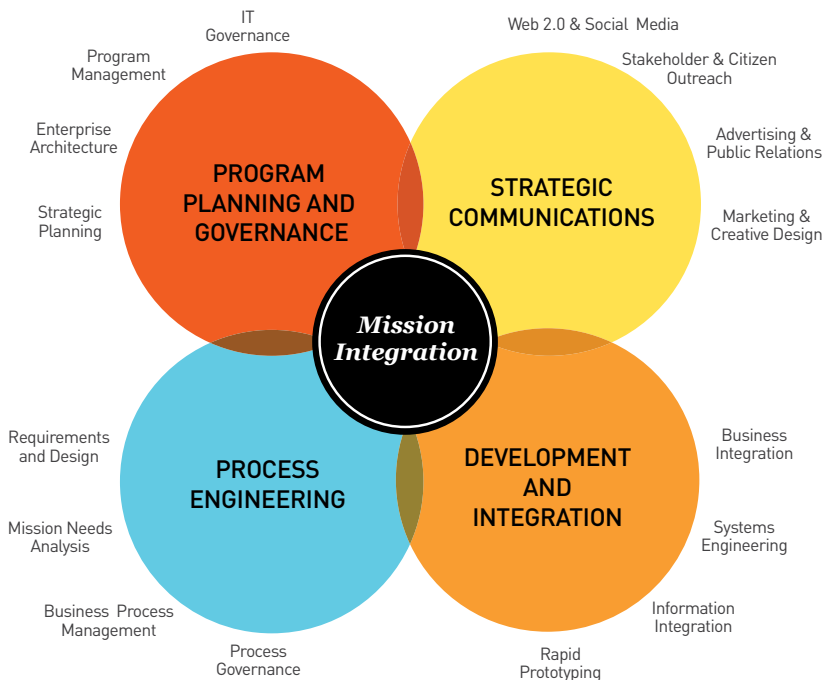




TAKING GOVERNMENT TO THE CITIZEN

Enabling Gov 2.0 Strategic Communications

BUILDING CONSENSUS, ENGAGING STAKEHOLDERS, CREATING EFFECTIVE MESSAGES, AND SUSTAINING LONG-TERM CHANGE



Sapient Government Services is a leading provider of consulting, technology, and marketing services to a wide array of US Government defense, civilian, and intelligence agencies. We are the largest independent interactive company in the world and the only one with a dedicated government practice.

Ranked as the #1 interactive and web design company by Forrester, Sapient has an unparalleled ability to leverage commercial best practices and award-winning creative capabilities to help Government agencies drive successful change and create a culture of collaboration and continuous improvement.

APPROACH & CAPABILITIES

- > Development and deployment of leading-edge tools and technologies that enable collaboration and transparency
- > Deep understanding of citizen-centric communication strategies and channels that create an effective, efficient experience
- > Proven approach developing solutions based on user research that enable adoption and ensure long-term mission success
- > Ability to deliver new thinking and innovative solutions designed to increase collaboration, efficiencies with the ability to measure outcomes
- > A unique methodology for delivering results in weeks, not months, enabling flexibility and the ability to identify and respond to changes, while keeping initiatives on-time and on-budget
- > Ability to rapidly facilitate large and diverse groups of stakeholders with differing points of view and drive them to achieve specific objectives

GSA CONTRACT VEHICLES

- GSA (AIMS) Contract # - GS07F0567T
- GSA (MOBIS) Contract # - GS10F0275U
- GSA (IT 70) Contract # - GS35F0442V

OUR SERVICES

WEB 2.0 & SOCIAL MEDIA

- > Facebook App Development
- > Twitter
- > Mobile Applications (iPhone, Blackberry, Windows Mobile)
- > Blogs, Wikis

STAKEHOLDER & CITIZEN OUTREACH

- > Focus Groups
- > Facilitated Workshops
- > Crisis Communications
- > User Research

ADVERTISING & PUBLIC RELATIONS

- > Communications Planning
- > Media Relations
- > Media Kits
- > Print (ads, fact sheets, brochures, collateral)

MARKETING & CREATIVE DESIGN

- > Branding
- > Web Site Design
- > Content Management
- > Technology (podcasts, videos, streaming media)

CASE STUDIES

TSA MOBILE WEB APPLICATION

Sapient supports the Transportation Security Administration with end-to-end web consultation. Working with the Office of Strategic Communications and Public Affairs, Sapient redesigned of TSA.gov and is currently designing the TSA's first mobile application for the iPhone.



E-VERIFY MARKETING & BRANDING

The Department of Homeland Security's E-Verify program previously lacked a brand that was recognized by its target audiences. Sapient conducted a series of nationwide focus groups to test dozens of advertising concepts to determine the most effective messages and images in support of this new brand. A marketing plan outlined traditional and online media channels in order to maximize the E-Verify's advertising budget.



FEMA EXTERNAL AFFAIRS

Sapient is engaging citizens with targeted messaging campaigns to help FEMA deliver critical information before, during, and after natural and man-made disasters. Mediums include web 2.0 (i.e. Twitter), press releases, media plans, media alerts, fact sheets, news letters, and responses media requests.



DEFENSE IMAGERY. MIL WEB SITE

Sapient designed the dynamic, expanded, and new-look Defense Visual Information (DVI) website, bringing together more than five different legacy websites under the umbrella of a single brand, creating the definitive "home for the military imagery professional. DVI serves as the primary intake, distribution channel, and archivist for military imagery that comes in from U.S. military photographers around the world.



CLIENTS



ABOUT SAPIENT GOVERNMENT SERVICES & CAPABILITIES

Sapient Government Services, a division of Sapient, is a leading provider of consulting, technology, and marketing services to a wide array of U.S. governmental agencies. Focused on driving long-term change and transforming the citizen experience, we use technology to help agencies become more accessible and transparent. With a track record of delivering mission-critical solutions and the ability to leverage commercial best practices, we serve as trusted advisors to government agencies such as the Federal Bureau of Investigation, Library of Congress, National Institutes of Health, United States Department of Health and Human Services, and United States Department of Homeland Security.

CONTACT US

For more information, please contact us at:
1-703-908-2400 or sales@sapient.com.

 Sapient® Government Services > sapientgov.com