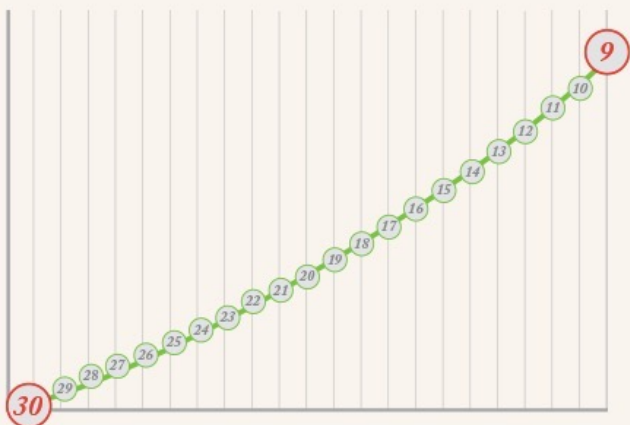


AFTER REBRANDING ITSELF WITH A CAMPAIGN CALLED
"THE HUMAN NETWORK" IN OCTOBER 2006, CISCO:



> RANKED AS 9TH MOST RESPECTED COMPANY BY BARRON'S IN 2007 (UP FROM 30TH IN 2006).

> FOUND THAT THE PERCEPTION OF CISCO AS A "TECHNOLOGY LEADER" AMONG ITS CORE TARGET AUDIENCE JUMPED 80% IN ONE YEAR.

↑ 9% ↑ 35%

> SAW ITS STOCK PRICE INCREASE 35% FROM AUGUST 2006 TO AUGUST 2008 (WHILE S&P 500 WAS FLAT).

HUMAN NETWORK



Deep Metaphor™: CONNECTION

Our research discovered that Cisco is associated most strongly with one particular Deep Metaphor™, Connection



THE COMPANY USED THE ZMET® INSIGHTS TO GUIDE A MAJOR, MULTI-PLATFORM *re-positioning and communication initiative*, INCLUDING A LOGO REDESIGN.

CISCO'S BUSINESS PROBLEM:

Consumers had no emotional connection with Cisco and viewed it only at a very functional level. Many consumers had misconceptions about Cisco's origins and current role in society.



THE COMPANY'S NAME WAS RECOGNIZABLE BUT MOST CONSUMERS WERE CONFUSED AS TO WHAT IT WAS, THAT CISCO ACTUALLY PROVIDED.

CISCO USED ZMET® TO ASK CONSUMERS, BUSINESS DECISION MAKERS, IT MANAGERS AND CISCO EMPLOYEES ABOUT

"Your thoughts and feelings about Cisco Systems."