

Overview

Pearson is a global media and publishing firm that operates under a number of different business groups including the FT Group, Pearson Education and Penguin. The company provides financial information and business news through the FT Group, which owns the Financial Times, FT.com and 50% of the The Economist. Pearson Education is the world's top educational publisher of textbooks. Penguin Group, through imprints such as Putnam and Viking, publishes fiction, non-fiction, and reference titles.

In the fall of 2008, the Financial Times approached Justmeans with the goal of entering the sustainability marketplace in the United States. Over the course of six weeks, Justmeans worked with the Financial Times to develop a comprehensive awards program and conference focused on CSR and Sustainability thought-leaders.

Elements of the awards program:

- 1.) A full day conference on Sustainable Business and Responsible Investing
- 2.) An awards program that showcases best practices in Social Innovation
- 3.) A crowdsourced Citizens Choice award program that let users vote and comment on applications

The Return on Investment of Social Media

The program was revenue positive within three months:

The relationship between the Financial Times and Justmeans proved to be revenue positive within three months and continues to be profitable to this day.

Increased market awareness for the FT brand: Over the course of the first 12 months, the program generated over 50 million impressions across web and print channels.

Long-term knowledge assets: Over 200 companies contributed best practices through the Social Innovation Awards within the first 12 months of the program. These knowledge assets will be compiled into a book of best practices on social innovation.

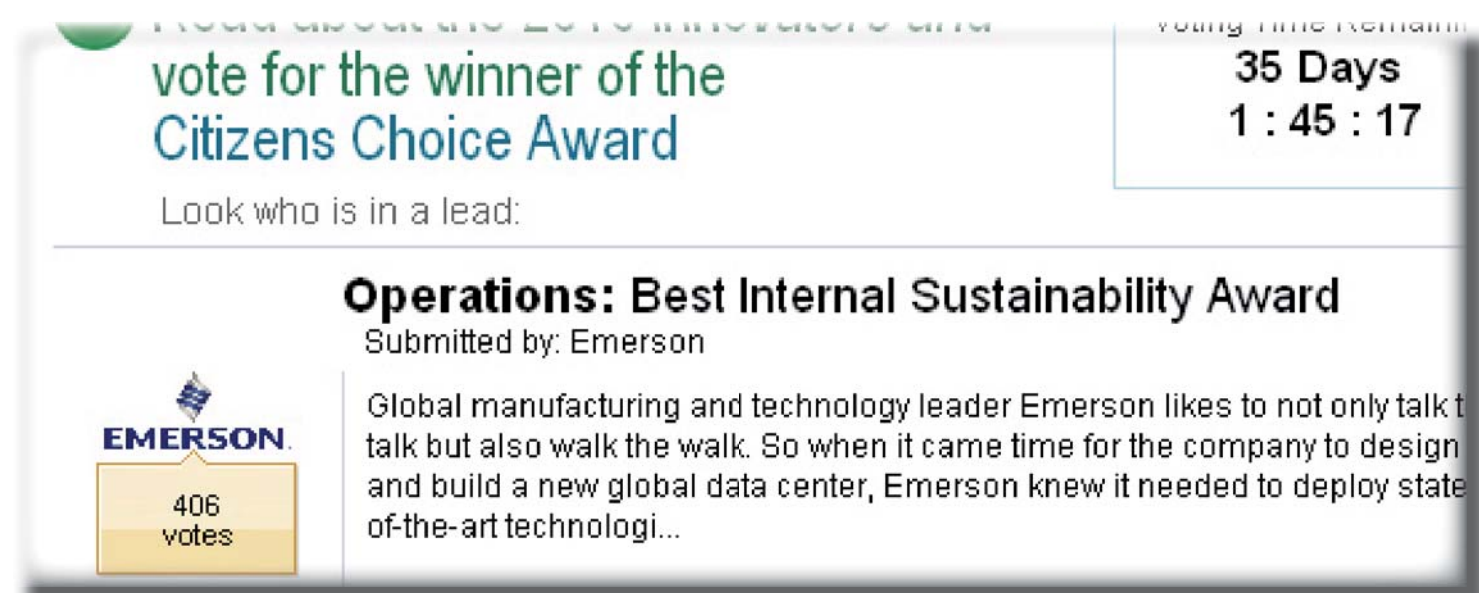
Over 200 companies applied to the Social Innovation Awards within the first 12 months of the program. Companies included:

Accenture
Alcatel-Lucent
Anglo American plc
American Express
Apollo Group / University of Phoenix
Bank of America
Barrick Gold Corporation
BT Group plc
Chesapeake Energy Corporation
Chevron Corporation
Cisco
Ebay
Eli Lilly and Company
Gap Inc.
General Mills
Goldman, Sachs & Co.
HSBC
Intel Corporation
Johnson Controls, Inc.
McDonald's Corporation
Nike
PepsiCo
Procter and Gamble
Oracle Corporation
Sodexo, Inc.
State Street Corporation
Starbucks Coffee Company

The Social Innovation Awards launched on a custom branded website with the campaign module integrated seamlessly into the platform.



Each company applicant has the ability to tell its story on a custom online page. Voting and commenting is integrated directly into Justmeans and Facebook.



Companies can tell their stories through videos, podcasts, pictures, text, and comments from stakeholders.

