

MARCH 21, 2023

# Together we advance\_AMD

In EMEA

**TW** The Weber Shandwick Collective **AMD**

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## In the room...

**ON THE LINE**

**GREG PRAGER**  
EMEA Corporate

**SARITA SHAH**  
Corporate Strategist

**DANIEL MERCADO**  
Middle East Lead

**LIANNE HUNTER**  
EMEA Lead and Tech Media Specialist

**ON CALL**

**ANGREW MURGATROYD**  
Tech Media Specialist

**ELLA FALLOWS**  
Issues Strategist

**GARETH WILLIAMS**  
Global Relationship Lead

**PHILIPP HANKE**  
Germany Lead

**ERIC CHAUVELOIT**  
France Lead

Supported by a **120** strong tech team across the region

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# The WIN

AMD's industry voice should be as dominant as AMD's business momentum


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# Today

- 01** Our tech expertise in EMEA
- 02** The opportunity for AMD in EMEA
- 03** Making an impact every day in EMEA

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# Together we advance \_

**Part 1:**  
Our  
expertise in  
EMEA

**Part 2:**  
The  
opportunity  
in EMEA

**Part 3:**  
Making an  
impact in  
EMEA



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## We are an **industry-leading** EMEA tech team



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# Elevating the IBM product story

**OBJECTIVE**

Engage CTO/CIOs in EMEA banking industry on IBM's FS products (FS hybrid cloud & security) & consulting services

**STRATEGY**

Integrated earned, owned, paid program focused on 'hot topics' CTO/CIOs in FS industry care about

**RESULTS**

- 60% YoY increase in FS media coverage
- 27 Clients participated in 15 media roundtables > attended by 116 journalists & analysts
- 18 clients participated in 8 LinkedIn Lives
- 1,228 senior decision makers in banking industry attended Lives
- 27.6% increase in lead spokesperson LinkedIn followers
- 29% increase in engagement with executive content
- 19 speaking opportunities
- 4 external podcast opportunities

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# Exploring global conversations on a local level...a conversation on AI

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# Together we advance \_

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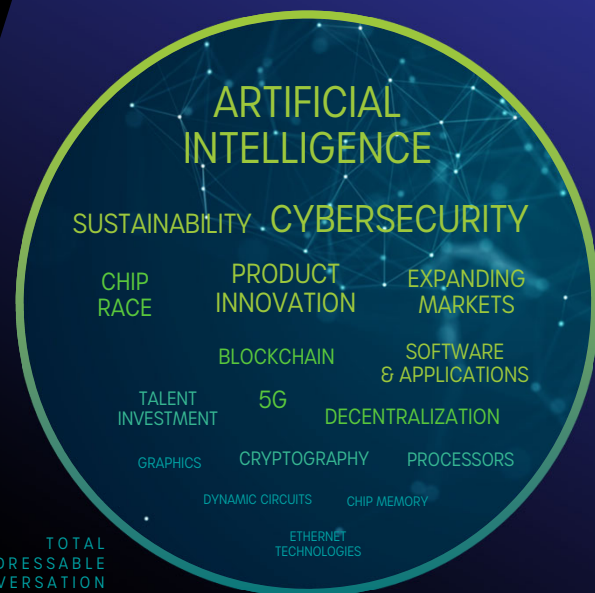
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## Taking your products into **new conversations**

You have an opportunity to take your products into new conversations **that matter to CIOs.**

To identify what those topics are, we must take an outside-in look at the EMEA CIO conversation.

TOTAL  
ADDRESSABLE  
CONVERSATION



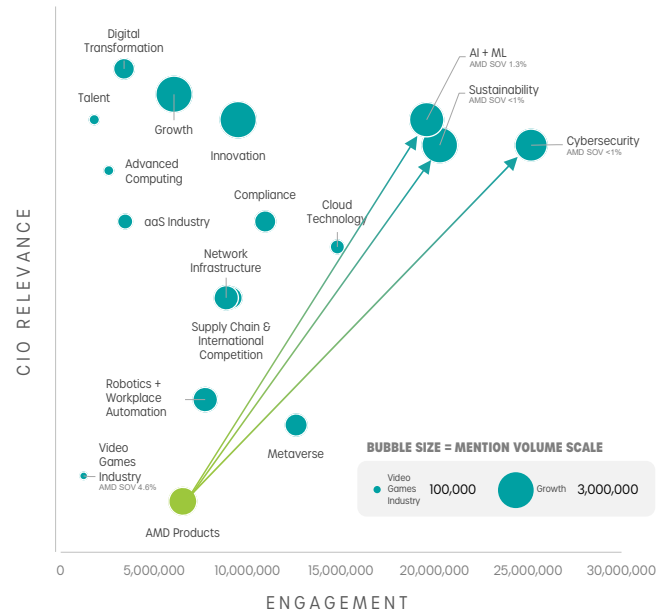
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Source: Weber Shandwick analysis, online news sources, last 12 months

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## Plotting a path to a leadership voice in **the most pivotal conversations**



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## Featuring in the **sustainability conversation**

CAMPAIGN NAME SEMICONDUCTOR INNOVATION: POWERING PROGRESS, FIGHTING CLIMATE CHANGE			
PRODUCT FOCUS	AMD EPYC™ Server Processors offer exceptional performance, scalability, and security features for modern data centre workloads		
PROOF POINTS	Delivering leadership energy efficiency with up to 100% higher performance per watt than the competition	Reducing energy cost by 63%	Reduce footprint by 80%
OVERARCHING ANGLE AMD CHIPS WILL ENABLE THE TECHNOLOGIES THAT ALLOW US TO REDUCE EMISSIONS, IMPROVE EFFICIENCY AND COMBAT CLIMATE CHANGE			
MEDIUMS	AUTOMOTIVE	BIG TECH	ENERGY TRANSITION
MEDIA	<ul style="list-style-type: none"> <li>Interview with Peter Campbell, Auto Correspondent at FT</li> <li>Automotive report on "if everyone adopted AMD chips what would be the automotive and commercial impact?"</li> </ul>	<ul style="list-style-type: none"> <li>Background briefing with Anna Gross, TMT Reporter at FT</li> <li>Interview with Cliff Saran, Managing Editor at Computer Weekly</li> </ul>	<ul style="list-style-type: none"> <li>Editorial board meeting (off record) with The Economist</li> <li>Interview with Sarah George, Senior Reporter at edie.net</li> </ul>
SOCIAL	<ul style="list-style-type: none"> <li>LinkedIn Live with key automotive customer</li> </ul>	<ul style="list-style-type: none"> <li>LinkedIn Live roundtable with Google customer, journalist and analyst/academic</li> </ul>	<ul style="list-style-type: none"> <li>LinkedIn exec communications from Darren Grasby, EVP and CSO</li> </ul>
EVENTS	<ul style="list-style-type: none"> <li>FT Future of Car 2023</li> <li>IAA 2023</li> <li>MWC 2024</li> </ul>		<ul style="list-style-type: none"> <li>Reuters Responsible Business 2023</li> </ul>
B2B + SALES	<ul style="list-style-type: none"> <li>Case study on automotive customer</li> <li>Sales sheet for markets to leverage</li> </ul>	<ul style="list-style-type: none"> <li>Leadership summit (behind closed doors) with key Big Tech customers</li> </ul>	<ul style="list-style-type: none"> <li>Thought leadership study on barriers to sustainable chip adoption</li> <li>Training programme with sales team across EMEA</li> </ul>

**UNDERPINNED BY MARKET TOOLKITS - MESSAGING, GUIDELINES, EVENTS TEMPLATES, RESULTS FINDINGS AND SALES MATERIALS**







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# Leveraging human voice(s) to tell technical stories










LinkedIn	<b>Darren Grasby</b> (CSO & EMEA GM, AMD)	<b>Frans Scheper</b> (GM EMEA, Intel)
<b>Followers</b>	2,774	2,798
<b>Posts (past 3 months)</b>	3	17
<b>Engagements</b>	519	2,001
<b>Avg. Eng. Per Post</b>	173	118
<b>Recent Media Highlights</b>	Product PR Quote	CEO Today Interview City AM Quote The Times Quote WEF Article

### Darren Grasby: The Tech Translator

<b>Industry themes</b> Sustainability, AI + ML, Cybersecurity	<b>Organisation priorities</b> Advancing the adaptive enterprise with AMD's best-in-class product range	<b>Personal passions</b> E.g. Leadership, reading, sports, hobbies, volunteer work
<b>Core Audience:</b> CIOs & CTOs		<b>Secondary Audience:</b> CEOs

### Bringing It To Life

LinkedIn & social	Media	Events & Speaking engagements	Internal comms
LinkedIn Live series engaging customers and experts on the most salient industry topics	  	MWC keynote slot Reuters Responsible Business AMD Leadership Summit	Townhalls & feedback sessions Sales team training Employee engagement

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# Together we advance\_



**Part 1:**  
Our expertise in EMEA



**Part 2:**  
The opportunity in EMEA



**Part 3:**  
Making an impact in EMEA

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# Unpacking the FINANCIAL TIMES

**THE FT ECOSYSTEM**

- 1 constantly updated website
- 6 daily newspapers a week
- 8 – 10 podcasts
- 6 paid-for FT Forums
- 10 weekly FT Live events
- 13 daily digests
- 35 regular newsletters
- 114,685 per day in print sales
- 33.1m a month in online readership

Followers:

-  5.6m
-  4.3m
-  2.9m

**Quotes:**

- 'Semi conductors aren't just for the tech reporter. They would be relevant for automotive, energy, infrastructure, politics, economics – there's an angle for every beat if you look for it'  
- NEWSROOM SOURCE
- 'Our readers are interested in not just what companies do but how they do it'  
- ANJLI RAVAL, MANAGEMENT EDITOR
- 'They move us around every couple of years. One week I went from being the Paris bureau chief to writing about telecoms in London'  
- ANNA GROSS
- 'I'm always happy to meet people, but I do need about eight weeks notice and often have to cancel at the last minute'  
- HELEN THOMAS, COLUMNIST
- 'People aren't reading long articles anymore. We have to find new ways to engage them'  
- MURAD AHMED, TECH NEWS EDITOR

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# Unpacking ComputerWeekly.com

**THE COMPUTER WEEKLY ECOSYSTEM**

- 1 constantly updated website
- 5 languages
- 10 blogs
- 13 core technology topics
- 55K weekly e-zine subscribers
- 100K newsletter subscribers
- 1m a month in online readership

Followers:

-  53K
-  7k
-  7k

**Quotes:**

- 'Our readers are particularly interested in customer-case studies, interviews with CIOs and digital officers, as well as information about what people like them are doing in other organisations.'  
- NEWSROOM SOURCE
- 'On a three-week cycle, we run a series of articles focused on a particular category of software/hardware/IT service – we review the schedule quarterly to stay as topical as possible'  
- CLIFF SARAN, TECHNOLOGY EDITOR
- 'Around 20% of our readership now comes from non-IT backgrounds as technology is becoming increasingly democratised'  
- COMMERCIAL SOURCE

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how many companies can't explain what they do in plain English. use analogies if necessary or at least explain the significance

# Unpacking THE TIMES

'I always value pithy, punchy and practical commentary for the Raconteur Special Reports. Those supported by data, case studies and original thought stand a better chance of inclusion.'

— OLIVER PICKUP, FREELANCE





'Sometimes we don't have the time for detailed research and an off the record background brief is hugely helpful.'

— NEWSROOM SOURCE

## THE TIMES ECOSYSTEM

- 1** constantly updated website
- 1** weekend edition
- 6** daily newspapers a week
- 14** podcasts
- 75+** special reports per year
- 797,000** print circulation
- 14.8m** a month in online readership

Followers:

 **1.7m**
 **800k**
 **1m**
 **21.9k**

'It's amazing to me how many companies don't explain what they do in plain English. Use analogies if necessary or at least explain the significance'


— KATIE PRESCOTT, TECH BUSINESS EDITOR

'We like to write nuanced pieces – we work closely with the other desks to expand on their news stories and link to the real-world implications'

— SHAUN LINTERN, HEALTH EDITOR, SUNDAY TIMES

'We have a team meeting on Tuesdays to discuss the bigger, longer reads that make up most of the Business section. We're looking for incisive, original ideas that will set the agenda'

— OLIVER SHAH, ASSOCIATE EDITOR, SUNDAY TIMES

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# Elevating AMD's product story

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## OUR MODEL

**EXCITE — HYPE — EXPAND**

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# Working together: **A little bit of fun**

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GETTING TO KNOW EACH OTHER | 5 QUESTIONS

# Team dinner or team drinks?



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GETTING TO KNOW EACH OTHER | 5 QUESTIONS

# Netflix or Disney+?



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GETTING TO KNOW EACH OTHER | 5 QUESTIONS

# Bike or walk?



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GETTING TO KNOW EACH OTHER | 5 QUESTIONS

# Beach or exploring?



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GETTING TO KNOW EACH OTHER | 5 MINUTES, 10 QUESTIONS

# PC or PS?



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# Thank you.

We can't wait to see you on March 28<sup>th</sup>

 The Weber Shandwick Collective





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