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Human Element Ad Campaign Jump Starts Reputation Initiative

Dow's new "Human Element" ad campaign debuted to glowing reviews in June in the U.S. The television and print campaign uses dramatic images and vivid prose to make the point that adding the "human element" to chemistry empowers our company to address some of the most difficult challenges facing society today.

"The ad campaign is non-traditional in that it doesn't highlight specific products," said Patti Temple Rocks, Dow's new vice president of Global Communications and Reputation. "It is intended to make a high-level emotional connection with people and help them see Dow as a responsible and involved citizen of the world. It shows that the employees of Dow have the expertise and the passion to apply science to make the world a better place and the courage to be judged on our progress."

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Around Dow

Human Element

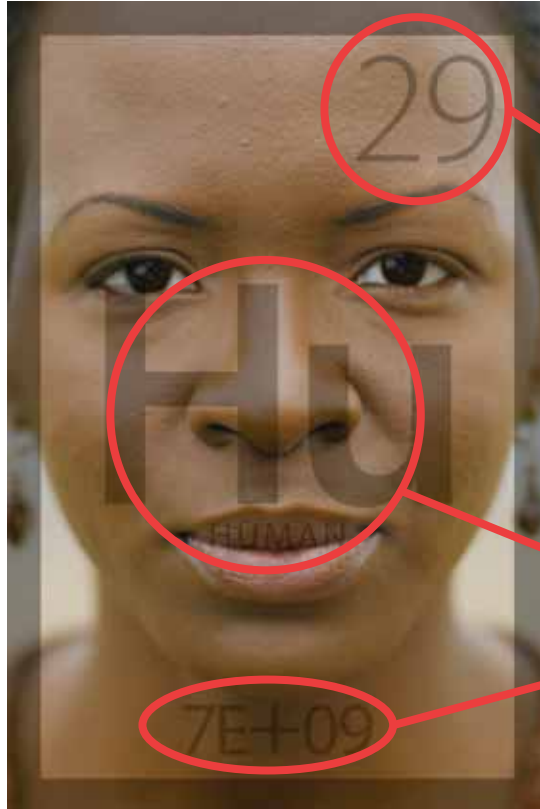
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Reaching Out to Opinion Leaders

The “Human Element” campaign was launched in the U.S. with 90-second TV ads during the *U.S. Open Golf Championship* held on June 17, followed by TV spots aired in several public and cable TV channels and networks such as *NBS, CBS, CNN, Fox News, CNBC, MSNBC, Bloomberg, Discover, The Science Channel* and the *Golf Channel*.

The print ads were launched in the following publications: *BusinessWeek, Newsweek, US News & World Report, The Wall Street Journal, The Economist, The Washington Post, National Journal, The Hill, Forbes* and *The New Yorker*.

Dow will continue its efforts to enhance its reputation worldwide and will determine with its geographic leaders the best way to expand the ad campaign around the globe in the near future.



Deconstructing Dow's “Human Element” ads

“29” is representative of the element number on a standard Periodic Table. In the ads, this number changes randomly to visually mimic the style of the periodic table elements. It has no relationship to actual elements.

Dow's “Human Element” advertising campaign is intended to illustrate how people are the missing component on the Periodic Table of Elements. In print, the ads feature compelling portraits of diverse people, along with the letters “Hu” to symbolize man's inextricable link to science. Key features of the ads are explained here.

“Hu” is the abbreviation for “Human” as an element. This is intended to mirror abbreviations for the other elements.

“7E+09” is the population of the world (6.52 billion, rounded up to 7 billion) represented as an atomic weight. It symbolizes Dow's commitment to finding solutions for some of the world's most pressing problems.



Patti Temple
Rocks, Dow's vice president of Global Communications and Reputation.

The corporate ad campaign was inspired by Dow's 2015 Sustainability Goals, which reach beyond EH&S into everything we do. These goals range from increased collaboration with communities and improved

product stewardship to a clear focus on energy and climate change. In particular, the campaign's spirit is linked to the company's commitment to achieve at least three breakthroughs that will significantly improve the world's ability to solve the challenges of affordable and adequate food supply; decent housing; sustainable water supplies; or improved personal health and safety.

Reputation Matters

The ad campaign is an important and visible step in Dow's initiative to enhance its reputation and tell its story to the outside world. But it is only one factor that contributes to the way others view our company. Our values – the way we treat each other, our customers and business partners – have a major impact on our reputation. Being a

good neighbor to the communities in which we operate, being responsible environmental stewards and generating strong financial returns are also important drivers of corporate reputation.

But why does reputation matter, and why is Dow spending money on an advertising campaign?

“Our reputation work is motivated by several factors,” said Julie Fasone Holder, corporate vice president, Human Resources, Diversity & Inclusion and Public Affairs. “First, we work for a great company comprised of terrific people who produce products that make the world a better place. It’s important that more people outside of Dow know that. Second, a strong reputation builds trust with customers, employees and in the communities where we operate. Ultimately, an outstanding reputation positively affects the bottom line.”

A study by Ernst & Young indicates that 35 percent of a company’s valuation by institutional investors is related to non-financial factors and foremost among these is reputation.

Another recent research study from the Stern School of Business at New York University bears out Fasone Holder’s contention. It shows that the benefits of a good reputation include:

- Commanding premium prices for products;
- Paying lower prices for purchases;
- Enticing top recruits;
- Experiencing greater loyalty from customers and employees;
- Having more stable revenues;
- Facing fewer risks of crisis; and
- Enjoying greater latitude by stakeholders.

Embodying the Human Element

Without question, Dow’s employees are the most important factor in determining the company’s reputation with outside stakeholders. The way we conduct our business, interact with each other and talk about the company with our family and friends is critical to how we are perceived in the marketplace, in our communities and in the world.

“It is important that we all commit to living Dow’s values of integrity and respect for people. We are Dow’s ‘Human Element’ and we embody the spirit of our campaign,” emphasizes Fasone Holder. “We ask all employees to keep up their great work, which is resulting in invaluable contributions to our company and our society, and to continue their efforts to discover new ways to make a difference.”

The Human Element Concept

The campaign is based on the concept that the missing element of the Periodic Table – a compilation of the 109 chemical symbols and characteristics – is the “Human Element.” And that is the power of Dow people and others working together to solve some of the most important issues facing the world, by applying science, intellectual capabilities, passion and innovative thinking to the improvement of the human condition.