



ACQUISITION SOLUTIONS, INC.

■ SITUATION ANALYSIS

Acquisition Solutions, Inc., provides innovative acquisition and performance management practices to help their customers—federal government agencies—achieve superior mission results. As a company, Acquisition Solutions wanted to position itself for acquisition opportunities that could energize its regional expansion and help broaden its service offerings.

Boscobel joined the Acquisition Solutions team for the purpose of assisting the company with market positioning and, ultimately, with executing all of its internal and external communications—a vital component of the merger and acquisition process.

■ OBJECTIVES

- Position Acquisition Solutions as the growing and successful leader in the federal acquisition solutions market.
- Publicize key events, such as the opening of new locations across the country, to help create the sense that an acquisition was the logical next step.
- Craft and execute internal and external communication plans in the event of an acquisition.

■ TACTICS

Boscobel's first effort for Acquisition Solutions was a full public relations campaign designed to draw attention to the company's desire for additional, nationwide expansion of service locations and offerings. Creating carefully targeted media lists, Boscobel used news releases and bylined articles to draw attention to Acquisition Solutions, specifically focused on the company's leadership in the market and its intention to grow.

SERVICES

- Public Relations
- M&A Communications

When Acquisition Solutions did indeed enter into an acquisition of its own, Boscobel stepped in to develop a merger and acquisition communications plan. This plan addressed the two key sides of the M&A communication issue:

- **Internal communication:** Managers and employees needed clear, comprehensive information to keep them in the loop and to allay any concerns about the acquisition. Boscobel worked closely with the leadership team to develop presentations, manager toolkits, call and e-mail scripts and comprehensive Frequently Asked Questions and Answers for employees that management used to communicate the details of the acquisition to its employees.
- **External communication:** Understanding that Acquisition Solutions wanted to make very little market impact with this announcement, Boscobel developed a media announcement and then distributed it to a select group of editors. Coverage of the acquisition was positive and minimal, acknowledging the event as a step of the company's growth but also achieving the client's desire to avoid a big splash.

RESULTS

As a result of well-executed PR and M&A communications campaigns, Acquisition Solutions moved smoothly through the acquisition transition. The company went on to expand its locations and service offerings and, before long, began acquiring other companies.