

Axios Nuggets

Convening Corporate
Shapers



Where we're going

- 3** Catch up quick: 2021 highlights
- 4** Our 'radiate out' approach to influence
- 5** Axios events
 - 6** ● Why Expert Voices
 - 7** ● Expert Voices: How they work
 - 8** ● Expert Voices Series: Corporate Shapers
 - 10** ● Virtual Event Wrap-Up + Extensions
- 13** 'Radiate out' timeline
- 14** The bottom line
- 15** Case Study: Axios + Google
- 16** Case Study: Axios + Wells Fargo
- 17** Contact

Catch up quick: 2021 highlights

In Q1 this year, Axios and McDonald's teamed up to share how McDonald's is leading on corporate responsibility and employee development.

The campaign, by the numbers:

840K+

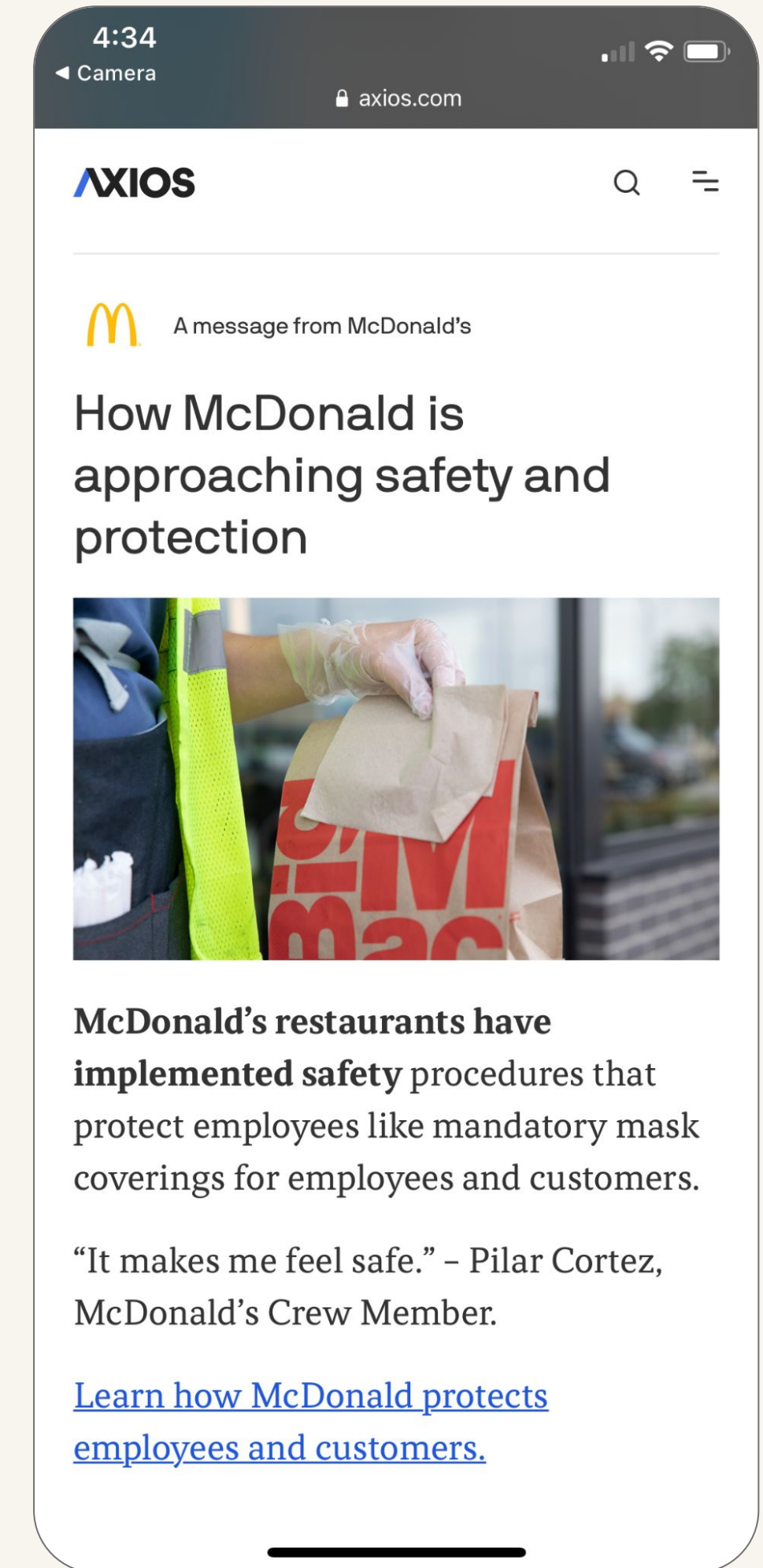
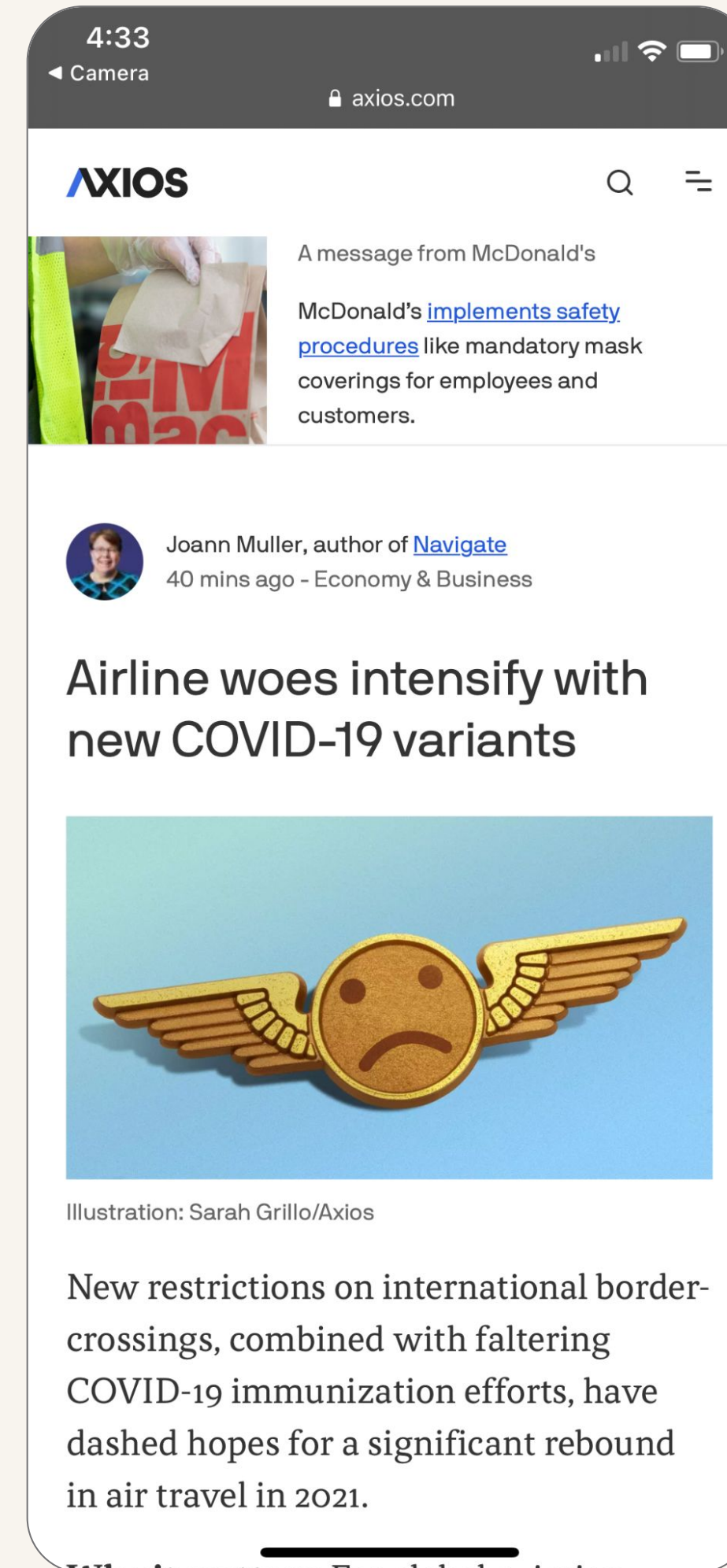
Branded Content impressions on Axios.com

284K+

Sneak Peek Newsletter opens

2X

Axios CTR benchmark in Sneak Peek

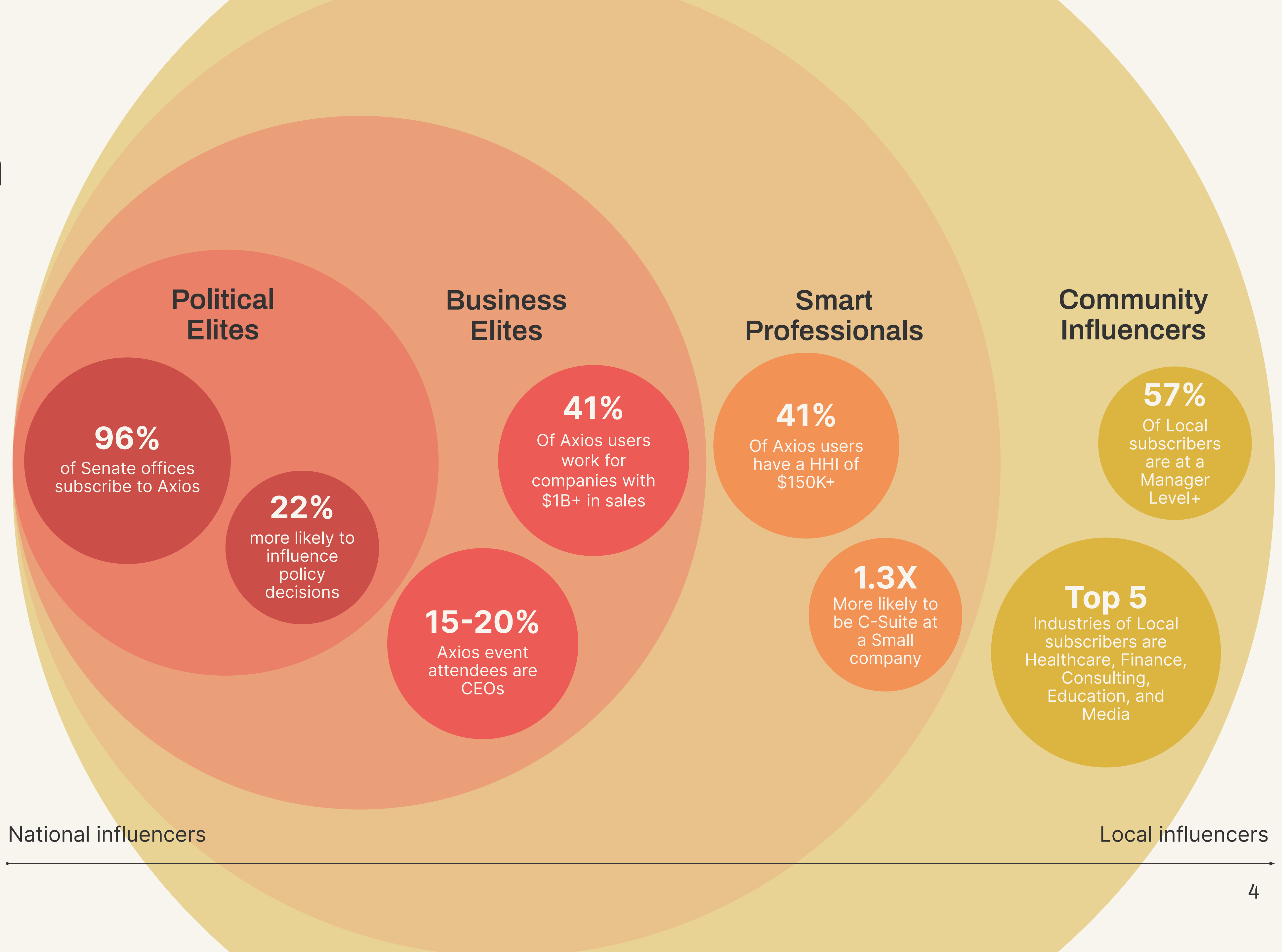


Our 'radiate out' approach to influence

1 big thing:

National influencers rely on Axios to inform their decisions, as **local leaders** look to understand the impacts in their hometown.

Our audience over-indexes in influential decision-makers across industries at the national, state, and city level.



Axios Events

Smart Brevity in action

Axios' award winning events stay true to our Smart Brevity format, delivering on-the-record events that bring influencers nationwide reliable news in the most illuminating and efficient way possible.

What they're saying:

Rising above COVID's challenges – awarded "Hottest in Virtual Events."

[AdWeek 2020](#)

"Best Corporate Event Concept"

[BizBash 2017-2018](#)

"Event Publishers A-List"

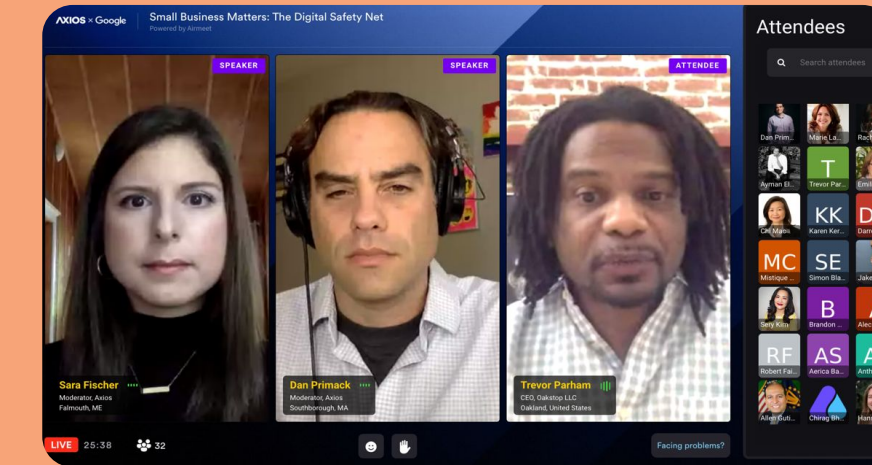
[AdAge 2019](#)

Invite-only roundtable

Expert Voices



Virtual Expert Voices



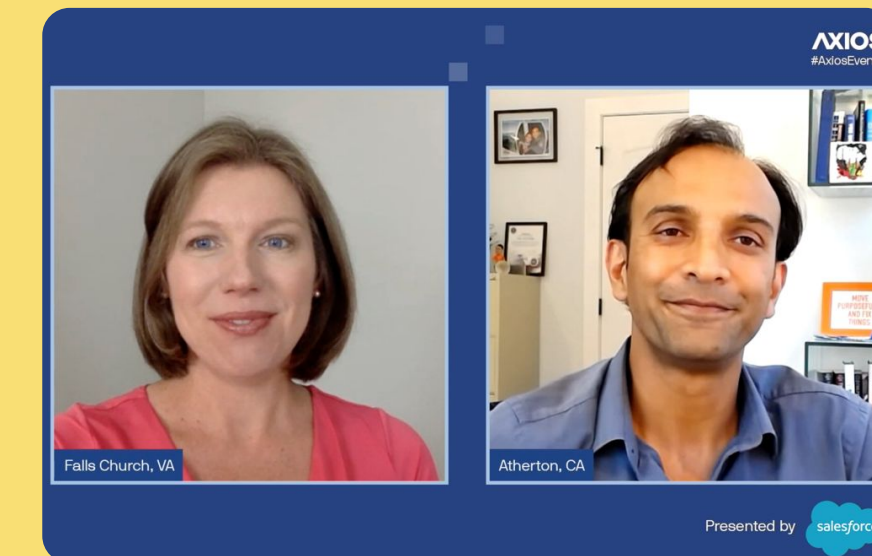
In-person

Virtual

Live public event

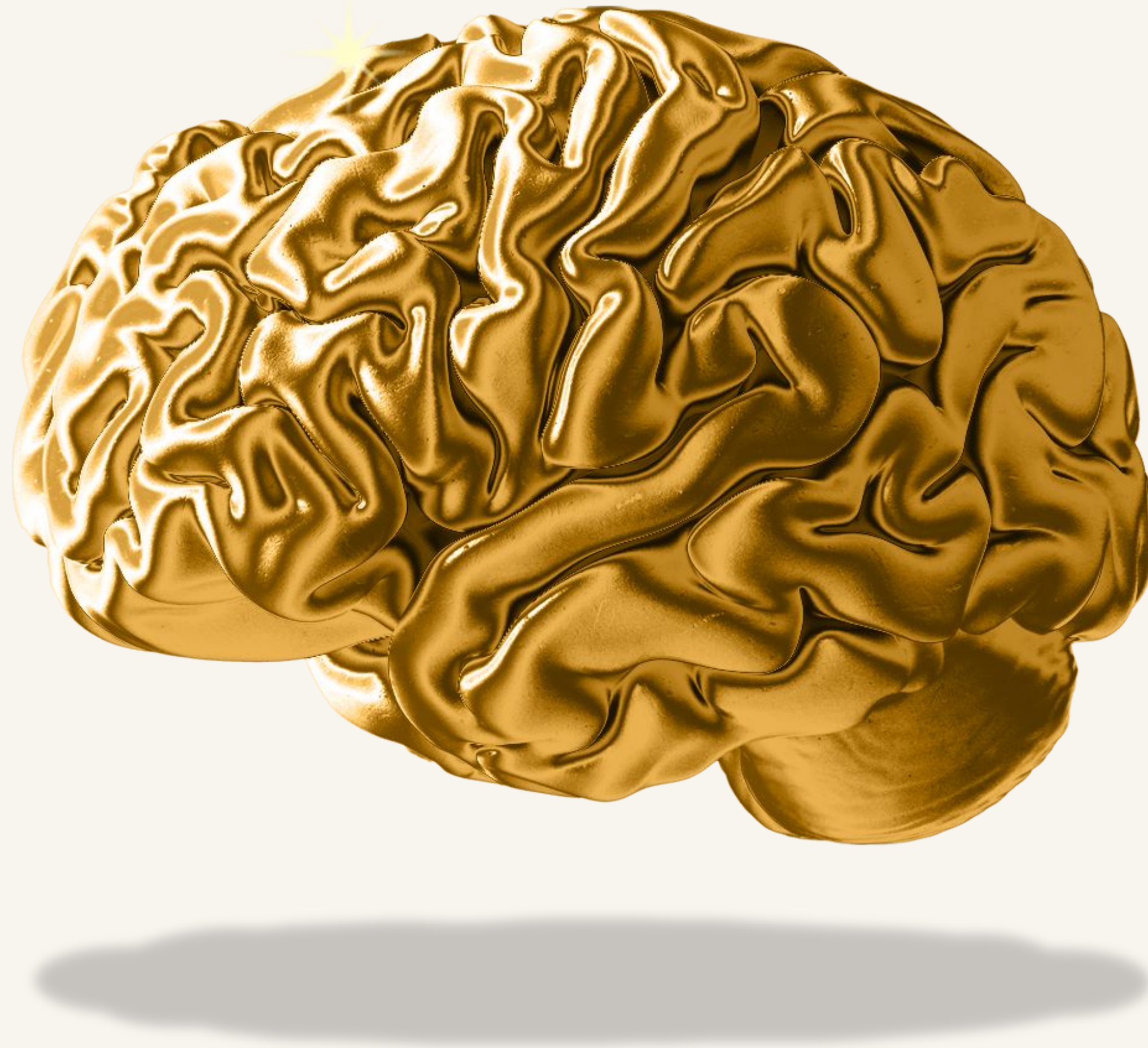


Virtual public event



Public

Why Expert Voices



Since Axios' launch, we've convened nearly 30 roundtables across the US tackling worthy conversations on everything from housing and homelessness to education and health policy.

In an hour-long, editorially curated discussion, our Expert Voices event format gives 20-25 C-suite executives, local and state leaders, and industry experts a true seat at the table for a future-oriented conversation around what matters and what's next for consequential topics.

Convening our high-level audience in a neutral, third party location (*either in a DC restaurant or event space*) ensures attendee trust in the editorial nature of the event and provides a more credible backdrop to position McDonalds as a thought leader and convener on our roundtable topics.

Through smart programming and engaging in-room creative, our guests leave with a clear 'why it matters' -- a deeper understanding of news-driven topics and new perspectives to mobilize solutions.



Expert Voices

How they work

The big picture: Expert Voices are invite-only roundtable events that feature solutions-oriented executive conversations from an elite, vetted audience of experts on a specific issue or topic.

- **This format** provides thought leadership and executive visibility.

How it works: Hosted by a senior Axios editor, our on-the-record Expert Voices give partners a friendly forum to join substantive discussions.



The details:

60-min

Run time

2-min

Partner opening remarks to set the tone of the conversation

20-25

Curated, high-level attendees with diverse perspectives across relevant industries

3

“Seats” at the table for partner executives for live EVs, 2 for Virtual EVs

Go deeper: Partner logo on invites and throughout event.

Corporate Shapers: What matters now

Potential Topics

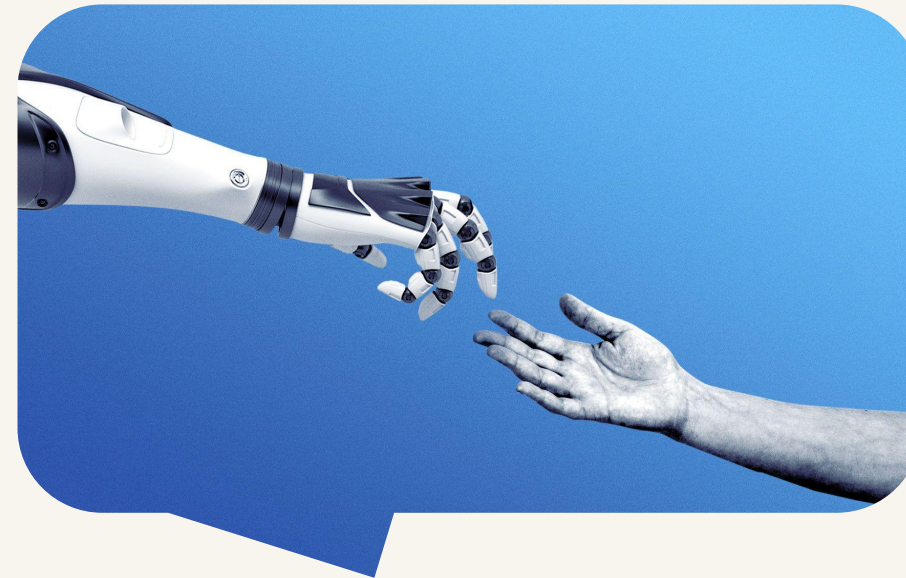
Future of food



Rebuilding a sustainable world



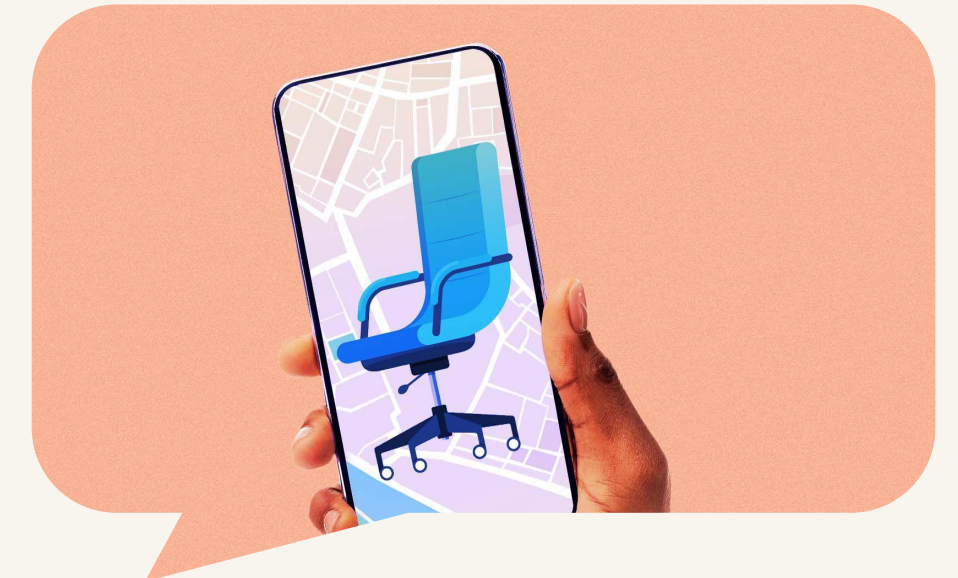
Future of workforce



Rethinking who leads

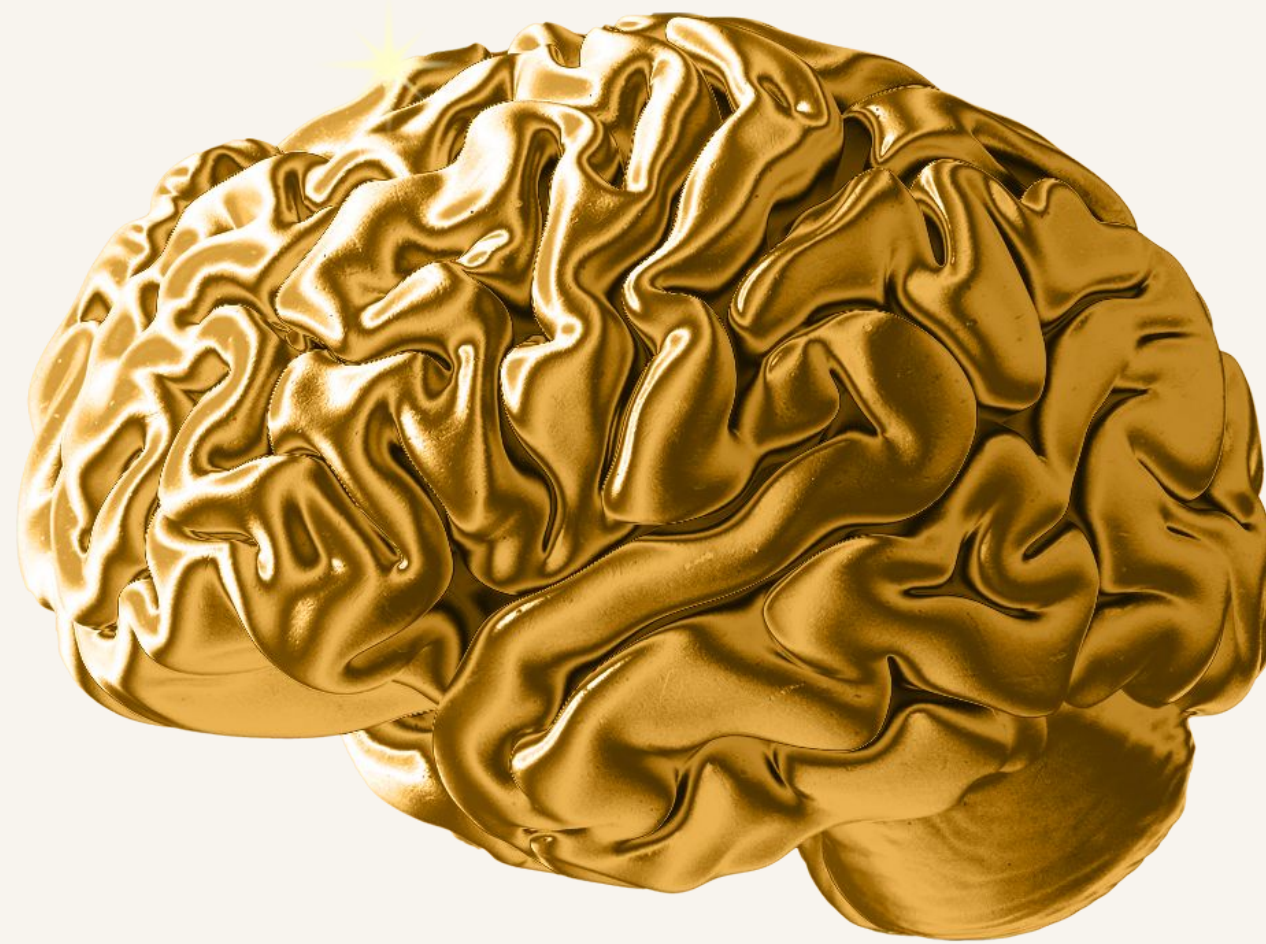


Workplace reinvented



How corporations are shaping the future of how we work, live, and play

Why it matters: The pressure from inside and outside companies to do good keeps intensifying as today's business leaders have unprecedented power to influence the rate at which policy and innovations will transform how we work, live, and play. From the future of the workforce to the urgent climate sustainability commitments, corporations and leaders have no choice but to focus on what matters most now.



Go deeper: This year-long series will consist of 6 Expert Voices roundtables in DC convening conversations with top business leaders, policy makers, and industry experts moderated by members of the Axios editorial team. We'll cap the series with a virtual public event wrapping up the lessons learned along the way and what lies ahead for corporate responsibility.

Go deeper on potential topics

Future of food



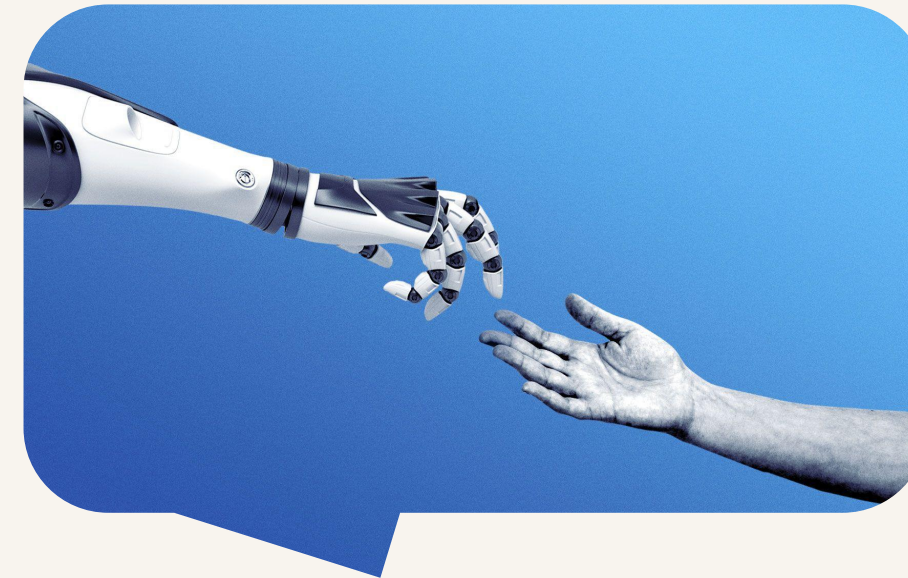
Go deeper: After the challenges of the pandemic, corporations see a real need for robust regional supply chains. We'll host a discussion with experts in food security across urban and rural communities and innovative private sector leaders to dive deeper into the impact of the coronavirus on food security and supply and an outlook on the road ahead.

Rebuilding a sustainable world



Go deeper: The pandemic is reducing global emissions and helping clear out smog around the world, but according to Axios reporting it has also led to decreasing investments in wind and solar power and financial assets like green bonds. We will unpack how the private sector is taking the lead on sustainable initiatives and prioritizing environmental impact during this time of flux.

Future of workforce



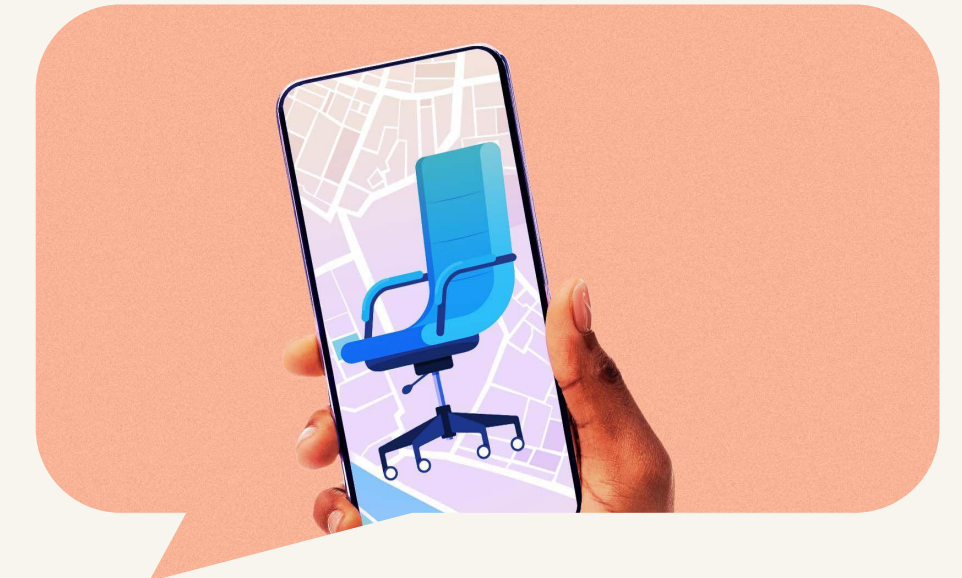
Go deeper: Regions are trying to get ahead of shifting labor needs with re-skilling programs, partnerships with major corporations for skills certification programs, and ensuring better working conditions and pay. We will discuss where corporations are carrying the torch for the increased need for investment in skills and career development.

Rethinking who leads



Go deeper: As corporate leaders have increasingly powerful voices in society, influencing public policy and sentiment, it's even more critical that the diverse makeup of the country is reflected in the C-suite. How can corporations repair the broken pipeline to the C-suite for executives of color in Corporate America?

Workplace reinvented



Go deeper: With increased connectivity and more decentralized work environments, the collective movement towards remote work and co-working spaces is changing the landscape of the 9-5. We will explore how this lifestyle shift has impacted businesses, transportation, and the potential for alternative modes of working while keeping employees connected.

Virtual Event Wrap-Up

‘Lessons learned’

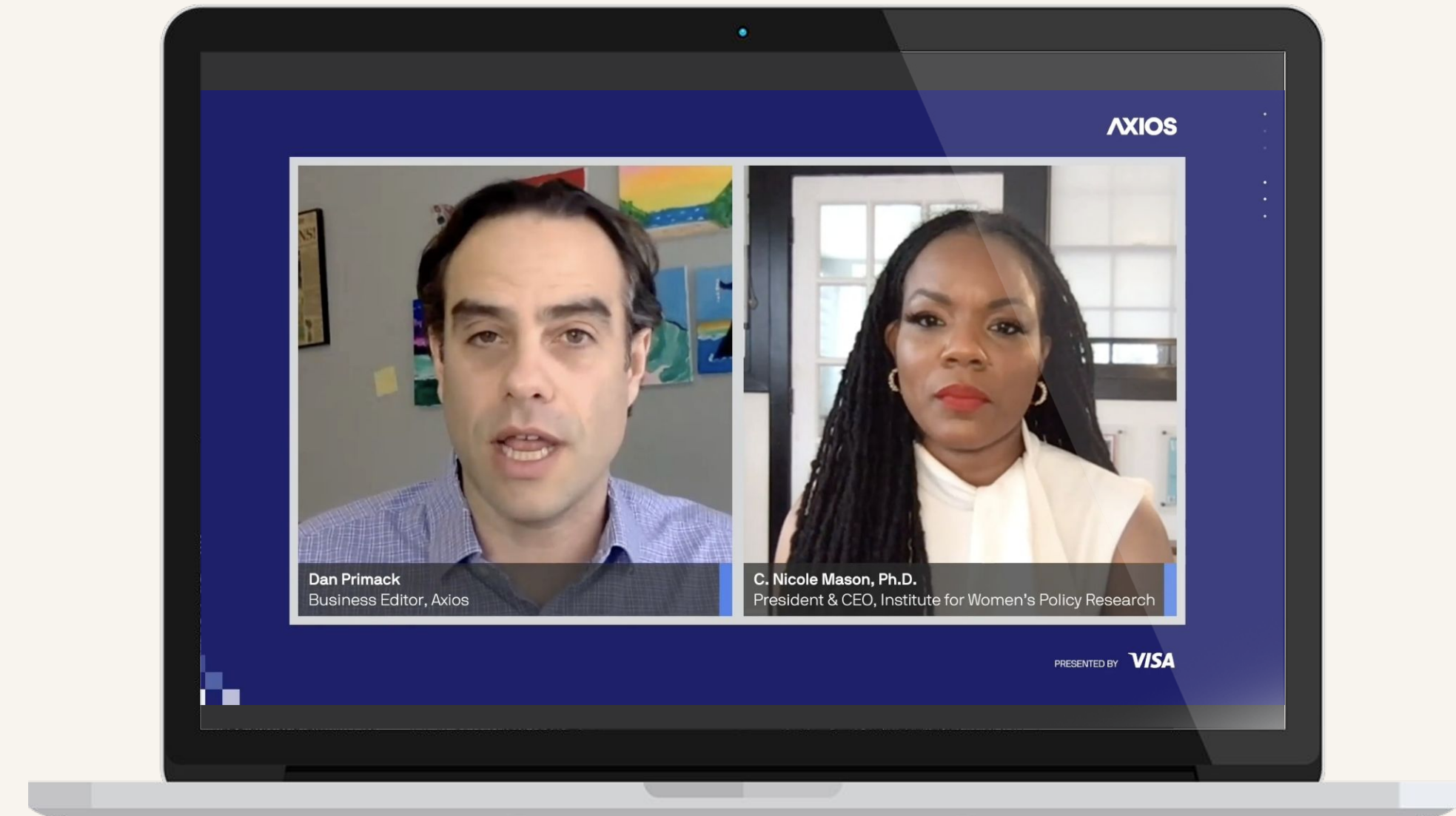
The big picture: Following the ‘Axios Nuggets’ Expert Voices series, Axios will host a public virtual event highlighting the roundtables’ most important topics and McDonald’s’ executive thought leadership.

How it works:

- **2-3 on-the-record** 1:1 segments
- **30-45 min.** run time
- **15K-20K** average engagements
- Split-screen displays during each segment
- Livestream on Axios, Twitter, Facebook, LinkedIn and YouTube
- Audience Q&A through RSVP form
- Next-day engagement analytics
- Post-event recap on Axios.com

Sponsorship details: 360-degree promotion before, during, and after the show amplifies brand narratives and highlights thought leadership.

- **Logo** integration on invitations and lower third “Presented by” logo bug.
- **2x pre-event**, organic promotional tweets with "Presented by @Sponsor"
- And one of the following...
 - **Option 1:** 1x 5-8min. "View from the top" 1:1 segment with partner CEO and Axios executive talent (pending Axios approval)
 - **Option 2:** 2x 45-second sponsor videos between segments.



Virtual Event Wrap-Up

‘View from the top’ video

The big picture:

To continue the conversation, Axios’ Smart Brevity Studio will produce a ‘View from the Top’ video extension highlighting the McDonald’s executive’s conversation from the event.

How it works:

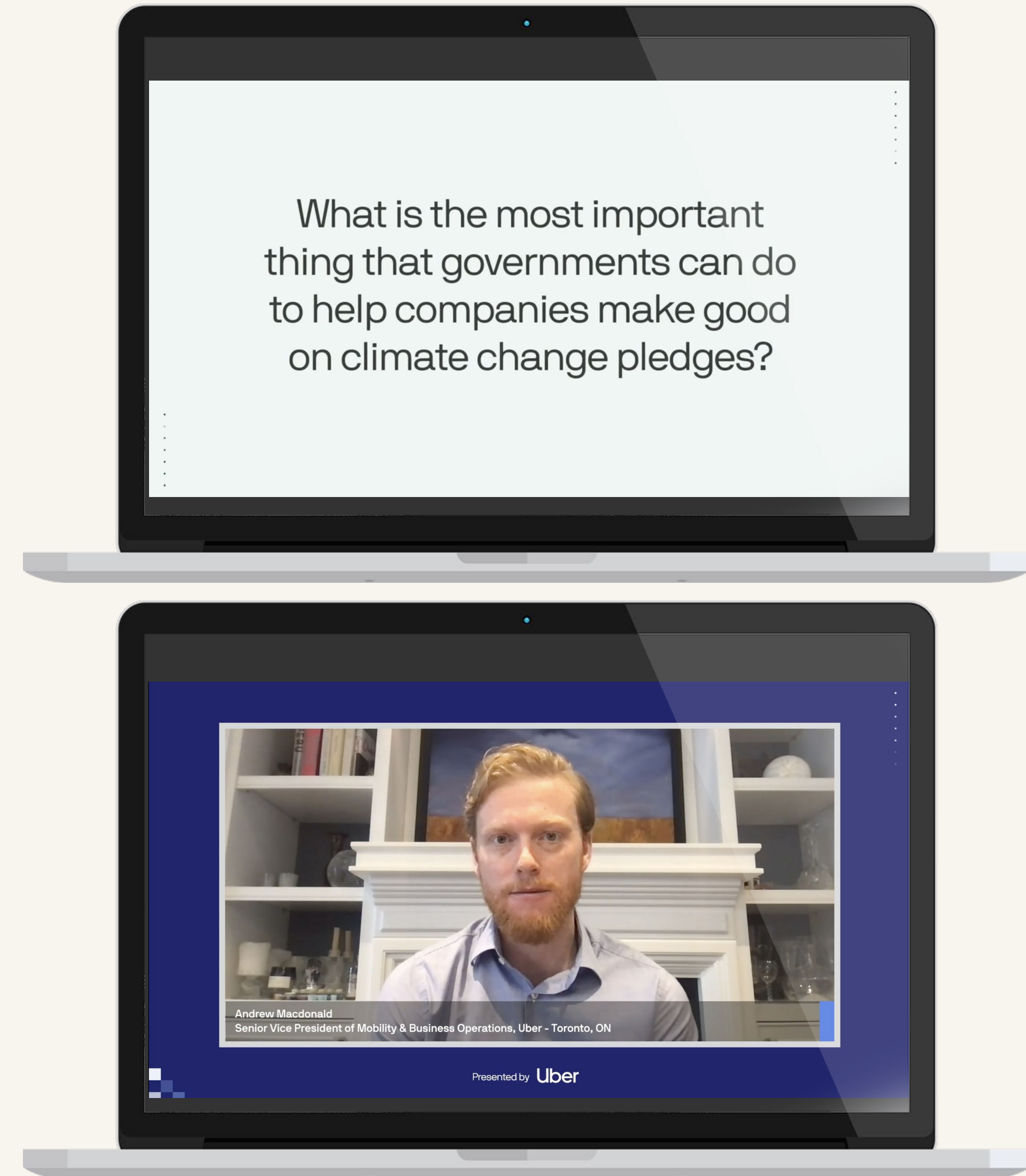
- **After the event**, Axios will deliver the McDonald’s executive’s full interview footage and individual question clips.
- **Custom stylization** is designed for partners to share on their platforms directly.
- **Title cards** and question graphics break up the video in our signature Smart Brevity Style.
- **Videos** are dark posted and distributed via Twitter.

3X

Video clips

450K+

Views on Twitter



Virtual Event Wrap-Up

‘View from the top’ Q&A Story

The big picture:

To drive even greater executive visibility for McDonald’s, Smart Brevity Studio will curate a Q&A Story featuring the McDonald’s partner who participated in the ‘View from the Top’.

Go deeper:

- **Elevating** McDonald’s’ key perspectives in our Q&A story format will establish the brand as a thought leader and effectively position the featured partner as a subject matter expert.
- **Following** each event, the McDonald’s partner will respond to a series of written prompts inspired by Smart Brevity Journalism.

The details:

- 500 word branded story
- Lives at a dedicated URL
- Features video clip from the ‘View from the Top’ segment

3:34

Average time on Story page

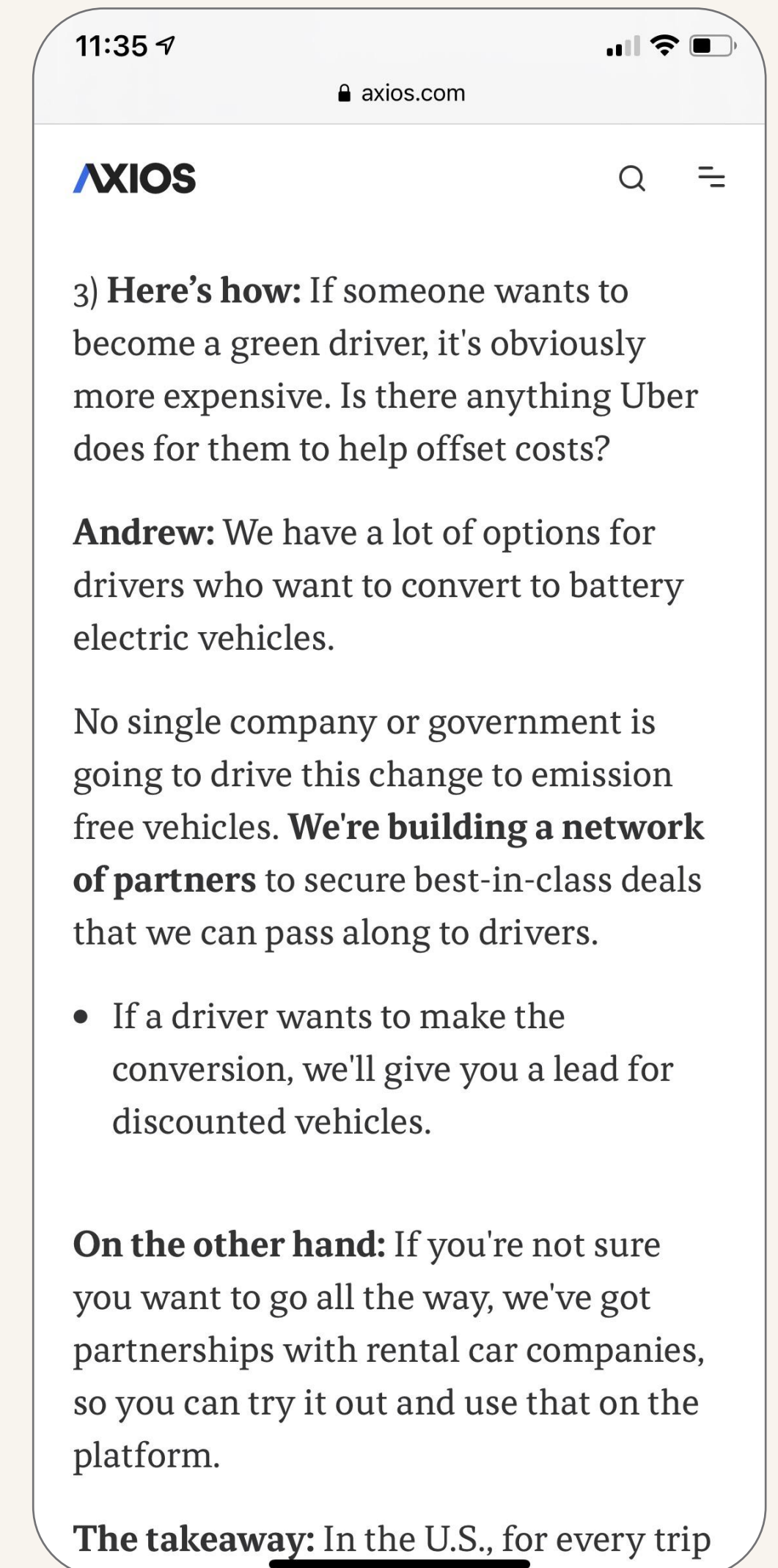
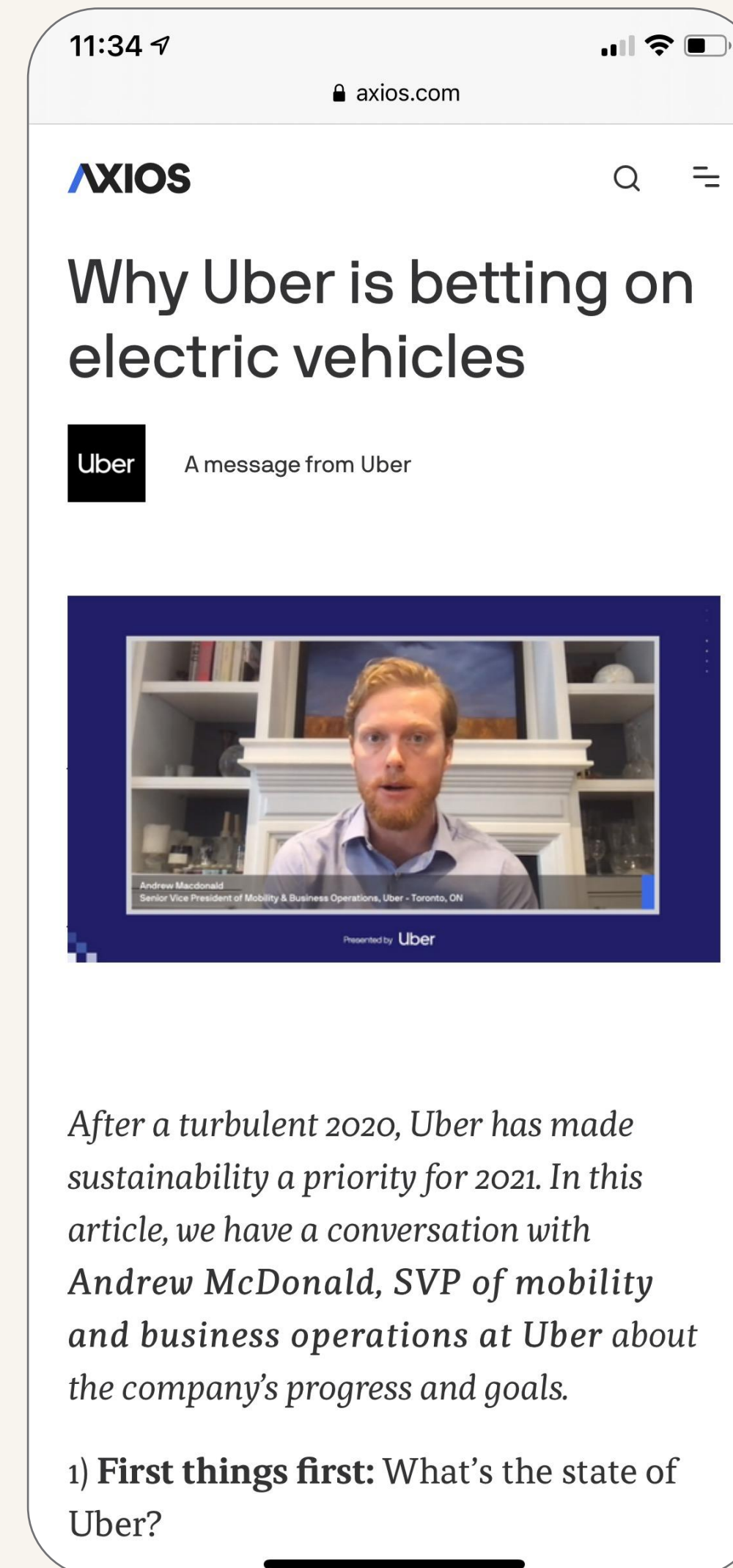
2.5X

Industry average CTR on promo posts

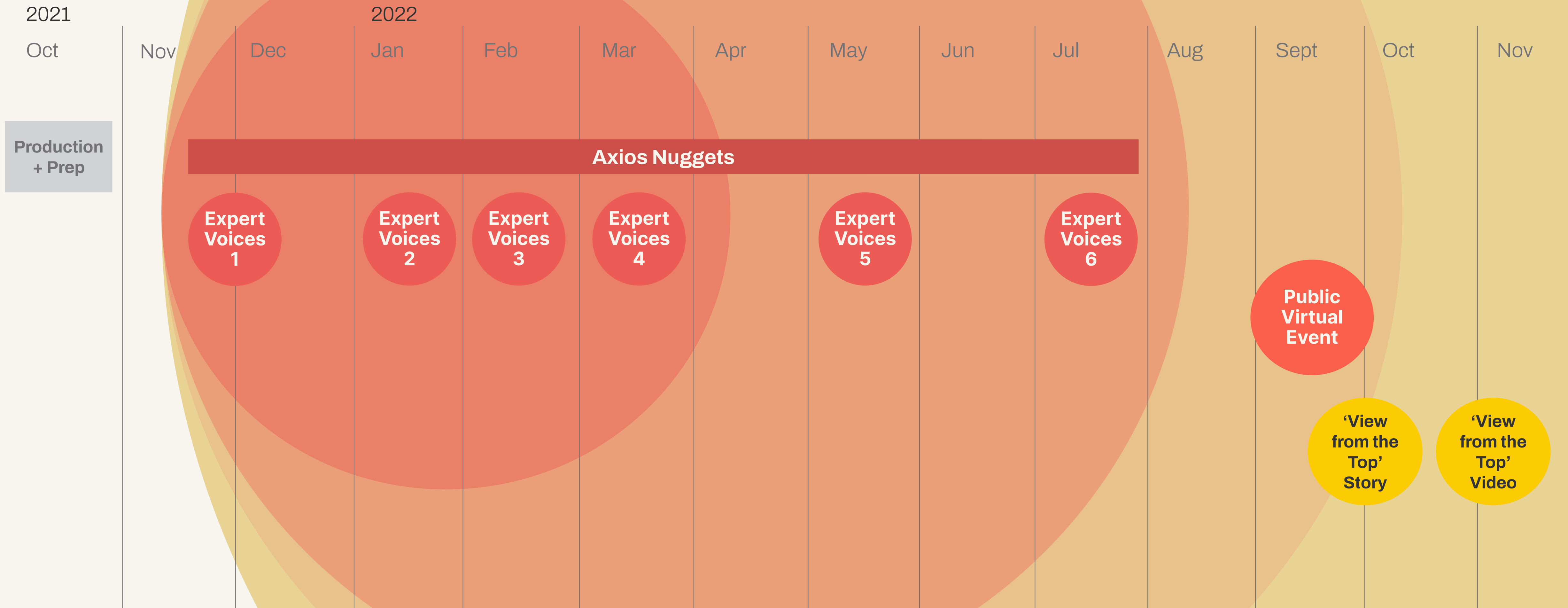
750K+

Promotional impressions on site

Q&A Story example



'Radiate Out' Timeline





Case Study

Live Expert Voices Series

The goal: Improve brand favorability for Wells Fargo while raising awareness of the company’s local initiatives.

How it worked:

- **Wells Fargo** partnered with Axios to host The Hometown Tour – 8 Expert Voices roundtable breakfasts and public events across 6 cities (SF, Philly, LA, Minneapolis, and DC). Read some of the coverage [here](#).
- **Axios wrote** custom content for each event based on Wells Fargo speakers and worked with Wells Fargo to optimize toward the best performing creatives.

Why it matters: Wells Fargo was positioned as a convener and leader across the country and extended their reach through custom content activations to continue the conversation.

8

Total Expert Voices events

50+

Total branded content creatives

8.6X

Avg. CTR (Top-performing creatives)



AXIOS | G Case Study

Virtual Expert Voices Series

The big picture:

Axios Events partnered with Google to convene a virtual roundtable discussion on small businesses in a digital era.

How it worked:

- **Axios reporters** moderated a conversation between business leaders, innovators, and policy experts.
- **Google's partnership** included brand integration and 2 sponsor seats at the table.

The bottom line:

The roundtables attracted a host of private and public leaders, effectively generating a powerful platform for Google's action-oriented solutions. Read more [here](#).

12

Founders/CEOs

5

Mayors

9

Members of Congress

