Strategic Messaging
Mission-Based Effective Messaging

2018 Public Relations Workshop
Mobile, Alabama

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Joint venture partnership

ArcelorMittal

- #1 world leader in steel production with presence in 60 countries
- Approximately 210,000 employees
- 28 operations in U.S., including I/N Tek & I/N Kote
- Market leader in all major global steel segments
- Globally recognized for leading R&D and technology and outstanding distribution networks

Nippon Steel & Sumitomo Metal Corporation

- #2 world leader in steel production
- Approximately 84,000 employees in 15 countries
- 5 operations in the U.S., including I/N Tek & I/N Kote
- Market leader in automotive, energy, civil engineering, construction and rail
- Respected leader in steel technology with focus on product development and process innovation

ArcelorMittal and NSSMC have a long-standing relationship
AM/NS Calvert

- World’s most advanced steel finishing facility
- Largest newly built facility in the U.S. in 40 years
- Acquisition price* of $1,550m in 2014 (50:50 JV with NSSMC)
- $200m in completed or planned strategic investments
- 5.3Mt production capacity
- 1,550 team members (includes technical experts from both parent companies)
- Capabilities and geographic location position the facility well for meeting needs in auto and energy

Strengthens existing auto steel franchise and ability to supply energy market
Mission, Strategy, Messaging Alignment

**Mission**
Competence and diversity, global reach and tradition form the basis of our worldwide market leadership. We create value for customers, employees, stakeholders and shareholders.

**Core Value**
Our interactions are based on transparency and mutual respect. Integrity, credibility, reliability and consistency define everything we do. Compliance is a must. We are a responsible corporate citizen.

**Goal**
To effectively communicate the current issue to key stakeholders in alignment with and support of our company’s Mission and Core Values.

**Strategic Messages**
- We are transparent
- We are ethically intentioned
- We are fact-based
- We are proactive
- We are focused on continuous improvement

**Key Stakeholders**
- Customer
- Public Sector
- News Media
- Opinion Leaders
- Employees and potential recruits
We are a leader in designing, manufacturing, and delivering aerospace products, services and solutions to customers on a global scale.

_Airbus is an international pioneer in the aerospace industry._

A commercial aircraft manufacturer with two other Divisions - Defense and Space and Helicopters - Airbus is the largest aeronautics and space company in Europe and a worldwide leader. Airbus has built on its strong European heritage to become truly international – with roughly 180 locations and 12,000 direct suppliers globally. The company has aircraft final assembly lines across Asia, Europe and the Americas, and has achieved a more than a sevenfold order book increase since 2000.
Global Company

129,000 employees from 135 nationalities

Located across 35 countries on more than 180 sites

International Sales
31% Europe
69% Non-Europe

* as of December 2016
Airbus in the U.S. (Commercial)

- Sales
- Marketing
- Manufacturing
- Support
- Engineering
- Training
- Gov’t Affairs; Safety & Technical ✓ (Washington D.C.)
- Metron (Subsidiary) ✓ (Dulles, Virginia)

Approximately 1,400 employees
Mission
- Be a top performing enterprise making the best aircraft through innovation, integration, **internationalization** and engagement.

Strategy
1) Serve customers through our responsive **product policy**,
2) deliver value-added services, and
3) Maintain product and technology leadership throughout our value chain

Airbus Mobile Goals
- Cement Airbus reputation as an important and positive part of the U.S. aviation industry landscape.
- Reiterate and continue to explain Airbus’ international industrial strategy: we’re getting closer to our customers and supplier partners.
- Use each activity to enrich relationships with political and community leaders—and ensure they remain positive, outspoken advocates for Airbus.
- Use enthusiasm around the Mobile to ensure that Airbus becomes the employer and partner of choice for the best workers and suppliers in the region.

Mobile Messages
- Airbus is a truly global company with manufacturing around the world.
- Airbus is an investor and a positive contributor to the U.S. aviation industry.
- Each job filled is an American manufacturing related job supporting political and economic goals of putting Americans (and Gulf Coast-based Americans) to work.
- Each support contract signed with a supplier (especially a U.S.-based supplier) is supporting and growing American jobs and/or bringing global companies to the U.S. who employ Americans.
- Airbus is a positive member of the communities where we live and work.
Strategic Messaging: The Take Away

- AUDIENCE UNDERSTANDS COMPANY/PORT MISSION AND VALUES

- GOOD STRATEGIC MESSAGES CAN BE APPLIED TO ANY ISSUE / INCIDENT
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QUESTIONS?