

# Strategic Communications



ICF International is a leader in the field of strategic communications, supporting clients charged with effecting change in organizations and communities. ICF's communications work is unique because we combine social marketing expertise with technical expertise on every project. ICF understands social marketing as the arena in which public policy and traditional marketing intersect. We specialize in helping government organizations change public and corporate behaviors through integrated communications campaigns that have measurable results. Sustainability—creating a better world for the future through our actions and decisions today—is at the heart of what we do.

## Passion

Our passion for what we do comes through in every project we undertake. We view our work as an opportunity to make a difference, both for our clients and in society at large. Whether a client requires a simple brochure or a national advertising campaign, we approach each project with the goal in mind and a commitment to delivering high-quality products and measurable results on time and within budget.

## Expertise

ICF's strategic communications work spans a wide range of substantive areas, including **defense, energy, environment, health, homeland security, housing, and transportation.**

### Strategic Planning

ICF believes that the most effective social marketing programs evolve from careful planning that is strategic, creative, and goal-oriented. Our team begins with results in mind when developing a thoroughly researched, detailed, and logically constructed outreach plan. Our experts work closely with clients to set programmatic agendas, determine overarching goals or messages, refine strategies and tactics, build diversity into programs, and enhance media relations. Through meticulous planning, we provide our clients with a reliable roadmap that can lead them to success.

### Research and Evaluation

The focus of our market research is to create a knowledge-based foundation for launching a campaign. ICF's market research experts employ behavioral and social science techniques, as well as statistical research methods, in formulating innovative responses to any challenge. Our staff works with clients to identify and segment target audiences, gauge attitudes and awareness, and formulate strategies for realizing behavioral change. Our overriding goal is to use the best science available to bring the most effective ideas and approaches to enhancing everyday life.

### Media Outreach

ICF considers media relations to be the core of every integrated communications program. Our professionals help clients identify target audiences and key media outlets and develop and pitch compelling stories that resonate with those audiences. In addition, our media experts assist with strategy and message development, media training, media tours, tracking, and analysis.



**“We love what we do,  
and we will never  
forget why we do it:  
to produce results for  
our clients and benefit  
society at large.”**

*Tony Silva  
Senior Vice President*

**Passion. Expertise. Results.**

## Design and Interactive Media

ICF's clear, powerful designs tell a story with a consistent message, look, and feel in a variety of media. Our graphic design experts combine visual and audio elements to make vivid impressions, enhancing print, radio, television, and online campaigns and ensuring that highly relevant messages reach target audiences.

## Integrated Campaign Implementation

Successful campaigns feature a single "voice" speaking through various communication channels. We adapt key client messages across media so each communications vehicle reinforces the others. Consequently, essential messages not only touch a target audience several times but also drive home a consistent theme.

## Results

ICF has developed and implemented many social marketing programs for a wide range of clients, from federal government agencies, to utilities, to states, and municipalities.

### The Road Home Program

To help Louisiana residents affected by Hurricanes Katrina and Rita get back into their homes or apartments as quickly and fairly as possible, the governor, the Louisiana Recovery Authority, and the Office of Community Development hired ICF to develop and implement a campaign to inform homeowners and small rental unit landlords about the eligibility and application process to tap rebuilding funds. The campaign entailed designing and carrying out comprehensive community and media outreach strategies, developing materials for television, print, radio, and Internet, and coordinating meetings across the state with the governor. The campaign will generate a "surround sound" effect that reaches hurricane-affected individuals no matter where they reside. Our approach incorporates support from key decision-makers, stakeholders, and influencers who have a thorough understanding of the program's goals and parameters to help reach eligible participants. Through the use of these existing networks, more than 120,000 individuals seeking homeowner assistance are expected to be served by The Road Home program.

### Greater Birmingham (Alabama) Regional Planning Commission

ICF developed and implemented a public education campaign about transportation and air quality issues for the Greater Birmingham Regional Planning Commission. ICF used humor to create a common ground among diverse audiences by developing COACH KLEENAIR™, who challenged residents and businesses in Birmingham to change their commuting behavior. Television and

radio advertisements ran for nearly five months, giving COACH KLEENAIR high visibility throughout the metro area.

### Office of Children's Health Protection

ICF has provided broad strategic communications support to the U.S. Environmental Protection Agency's Office of Children's Health Protection. To reach all audiences effectively, ICF developed tailored educational materials on the health risks of various environmental hazards. Materials included brochures, a suite of products for Children's Health Month in October and the awards program, a book for children ages 10 to 16, and tips and growth charts for parents of young children. An interactive booth was constructed for trade shows and conferences. In addition, ICF maintains the children's health Web site, which provides information across multiple topic areas in several languages.

### TXU Electric Delivery ENERGY STAR® Homes Campaign

TXU Electric Delivery engaged ICF to develop and execute an integrated marketing communications campaign to promote its ENERGY STAR qualified Homes Program in Texas. The communications campaign incorporates promotion, marketing, and advertising activities to accomplish TXU Electric Delivery's goals of enhancing home buyer awareness of ENERGY STAR homes, increasing ENERGY STAR home construction and sales, and creating a sustainable energy-efficient homes market. Using survey research, ICF created a communications campaign that includes radio and newspaper advertising, editorial outreach, direct outreach and special events, Web site development, third-party leveraging, and marketing support for home builder program participants.

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## About ICF International

ICF International (NASDAQ: ICFI) partners with government and commercial clients to deliver consulting services and technology solutions in the energy, climate change, environment, transportation, social programs, health, defense, and emergency management markets. The firm combines passion for its work with industry expertise and innovative analytics to produce compelling results throughout the entire program life cycle, from analysis and design through implementation and improvement. Since 1969, ICF has been serving government at all levels, major corporations, and multilateral institutions. More than 3,000 employees serve these clients worldwide. ICF's Web site is [www.icfi.com](http://www.icfi.com).

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