



INTELSAT GENERAL CORPORATION

■ SITUATION ANALYSIS

In 2004, IntelSat Government Solutions purchased COMSAT General, a satellite provider with a 30-year history of serving government and commercial customers with highly available and fully integrated communications solutions. Integrating COMSAT General into IntelSat Government Solutions brought a name change, creating IntelSat General Corporation (IntelSat General).

With the merger, however, came a need to educate the market about the new satellite powerhouse. Customers needed to know about IntelSat General's new offerings and the ways it could serve its customers' missions.

To communicate the impact of the acquisition to both the company and its customers, IntelSat General turned to Boscobel.

■ OBJECTIVES

- Develop IntelSat General's new brand to highlight the expanded capabilities of the company.
- Create an ad campaign to reinforce the new name, messaging and capabilities of IntelSat General.
- Extend the new brand throughout print collateral, Web site and trade show booth graphics.

■ TACTICS

In a matter of three days, Boscobel created and placed a full-page advertisement on the back cover of *Government Executive* that announced the merger. The quick turnaround from design to production enabled Boscobel to act on an opportunity to seize a kill space rate for this coveted premium position. Boscobel then created two additional advertisements to announce a new acquisition and a new service offering.

SERVICES

- Public Relations
- Branding and Messaging
- Graphic and Web Design
- M&A Communications
- Advertising and Media Buying

Using the branding established in the ads, Boscobel developed a brochure and pocket folder for IntelSat General that would be used for business development, trade shows, direct mail and recruitment. With Boscobel's development of a 10' x 10' tradeshow booth, IntelSat General unveiled a new exhibit at MILCOM, the premier international conference for military communications.

To help build internal brand awareness, Boscobel designed and created a look and feel for IntelSat General's intranet that matched the branding established in the ads and collateral. Ultimately, IntelSat General decided to use the same look and feel for its external Web site as well.

Boscobel also used public relations to increase visibility of IntelSat General's new brand within the government space. Through product, customer and strategic hiring announcements, Boscobel reached out to industry press to convey how corporate changes aligned with IntelSat General's new footprint in the market. Boscobel also wrote and distributed white papers to promote IntelSat General's play in the VoIP arena.

RESULTS

The results of Boscobel's M&A communications support, a strategic mix of branding efforts, advertising and targeted media buying, can be seen in the IntelSat General of today—a recognized leader in providing satellite solutions to the U.S. government and NATO.

Boscobel also earned high praise for its trade show booth design and suite of collateral. The ad campaign resonated not only with the public but also internally—the ads were created into posters and proudly hung throughout IntelSat General's offices.