

# Brand Management

## About Booz Allen

Booz Allen Hamilton has been at the forefront of strategy and technology consulting for 95 years. Providing a broad range of services in strategy, operations, organization and change, information technology, systems engineering, and program management, Booz Allen is committed to delivering results that endure.

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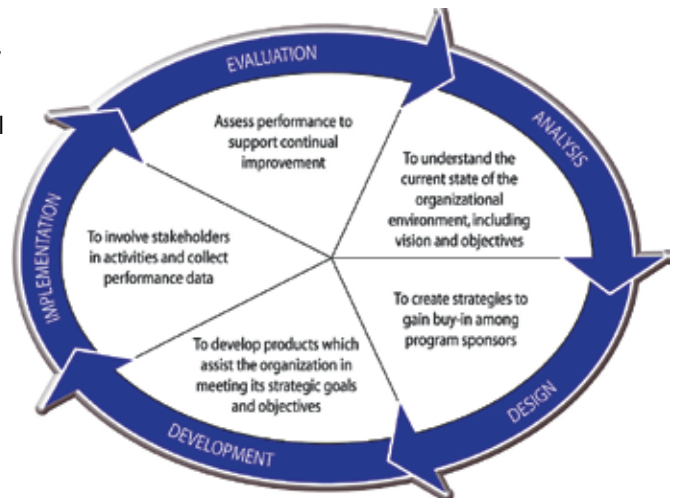
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Government agencies are experiencing a rapidly changing marketplace where managing reputation, as well as performance and progress recognition, is becoming increasingly difficult. The outlook in the government sector is shifting to a more customer-centric environment, creating a need to appeal to target customer segments. How can agencies maximize customer loyalty? How do organizations create an environment that motivates and inspires employees behind their goals? With increased competition for talent, how do organizations attract and retain an intelligent workforce that can manage all of these demands with customers who remain connected to the agency?

These questions reveal some of the challenges the federal marketplace is facing. Centered at the core of these challenges is your brand. It's your promise and your reputation.

## Booz Allen can help you be ready for what's next

At Booz Allen Hamilton, a leading strategy and technology consulting firm, we help organizations build a successful brand strategy that can serve as a guiding light for their image and reputation, even amid significant institutional challenges. Focusing attention and resources on a consistent and enduring brand fosters a strategic approach to identity management rather than a reactive, short-term tactic.



Our brand management experts address these business challenges on all fronts. Our approach addresses the critical challenges facing federal agencies today. By mapping solutions directly back to the agency's mission, the result is a resonant value-based brand designed to optimize your organization's brand equity. We help organizations build and manage brand identity and powerfully communicate their key messages by leveraging a full suite of media tools to produce compelling visual communications.

Our approach encompasses key activities such as:

- SWOT facilitation
- Brand development
- Brand guidance
- Interactive design
- Computer-based training
- Video production
- Modeling and simulation
- 2D/3D animation
- Web design
- Print design

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delivering results that endure

## Booz Allen's value-based approach to brand management

Booz Allen offers a comprehensive approach to creating value-based brands for government agencies. Our core competency in brand management utilizes experts from all management disciplines to refine and communicate the major themes of the agency's mission and values to all stakeholders. All brand management communications map back to the vision and values of the agency's mission. Booz Allen will help your organization define how those values take shape by creating the platform and visual communications tools that serve as vehicles for communicating your agency's value-based brand. We will work with you to ensure that your brand is unique and valuable and builds equity over time.

Consistent with our overarching approach to strategic communications is Booz Allen's five-phase branding methodology. Our experts will work with you to provide high-level expertise every step of the way.

- **Analysis:** We will understand and evaluate the current state of your organization, including its mission, vision, and operational goals. Our team helps uncover how your organization defines itself and how internal and external stakeholders perceive it.
- **Design:** We create brand strategies that gain buy-in among program sponsors by aligning the organization's lessons learned with the organization's goals. After identifying and focusing on your targeted audiences, Booz Allen outlines specific value propositions for each audience segment and instills a specific tone through your publications, products, and services.
- **Development:** We work with our clients to develop branding strategies and visual communication tools to appropriately engage each audience.
- **Implementation:** We communicate the organization's brand through appropriate visual and verbal communications tools that enlist stakeholders to become loyal adherents to the brand.
- **Evaluation:** We assess brand performance to support continual improvement and enduring brand equity for your organization.

## Booz Allen experience and expertise

Booz Allen's expertise in brand management is far-reaching, and our highly skilled consultants bring a wealth of expertise in managing brand strategy. In March 2003 US Citizenship and Immigration Services (USCIS) became one of three former Immigration and Naturalization Service components to join the Department of Homeland Security. The development and implementation of a new brand identity by Booz Allen not only conveyed USCIS's mission and vision but also ensured that all stakeholders (both employees and customers) truly understood and resonated with the new culture of USCIS.

Whether you're managing today's issues or looking beyond the horizon, count on us to help you be ready for what's next.