

Campaigns

STRATCOM
STRATEGIC COMMUNICATIONS

Effective Campaigns

Whether you need to mobilize your union, engage your donors, win an election or polish your media relations, Stratcom can make sure that your message resonates with your target audience and that your campaign is effective.

Some of our clients use only one or a few of our campaign services. For others, we are a virtual one-stop shop for designing and delivering a campaign from the ground up. No matter what your specific needs are, our years of experience, record of success, and state of the art tools can give your campaign the edge it needs.

Our professional consultants will work with you to develop and implement a strategy that is customized to the needs of your organization and results in a winning campaign.

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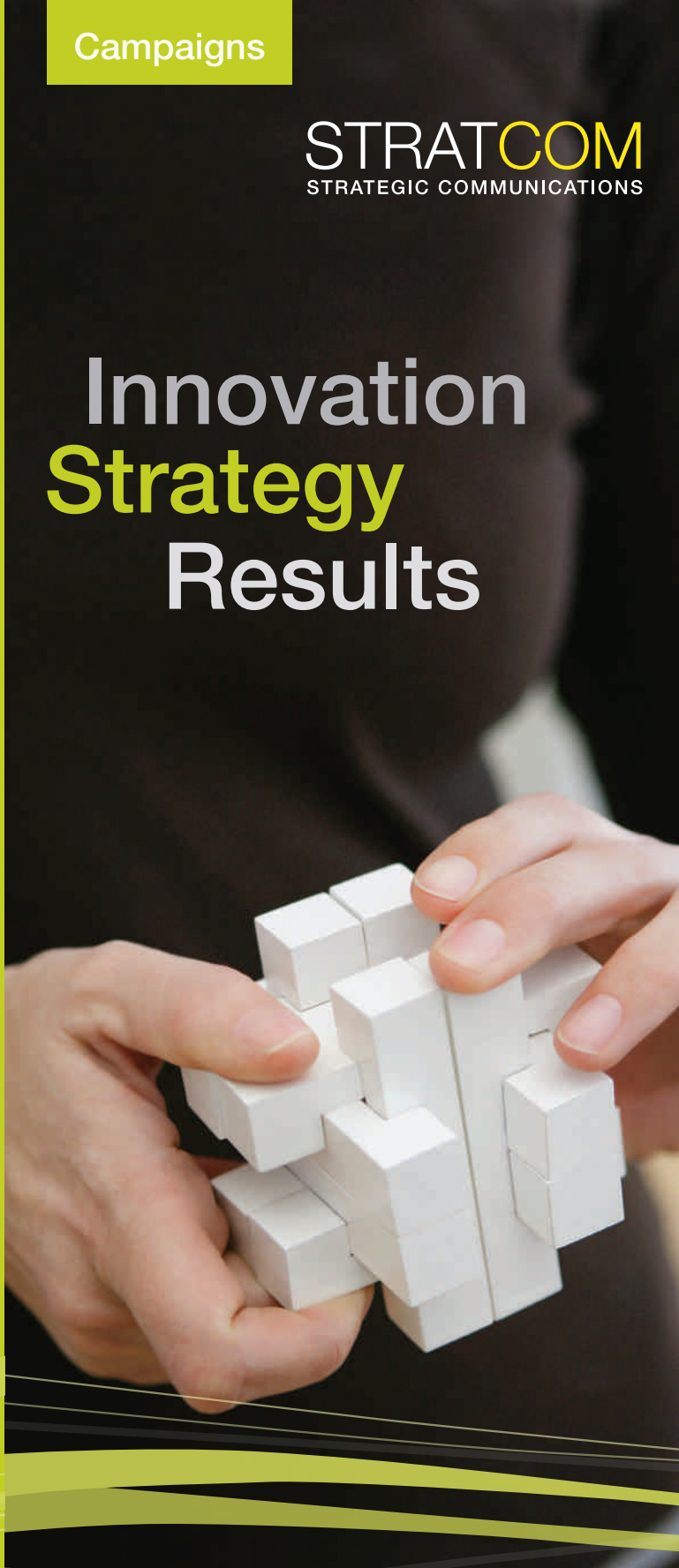
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Innovation Strategy Results



Innovative Campaigns

Stratcom combines extensive experience in the non-profit and political communities with sound research. We design and implement innovative and integrated campaign strategies for our clients. At Stratcom, we constantly search for the best tools and techniques to make public affairs, advocacy and political campaigns more successful.

We can meet all of your campaign needs including:

- › **Opinion Research**
- › **Strategy**
- › **Communications**
- › **Media Relations**
- › **Evaluation**

"I have worked with Stratcom for over a decade on both large and small campaigns. Their communications and opinion research expertise is enhanced by a team of creative and innovative strategists who understand and share our values. This is a priceless combination in consulting, especially for NGOs."

- Bruce Cox
Executive Director
Greenpeace Canada



Opinion Research

Anyone can get you the numbers. Our knowledge and experience in designing research and applying it to real world campaigning situations is what sets us apart.

Using a full range of research tools including surveys, focus groups, one-on-one interviews and telephone and online polling, we can help you:

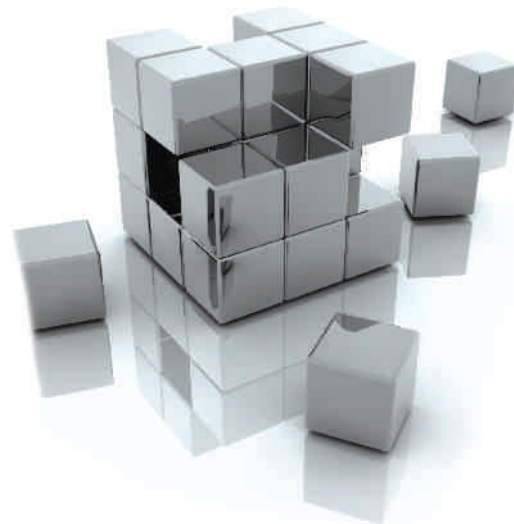
- › **Test assumptions underlying your campaign strategy**
- › **Understand prevailing public opinion and how to influence it**
- › **Understand what motivates key stakeholders**
- › **Develop themes and messages**
- › **Measure, define and refine how you target key audiences**
- › **Improve the effectiveness of your communications channels**
- › **Update and manage your brand and positioning**

Strategy

At Stratcom, our specialty is knowing how to integrate all the necessary elements of research and communications to win campaigns. Whether you're running for office, advocating for social change or pushing to win new government policies, we can create a strategy with a compelling message that will resonate with your target audience.

Stratcom has been the strategist for many winning campaigns, covering a wide spectrum of areas including:

- › **Political**
- › **Advocacy**
- › **Public awareness**
- › **Union and labour**



Communications

Successful campaigns and organizations rely on strong communications with members, supporters, key stakeholders, and the public – and that means understanding what your audiences expect from you and how to communicate most effectively with them.

Stratcom can help you send a clear message to your audience, with services including:

- › **Communications audits**
- › **Copywriting, design and production of written materials**
- › **Member outreach programs**
- › **Grassroots lobbying and activism strategies**

Media

Stratcom provides a full range of services to help you make sure your message is received by the right people at the right time, including:

- › **Media strategies**
- › **Media relations**
- › **Media training**

Implementation Tools

Stratcom not only designs the strategy, but also provides the tools required to reach, engage and mobilize your audience through:

- › **Radio, print and television advertising**
- › **Online advertising and campaigns**
- › **Outbound public or member contact telephone programs**
- › **Direct mail**
- › **Broadcast voice message services**

Evaluation

We offer cost-effective, highly credible evaluation services to assess advocacy, public affairs and political campaigns. From short assessments for grassroots advocacy groups to major research studies for international NGOs and Foundations, Stratcom has experience leading evaluations that produce a clear understanding of lessons learned, areas for improvement and how to implement the findings.