

Creative Services

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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Government agencies continually face communications challenges, such as creating name or brand recognition; getting their message noticed; ensuring complex messages are accurately communicated; ensuring messages are relevant to and resonate with stakeholders; enabling stakeholders to visualize a concept, product, or program; and compelling stakeholders to take action. To overcome these challenges, you need a creative team whose skills, knowledge, and experience take your deliverables, marketing materials, and campaign strategies to new levels.

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

The consultants at Booz Allen Hamilton, a leading strategy and technology consulting firm, can perform individual assignments and orchestrate complex projects across a variety of media to seamlessly deliver your message. We draw on strong creative capabilities within the firm to provide you a full range of services wherever your need exists. Our consultants educate one another about best-in-class visual communications and enjoy a collaborative environment to share creative approaches to developing compelling solutions. Our visual communications experts bring art and science together. Whether you need traditional print pieces, copywriting or editing services, branding, a new website, or conference/event planning, we can provide creative, intuitive solutions on time and within budget.

We also help organizations create an effective campaign strategy that they can rely on to promote their image and reputation. Building an enduring campaign ensures successful identity management for each organization. Booz Allen's experts work with clients to develop solutions that will resonate with stakeholders and reach them in a timely, coordinated, and consistent manner.

Our approach to creative solutions

Our approach incorporates best practices in creative media with stakeholder needs and preferences in mind. It encompasses key activities, such as:

- **Print design:** Booz Allen creates a visual identity that builds brand recognition for organizations, programs, and projects. We develop concepts, create designs and imagery, and produce final artwork and publications, including:
 - Identity branding
 - Newsletters
 - Brochures
 - Factsheets
 - Advertisements
 - Display ads
 - Letterhead and stationery
 - Presentations
 - Signs and banners
 - Promotional items
 - Product packaging
 - Graphic development—logos, brand development, computer-generated illustration

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delivering results that endure

- **Interactive media (including computer-based training):** We partner with our clients to deliver computer-based training that meets educational requirements while creating an engaging learning experience for users. Our customized solutions incorporate modern web standards for consistent display and can be made compatible with other learning management systems.
- **Video development and production:** We develop high-end videos from concept to production. These sophisticated visual solutions range from informational and advocacy building videos to stage-setting, real-world scenarios development, and proof of concept.
- **2D/3D animation:** Using 3D modeling and animation, we create highly technical depictions of real-world scenarios and concepts. Our 3D visualization can range from a simple animation as part of a presentation to complex requirements visualization, such as virtual reality.
- **Web development and design:** We provide leading-edge web solutions to enhance communications. We use a dynamic mix of images, sound, and typography to go beyond static interfaces and provide a more robust, interactive experience.
- **Marketing/promotional writing, editing, and format:** We provide targeted marketing and promotional copywriting, editing, and format to effectively communicate your message in outreach materials, video, scripts, ghostwriting, and web content.
- **Classified and unclassified conference and event planning**

Representative success stories

- **Defense Technical Information Center (DTIC) Information Analysis Center (IAC) Program Management Office (PMO):** DTIC manages 13 IACs and hosts the mission success stories website. We created a Millennium-themed branding campaign using the DTIC IAC PMO's requirement to have Mars as the central image/icon. We worked with the client to deliver a compelling campaign that tied the client's idea with the IAC's missions.
- **Information Assurance Technology Analysis Center (IATAC):** By developing a robust promotional plan and new identity for IATAC, we set the bar for IAC promotional activities. We developed the IAnewsletter to serve as the main newsletter for IA professionals and produced our State-of-the-Art and Critical Review and Technology Analysis reports as books. As a result of our work, IATAC's management organization, DTIC, views IATAC as the example by which all other IACs should model their promotional activities.
- **Joint Aircraft Survivability Program Office (JASPO):** JASPO's original name was the Joint Technical Coordinating Group on Aircraft Survivability. It had no exhibit nor web presence; JASPO had not updated the website for over 5 years. Our visual communications experts breathed life into JASPO by changing its name, charter, and brand. The organization's Aircraft Survivability newsletter started as a 16-page two-color bulletin and now is a 32-page full-color journal and JASPO's most effective means of relaying information about its research and development efforts.

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