

Message

From: MURPHEY, SAMUEL [AG/1000] [/O=MONSANTO/OU=EXCHANGE ADMINISTRATIVE GROUP (FYDIBOHF23SPDLT)/CN=RECIPIENTS/CN=██████████]
Sent: 9/16/2016 12:56:37 PM
To: BLUM, CHRISTINE J [AG/1000] [/O=MONSANTO/OU=NA-1000-01/cn=Recipients/cn=██████████]
Subject: FW: Country level plans as they currently stand
Attachments: Monsanto stakeholder database_DE_UK_IT_NL_PL_ES_EU_FR.xlsx; 160916 MONSANTO country level plans.pptx

Could you please print and put in a binder for me to review on the plane tomorrow? Thanks.

Sam

From: ██████████ [AG/██████████]
Sent: Friday, September 16, 2016 2:00 AM
To: MURPHEY, SAMUEL [AG/1000] <██████████@monsanto.com>
Subject: FW: Country level plans as they currently stand

Progress – just for transparency’s sake.

This is coming together and you can also see the scale of the task – 1,300 stakeholders at the rough cut stage – we are analyzing/prioritizing these down to make sure we have the right targets

Rgds

From: ██████████ [mailto:██████████@fleishmaneuropa.com]
Sent: Friday, September 16, 2016 3:45 AM
To: ██████████ [AG/██████████]; ██████████ [AG/██████████]; ██████████
Subject: Country level plans as they currently stand

Hi,

Please see attached for the full market deck. The markets are in there in order of appearance next week.

I’ve tidied up and polished up a bit, but still more polishing up in terms of wording and structure, and of course formatting. I also think it still needs more of a ‘red thread’- something to pull it all together and pull it all into alignment. I think the outcome slides will help enormously with that, and then I can edit more into alignment. I will do the outcome slides by Monday night, and then will go through the deck and make sure it all lines/ladders ☺ up (and makes sense)

Across the board, we need to work on influencer maps for each market- so a graphic of names + pictures that paints a picture of who/how key stakeholders and decision makers are influenced. For the purposes of tomorrow and Leticia, I have attached the stakeholder map so she knows that we have the names, but there is still work to do on prioritization demonstrating who and how the key stakeholders are influenced/ who and how stakeholders influence.

I’ve include slides on regional messaging, themes and tactics- they need building out, but I think they give some good shape to the overall plan

The summary slides need polishing and editing, but are now drafted and have their own section at the back of the deck.

██████████ from our office can start formatting today (Friday)

By market:

EU- ██████████ and I need to work on the influencer map, and I’ll build out the communication angles

Spain- I've included the plan as is for the moment. And I haven't done a summary slide for them, because well ,I'm still not quite sure what they are actually doing.. I've spoken to [REDACTED]. I spent 30 mins trying to convince him that we needed actual names. I think I succeeded on that front. Less certain that I succeed on the format front. He is insisting that Monsanto plans are usually short, visual and don't have much detail (he does have a point) I tried to explain that:

- a) We are trying to convey how deeply complex each market is- we need to show detail
- b) We are explaining this to US people who have no idea about national level politics, and we are trying to bring them up to speed quickly- having it both written in high level detail as well as spoken to, will increase retention
- c) The template was designed to respond to exactly what we are being told the US wants and needs- this is all about getting through the next week and getting the funding approved, so we are giving them exactly what they want and need. We can sort the rest out later
- d) All other country plans look like this. If Spain doesn't, it will look odd and out of place. And that means if it comes down to cutting budgets, Spain will go as it won't look like it's a cohesive fit with the rest of the campaign.

[REDACTED]/[REDACTED] would be a good idea if you could please follow up with him and tell him that we need it in the same format as the others. He has Germany's as an example.

France- we need an influencer map.

Poland- we need an influencer map

Netherlands- I left it as is, and haven't changed the formatting of it, nor have I pulled out summary actions as they still need work... But in there for the purposes of tomorrow

Italy- we need an influencer map

Germany- needs a lot of editing. I've edited a lot, but still too wordy. Most advanced on the influencer map, but still needs to show how they influence

UK- needs work on the influencer map and a bit of tightening up for consistency

Speak to you all soon

Cheers,

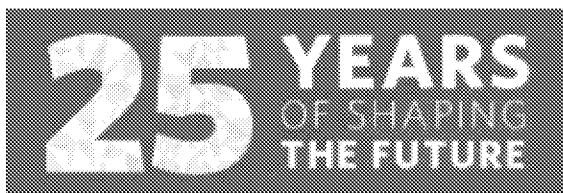
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