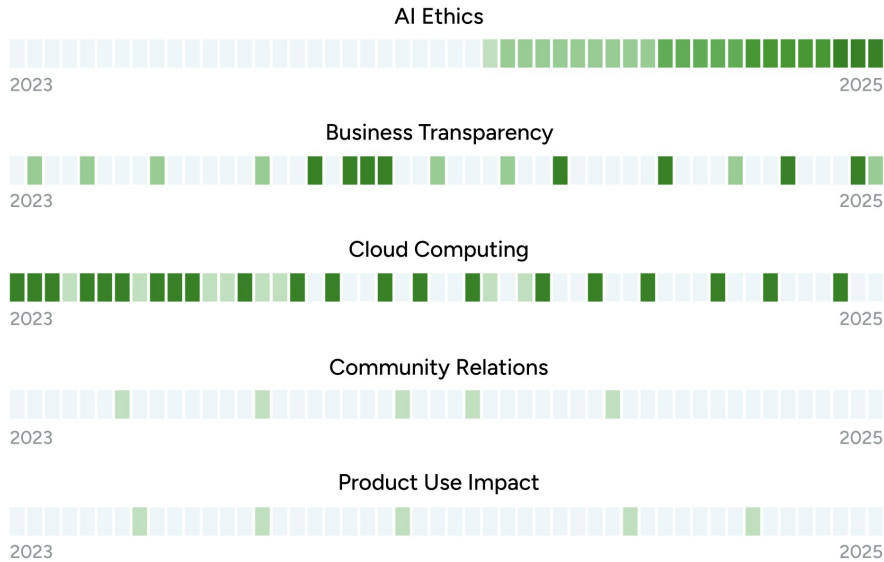
Clients:





Jonathan H. Adashek
Senior Vice President of Marketing and Communications and Chief Communications Officer @ International Business Machines (IBM)

6/10 Corporate Comms Alignment



Benefits

Aligned and dissonant voices need to be identified both internally and externally, inside the org's ecosystem and supply chains

With the proliferation of media and platforms, finding efficient ways to access and measure these voices is paramount.

Clear and aligned positions are key assets for leading organizations, whereas dissonance and misaligned voices represent a heightened risk for others.

Our Focus

In this ever changing economic and political landscape, consistency in positioning and messaging is key.

Three unique views into how issues are communicated by an organization.

Executive view

Which issues executives focus on and what they say over time
Thought Leadership exposure and opportunity

Organizational view

Comparing voices on the same issues, uncovering messaging and dissonance
Searching for alignment from Board and Leadership views
Searching for dissonance inside ecosystems such as partners & supply chains.

Market Intelligence view

Comparing one organization's positions on issues with competitors
Comparing positioning on issues within an industry, and peers

Coverage:

Fortune 500+ companies

+ Custom companies

+ 5,000 C-Suite execs

28 Data sources, incl near real time LinkedIn



Global in scope and scale

+ Customizable taxonomy - we can easily modify our lenses to reveal what you need to know

The Platform

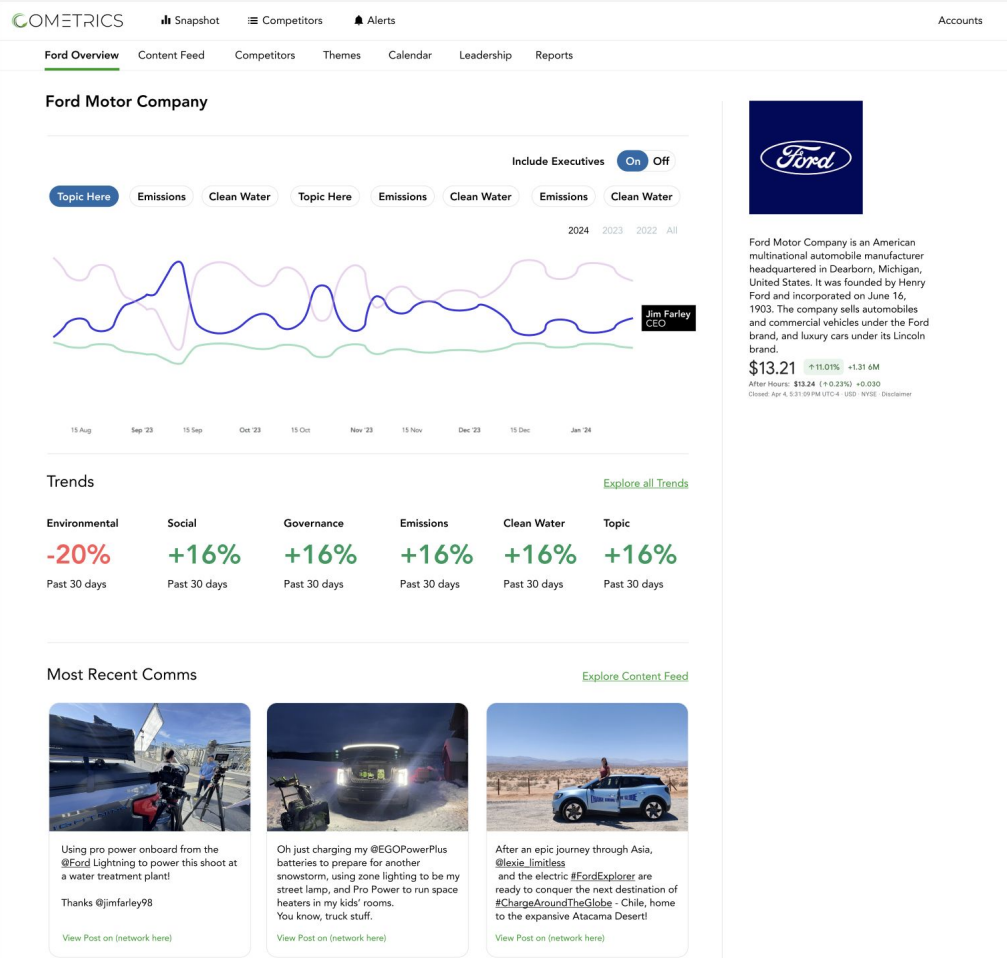
We look at Companies, Executives and Boards to identify communications alignment.

Our platform provides three strategic and unique deliverables;

COMMUNICATIONS ALIGNMENT

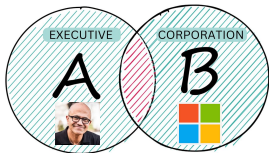
THOUGHT LEADERSHIP

COMPETITIVE CONTEXT



Communications Alignment

Jaccard = $\frac{\text{intersection}(A, B)}{\text{union}(A, B)}$



Executive



Michelle Peluso

Executive Vice President and Chief Customer a



David A. Ricks

Chair and Chief Executive Officer



Jyoti Mehra

Executive Vice President, Human Resources



Sreekanth Chaguturu, M.D.

Executive Vice President and Chief Medical Officer



Melissa S. Seymour

Executive Vice President, Global Quality, Eli Lilly



Ann Powell

Chief Human Resources Officer



Deborah H. Telman

Executive Vice President, Corporate Affairs and Ge...



Torod Neptune

SVP & Chief Communications Officer



Eric Dozier

Executive Vice President, Human Resources and Dive...

March 2, 2025

LinkedIn



Executive:



Mentioned:



Last Friday, I had the honor of visiting the National AIDS Memorial Quilt warehouse in Oakland, California. The warehouse is home to more than 56,000 individually sewn panels, representing more than 115,000 names of people who lost their lives to the AIDS crisis. The quilt not only honors the memory of those who are no longer with us, it also serves as a tool for education and prevention and is a stark reminder that our work is not yet done. Gilead's commitment to end the HIV epidemic for everyone, everywhere, is stronger than ever before and supporting the work of the National AIDS Memorial is a wonderful demonstration of the power of partnership in this work. I am so proud that Gilead Sciences has been shoulder to shoulder with the community in the fight to end the epidemic. #GileadProud #NationalAIDSMemorial

Community Relations

Community Impact: Health



Edit



Save



Details



View



Report

CVS Health

7/10

237

237

Eli Lilly and Company

7/10

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206

Bristol-Myers Squibb Company

6/10

47

47

Gilead Sciences, Inc.

6/10

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155

Medtronic

6/10

235

190

Eli Lilly and Company

6/10

117

117


Thought Leadership

Which executives are leaders, or laggards.

Who are the real leaders on issues?

How do we get *all* employees, not just Execs to align?

How can I make my senior Execs real communications mentors to the juniors?




Judson Althoff · 2nd
EVP & Chief Commercial Officer at Microsoft
6d · 🌐

[+ Follow](#) ...

I am so pleased to see how Microsoft 365 Copilot Chat is already making an impact for educators.

For example, [Florida State University](#) students and faculty are already using it—with use cases ranging from providing course information and homework to helping make data science more approachable and increasing analysis efficiency for researchers. Our partner [Clever Inc.](#) also created an agent that helps educators generate customized lesson plans to enable educators and students to interact more.

Read below to learn more about how we are delivering greater impact for the education industry with Copilot and the power of agents.



Judson Althoff
Leader in

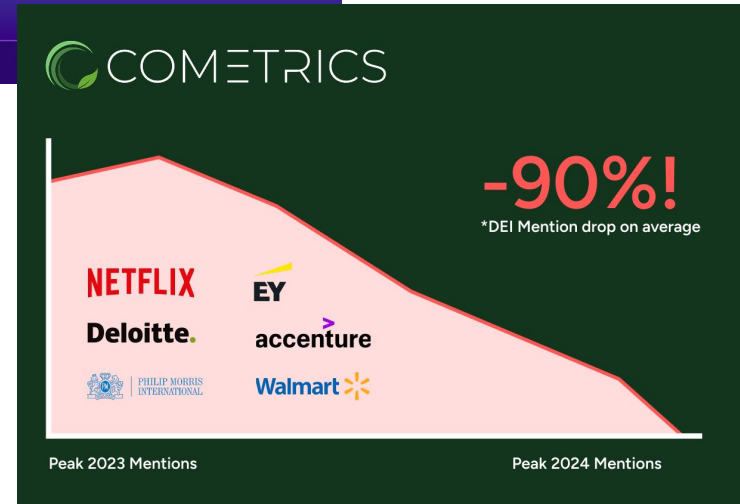
[AI Ethics](#) [Business Transparency](#) [Product Use Impact](#)
[Cloud Computing](#) [Community Relations](#)

Competitive Context

Voices speak in real time

orgs need a live tab to stay competitive

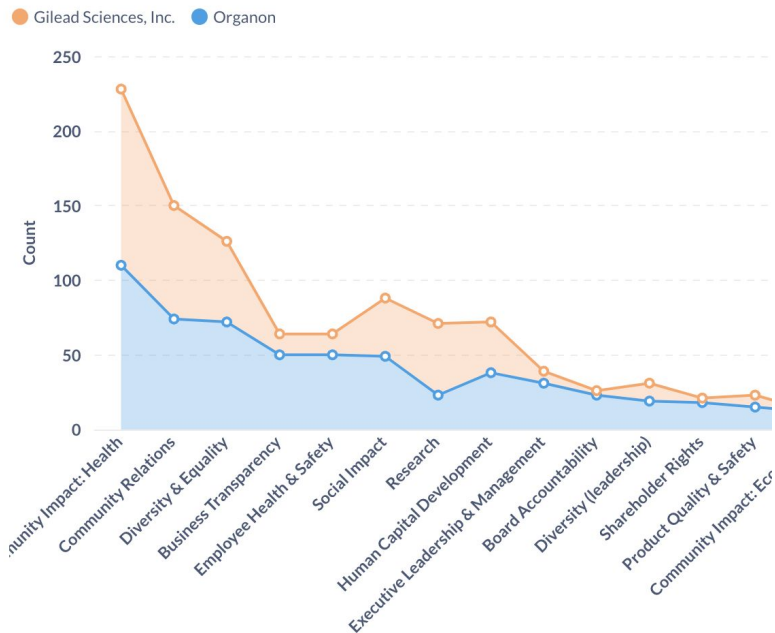
orgs need signals to enhance and adjust their strategies



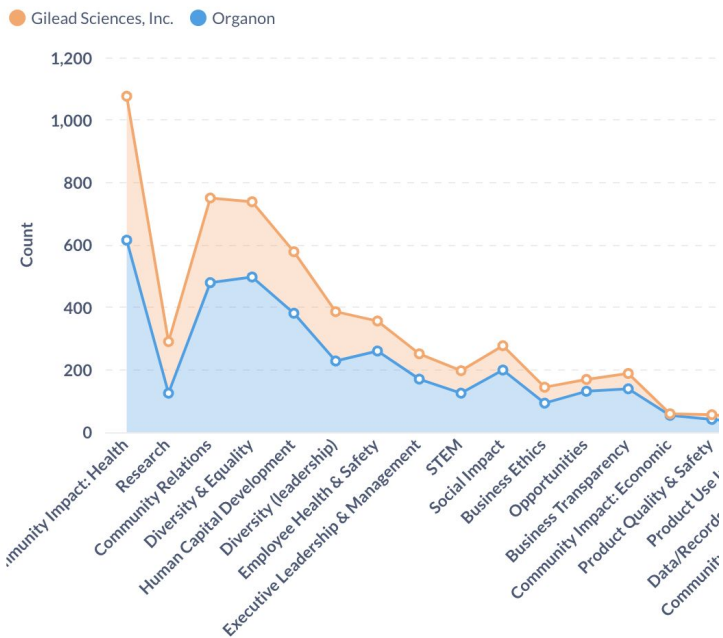
Mini-Report

Corporate vs. Executive Voice While not strict peers, Gilead's corporate comms are similar to Organon's, while on an Executive scope reveals a gap of both volume and a larger degree of overall alignment.

Corporate Comms



Executive Comms



OPRG* LIVE DEMO

BENEFITS FOR OPRG* - TURNKEY PLATFORM

Provides unique content to Exec Vis practice (\$\$\$\$)

- + Executive coaching – personalized training with top tier executives and their teams
- + Exclusive events and professional development seminars on trending topics

Provides unique content for Consultancy / Professional Services (\$\$\$\$)

OPRG* Audit – in depth review of all marketing communications resulting in recommendations for more effective planning and implementation.

OPRG* Method – guided programming and services across all brand touch points to obtain better scores OPRG* Index.

OPRG* Toolkit – guidelines and templates to enhance marketing communications (best practices, AI led, probably self-serve at some level).

BENEFITS FOR OPRG* - TURNKEY PLATFORM

Subscription revenue (\$)

Monthly and annual recurring revenue to monitor the OPRG* Index

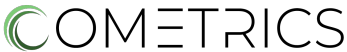
Data marketplace (\$\$\$\$\$)

Self-serve. Raw and aggregate LinkedIn data ++. May choose not to share!

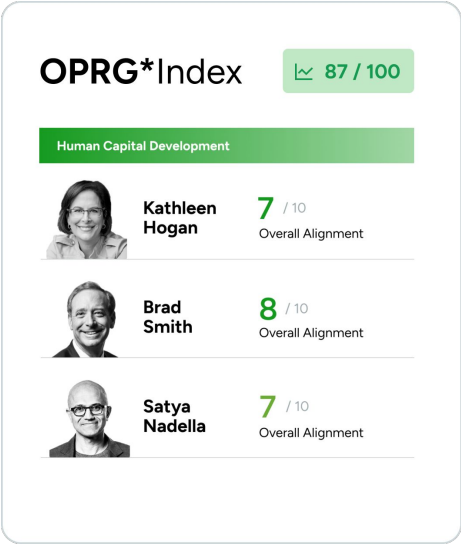
Report marketplace (largely AI generated) (\$\$\$)

Looks at trends over time, subdivided by themes, sectors, and company comms

How we can work together

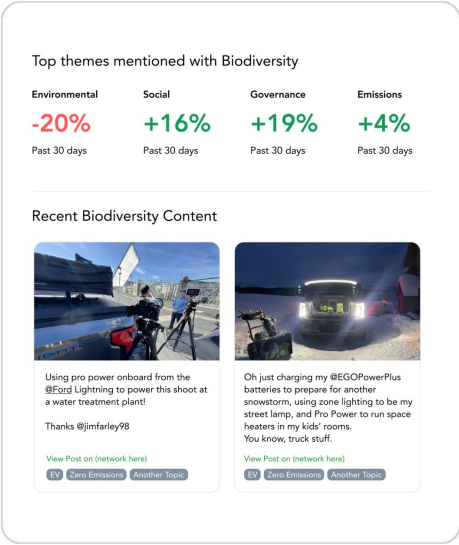


WHOLESALE CONTENT, Custom API



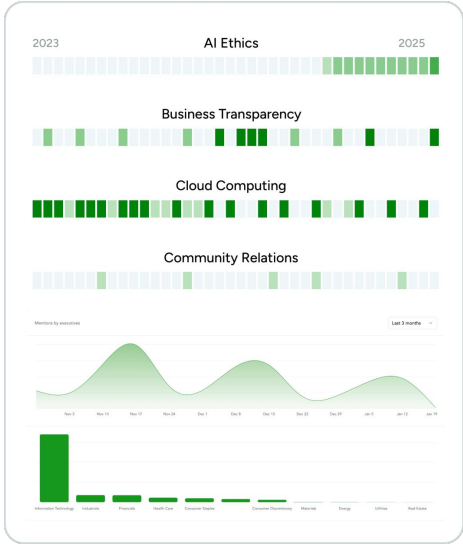
Stand alone product +
Wholesale content within OPRG*
network

JOINT VENTURE



Some sort of JV to jointly launch new
service and company

WHITE LABEL / SUBSCRIPTIONS



Bulk subscriptions for OPRG* specific
content

Cometrics.io/OPRG

Next Steps

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cometrics.io