

RESONATE: Best Practice Campaign Development Framework

Working in the evolving space in which brand and reputation intersect, our core ambition is to help clients develop right-fit communication campaigns that drive progress and authentic engagement, deliver real results and bring about genuine change.

Some clients need end-to-end agency support, while others only want expertise and activation on key requirements to supplement internal resources. Whatever the specific need, especially if it's not clear, our eight step reputation management framework, **RESONATE**, is designed to assess and define a tailor-made campaign that provides the right blend of FleishmanHillard support.

In a kick-off working session, we use **RESONATE** to:

- Completely immerse in your brief to understand internal communications capabilities versus external agency resource needs
- Show and tell around the extensive suite of FH proprietary tools and processes at your disposal to optimize your communication strategy
- Scope and timeline required planning stages and steps to inform campaign development – from insight to strategy, execution and evaluation

At the end of the process, we'll have undertaken a comprehensive communications audit and created a best practice roadmap and communications playbook for campaign planning, development and implementation that meets your specific brief.



The eight-steps of **RESONATE** outline how we can help you at every step of the journey:

- **Relationships**: from establishing the right agenda of on-boarding sessions to assessing requirements to have key team members working client side for a period of time, we undertake a “deep-dive” process to ensure we’re making the right investment to set-up or solidify the client-agency relationship.
- **Evidence**: using FH tools such as Authenticity Gap alongside market trend and competitor analysis, and PESO channel audits, we can blend primary and secondary research to model and map your current communications landscape to inform strategy.

New Client Solutions for Authentic Engagement



- **Strategize:** grounded in insights, we set clear communications objectives, define the target audiences, stakeholders and channels, and set the stage for the overarching strategic idea or platform via collaborative workshops such as our Nine Drivers strategy development session.
- **Orchestrate:** we can help develop a clear value proposition and corporate narrative that is both simple and compelling, adopting the most appropriate process for internal stakeholders, from storytelling workshops to interviews.
- **Navigate:** whether you want us to position the CEO as an industry thought leader, put the company front and center of a business-critical debate, navigate a crisis or support an organizational change process, a range of FH best practice knowledge and specialist expertise solutions can be brought to bear to put clients' communications plans into action.
- **Activate:** we develop impactful content to deliver a client's messages to the right audience, at the right time, using our brightest minds and creative studios to build a cross-section of inventive tactics that utilize the most appropriate channels to meet the end goal and outcome.
- **Translate:** to measure success, we use benchmarking studies and audits to go beyond outputs to measure outcomes that track shifts in perception and test message penetration from exposure to engagement, influence, activation and advocacy.
- **Evaluate:** to help understand the effectiveness of communications activity we set bespoke KPIs, and track at regular intervals. This information enables us to adjust or enhance activity as needed.

NAVIGATE: a range of available solutions

- ✓ Authentic Executive: C-suite profiling
- ✓ Media relations and media training
- ✓ Digital and social blueprint and activation
- ✓ Employee Engagement
- ✓ ARC: Issues and crisis management
- ✓ CSR and Shared Value
- ✓ Public Affairs
- ✓ Stakeholder Activation
- ✓ Corporate Reporting
- ✓ Brand Marketing
- ✓ Content and Design

LEARN MORE

For more information about the FleishmanHillard's reputation management services and propriety tools that are available within each step of **RESONATE**, please contact Pauline Gillingham at pauline.gillingham@fhflondon.co.uk, Steph Bailey at stephanie.bailey@fhflondon.co.uk or visit fleishmanhillard.com/reputation-management.