

Richard Edelman's surprise announcement during Arthur W. Page Society hall of fame induction speech

By Andrew Nevue *Sept. 21, 2018*

The communications industry is expected to make a noteworthy shift. Richard Edelman, president and CEO of Edelman, a global communications marketing firm that partners with the world's leading businesses and organizations to evolve, promote and protect their brands and reputations, suggested that communications marketing is a more effective strategy to meet the needs of clients during his induction speech to the Arthur W. Page Society.

"Communications must operate with the rigor and analytics of marketing — and marketing must operate with the storytelling mindset and marketplace reality of communications," said Edelman. This statement was a theme throughout his powerful acceptance speech. Communications marketing will focus on long-term relationships. Edelman believes following the guidelines of *evolving* to promote serious change, *promoting* to immerse experiences and *protecting* by holding organizations responsible will aid reinforce the capabilities of communications marketing.

Edelman received the prestigious honor of being an inductee into the Arthur W. Page Society Hall of Fame. This award recognizes the men and women in the communications industry who have developed esteemed careers that have taken them to the summit of the communications field. "Not only did Edelman highlight the successes, but he also acknowledged the gaps of marketing and communications, laid them out point-by-point, and left the audience feeling like we can and should continue to grow," said Davina Cepeda, a viewer of Edelman's speech. Richard Edelman has served as president and CEO of Edelman since 1985, expanding the agency throughout the world and providing excellent service to clients. He is a powerful force in the communications field.

Edelman's induction speech took place on September 21, 2014 in Philadelphia. He expanded on his communications marketing idea by suggesting that the communications industry needs to fully partner with marketing compared to only building credibility to become the change agent. Edelman also suggested seven strategies to implement communications marketing, such as embrace, partner and offer. Embrace new skills and capabilities, partner with society to effectively deliver services in a credible manner and offer powerful creative ideas that can rally a community. These and the four other concepts of advocate, enable, participate and prove will make marketing communications a powerful reality.