

**Deloitte.**



Look Again...Federal Strategic Communications Designed for Impact

# Frame the Challenge

Federal agencies are being challenged to do more with less and to deliver information in a way that is connected, integrated, digital, and efficient...so that they can focus on their missions. We help our clients look again at how a results-driven communications strategy can enable mission success.

## Conquering the digital landscape



The communications landscape is becoming more complex; successfully managing a cross-channel environment is key to driving impact with business-critical audiences.

Deloitte's "Digital Maturity" survey shows the large majority of government agencies are still in the early or developing stages of their digital transitions. Only about 30% of respondents said their organization's digital capabilities were ahead of their public sector peers and nearly 70% said they were behind the private sector.

- Information from Deloitte Digital "Government Transformation"

## Increasing employee engagement



Effective internal communications help to build an environment that is fulfilling, meaningful, and fun. Such business environments are not only good for employees, but also result in optimized business outcomes, including higher productivity, increased efficiency, and higher levels of customer satisfaction.

Making strides here is key; the Federal Employee Viewpoint Survey reveals year-over-year that agencies with highly engaged employees have proven to be more effective at attracting, developing, and retaining the top talent that drives mission outcomes.

- Information from "Deloitte 2016 Human Capital Trends"

## Creating customer satisfaction



The truth of the matter is that an effective communications capability directly impacts an agency's ability to execute its mission. An organization's ability to deliver an effective customer experience to citizens, partner agencies, businesses, and potential employees is foundational to mission success.

Deloitte builds solutions with the end customer in mind, but design thinking requires leaders to know their stakeholders and actively engage with them throughout the design process. Knowing the needs of each unique customer helps build tailored solutions and leads to customer satisfaction.

- Information from Deloitte "Improving Customer Experience"



## Impact for your agency

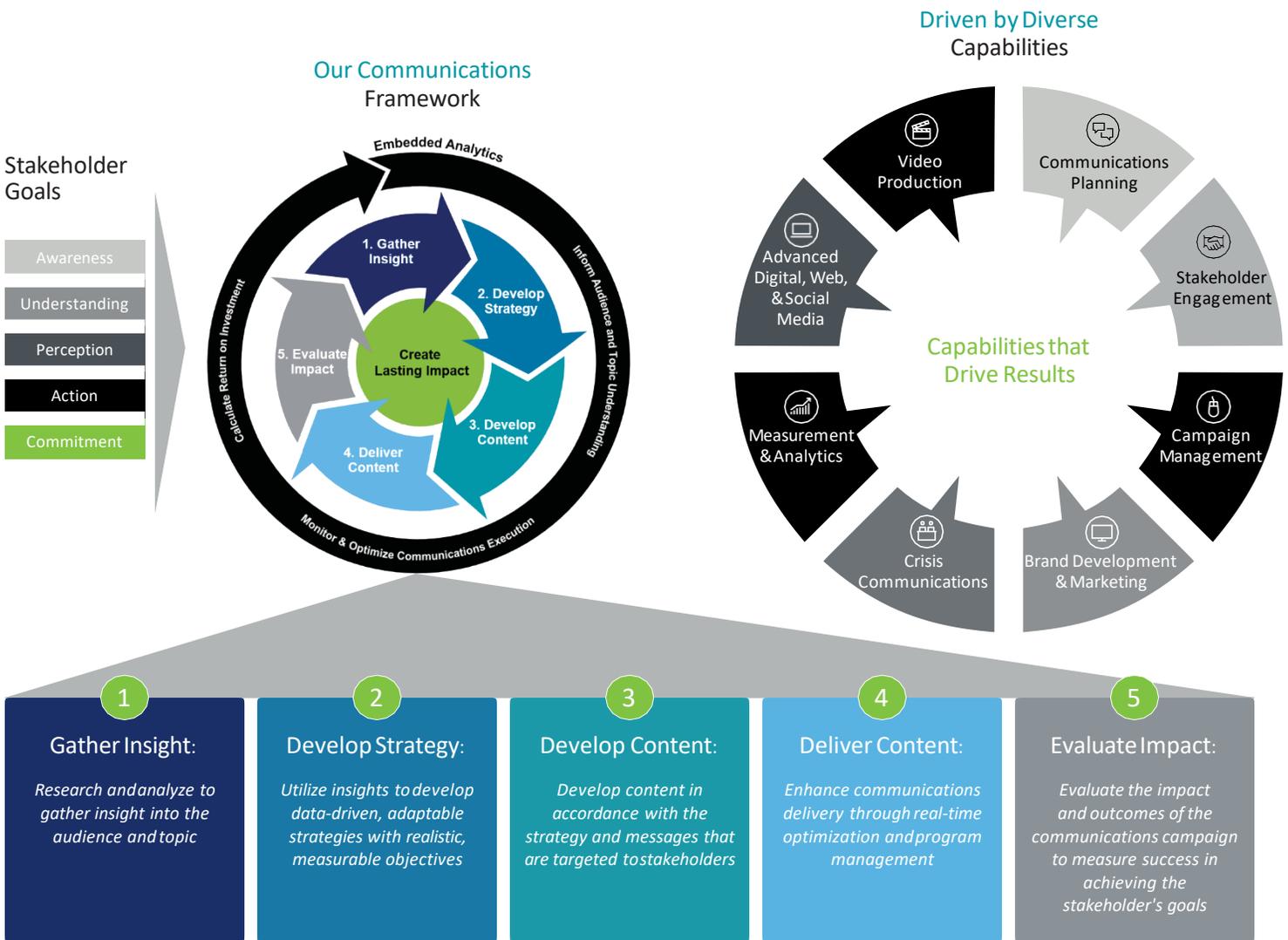
Deloitte recognizes that the digital trend is fundamentally transforming federal agencies. Our offerings bring cutting-edge solutions, new platforms, and advanced analytical tools to help federal agencies keep pace with their private sector counterparts.

Deloitte equips federal leaders with the tools and data to measure, monitor and improve employee engagement. Our engagement offerings operate across workplace attributes to map drivers to results and make organizations “irresistible”—leading to increased individual and organizational performance.

Deloitte harnesses demonstrated commercial expertise in customer satisfaction and customer experience to develop strategies for federal leaders. Our offerings emphasize design thinking to help our clients create solutions with the end customer’s needs and desires at the forefront.

# Focus the Lens

Deloitte’s strategic communications approach is supported by client-tested capabilities that span all phases in the communications lifecycle, helping federal agency leaders design, align, and execute communications strategies that enhance mission outcomes.



Our communications framework focuses the lens on the discrete problems to be solved and transforms them into opportunities to be seized.

# Look Again...Design and Innovate

Deloitte delivers cutting-edge communication solutions with end-to-end campaign support to achieve your communications goals. Look again... We match industry-leading tools and methods with high-performing consulting teams composed of innovative thinkers dedicated to advancing your agency's goals. Deloitte's Digital Market Offering and core consulting capabilities offer a differentiated package of unique approaches and thought leadership to develop and execute your communications strategy.



## Deloitte Digital

provides strategy, mobile, social, web, and digital solutions to help strengthen and evolve client operations, while balancing emerging technologies with the realities of the market.



## Deloitte Survey Research & Analytics Center

is a full-service research facility that applies sophisticated analytic methods and cutting-edge tools to help our clients make more informed, data-driven business decisions.



## Heat

AdWeek's 2015 breakthrough agency of the year is Deloitte's in-house digital marketing agency that combines best-in-class creative and strategic thinking to build brands and solve the most complex marketing problems.



## Deloitte Center for Immersive Learning

provides immersive learning capabilities with the latest in learning technology, gaming theory, and design innovations to create highly engaging opportunities for accelerated knowledge transfer.

Connecting our practitioners' vast federal experiences to industry-leading technology and creative design solutions, Deloitte brings award-winning and innovative approaches to design a communications strategy tailored for your needs.

# Collaborate for Success

Across the federal government, agencies must communicate with a diverse array of stakeholders across mobile, web-based, and traditional platforms. We collaborate with federal agencies to innovate mission-critical communications and improve customer experience and talent engagement every day. Federal agencies are navigating this complex communications environment with us as their guide.

With award-winning people and capabilities, Deloitte's strategic communications work continues to provide our federal clients\* with holistic solutions to transform their engagement with mission-critical audiences.

\*Deloitte provides communications solutions to all types of federal agencies, from HHS and DoD, to USPS and USAID. The agencies depicted here are only a sample of our federal clients.



Department of Health & Human Services



Department of Commerce



Department of Defense



Department of Homeland Security



United States Postal Service



Deloitte Digital...#2  
Digital Agency  
Worldwide, 2015



Deloitte Digital...Best  
Social Campaign for  
Intel FTML5 Hub, 2015



2015 Gold Winner  
for Corporate Video  
Production



2017 Bronze Telly Award  
Winner for Non-Broadcast  
Productions

Look again at opportunities to partner with us.

Deloitte is on the Advertising & Integrated Marketing Solutions (AIMS) and Mission Oriented Business Integrated Services (MOBIS) contract schedules.

# Meet Our People

Behind Deloitte's demonstrated brand is a team of professionals whose diverse skillsets and years of experience in strategic communications, marketing, and new media provide federal clients with comprehensive support at every stage of their communications journey.



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