



SERVICES

- Public Relations
- Branding and Messaging
- RFP Communications

QINETIQ NORTH AMERICA

PUBLIC RELATIONS

■ SITUATION ANALYSIS

QinetiQ North America's beginnings might be out of the UK, but their roots are firmly grounded in the United States. Founded in 2005, QinetiQ North America was the perfect marriage of established industry leaders Foster-Miller and Westar. Together, they provided technology products and engineering services to the military and other government agencies.

QinetiQ North America saw a growing need for innovative solutions that would meet government's complex challenges. Over two years, the company pursued an aggressive acquisition strategy to grow into a billion-dollar company with more than 6,000 employees, providing world-class technology and responsive solutions to government and industry—yet, no one knew who they were. Its customers knew the names of its 11 legacy companies, but QinetiQ North America, for all intents and purposes, had no brand or identity in the market.

Looking to get their name and story out to government and industry, QinetiQ North America needed a DC-based public relations and marketing firm that knew the industry, the trade publications and all the challenges that come with integrating successful acquisitions. An exhaustive agency review revealed that firm was Boscobel.

■ OBJECTIVES

- Establish the QinetiQ North America brand in the government space.
- Create messaging that combined the best of each subsidiary and into one cohesive QinetiQ North America story.
- Position QinetiQ North America for major RFPs.

■ TACTICS

First, Boscobel conducted a Press Awareness Survey and Synopsis (PASS) to learn more about the media's impressions of QinetiQ North America, the industry and its perceived competitors. Next, Boscobel interviewed corporate leaders and group presidents to get their thoughts on QinetiQ North America's differentiators, their challenges and opportunities.

Boscobel then culled all this information into an integrated marketing plan that included positioning statements and messaging, as well as strategies for reaching QinetiQ North America's internal and external audiences.

Having established the brand platform for QinetiQ North America, Boscobel was able to incorporate the new messaging into existing press activities and outreach. Boscobel interviewed subject matter experts on all issues pertaining to their services and differentiators and continued to provide bylined articles to targeted publications.

These same tactics were also implemented on the group level with QinetiQ North America's Mission Solutions Group (MSG) and Technology Solutions Group (TSG). Since each business group had its own specialties, their subject matters provided more topically-based insight by which the company could establish thought leadership.

MSG's services were focused on IT engineering solutions providing command and control, communications, computers, intelligence, surveillance, reconnaissance, and mission support solutions for the Department of Defense, the intelligence community and NASA. Through media briefings, interviews and bylined-articles, Boscobel has helped position MSG and its SME as authorities on cybersecurity, cloud computing and service-oriented architecture.



Boscobel also provided pre-RFP support for the Alliant contract, a continuance of the work for ITS Corporation (now a part of MSG).

TSG's core capabilities are centered in the development of defense and security related products for the U.S. Defense, civilian government, and the commercial market. These products include the TALON family of robots—a product line of remotely operated robots used by the U.S. military.

With its main offices in Waltham, Massachusetts, Boscobel began handling all PR activities to give TSG exposure in the key D.C. market—from press releases to bylined articles to proactive pitches and trade show support, Boscobel positioned QinetiQ North America as the largest provider of robotics to the military and thought leaders in the unmanned vehicle market.

RESULTS

Boscobel's efforts were met with tremendous success. In less than 12 months, TSG was included in more than 12 different publications, achieved multiple hits in several publications, and reached more than 400 million readers in key publications including *SIGNAL*, *Jane's Defence* and *Homeland Security Today*. The D.C. newcomer had established a true, local thought leadership presence.

With focused press opportunities and proactive pitches, MSG achieved more than five times the press quotes than their closest competitor, which was nearly three times its size. From bylined articles to story sources to press releases, MSG was featured in 23 stories in a single year—almost two stories a month.



SERVICES

- Branding and Messaging
- Graphic and Web Design
- Advertising and Media Buying

QINETIQ NORTH AMERICA

ADVERTISING CAMPAIGN

■ SITUATION ANALYSIS

Founded through a series of strategic acquisitions, QinetiQ North America entered the government contracting industry as a billion-dollar company with decades of experience but no brand recognition for its new entity. The company needed an aggressive branding campaign that would introduce the company, its name and its capabilities while also capitalizing on the legacy recognition of the companies it had acquired.

In tandem with a targeted public relations effort, Boscobel launched a strategic advertising campaign that both leveraged the brand goodwill earned by the legacy companies and created a unique identity for the newly established QinetiQ North America.

■ OBJECTIVES

- Establish the QinetiQ North America brand in the government space.
- Leverage the goodwill of the legacy companies' brands and educate the market about the combined strength of the new organization.
- Establish auditory and visual recognition of the QinetiQ North America name.

■ TACTICS

Boscobel combined print advertising, broadcast media and targeted sponsorships to build the QinetiQ North America brand across multiple platforms.

First, Boscobel designed a full page, four-color ad that included all of the acquired companies' names and the tagline, "The Sum is Greater than its Parts." The ad served a dual purpose for internal and external audiences: it spoke to the legacy expertise of the subsidiaries—as

well the company's now greater scope and capabilities—and it promoted employees morale by showing that QinetiQ North America recognized the importance of the brands it had acquired. A second print ad campaign, launched the following year, highlighted the company's specialized focuses on asset protection on land, sea and air and in cyberspace with the theme, "Your Critical Assets Take Many Forms. We Protect All of Them."

Boscobel developed a targeted print media campaign that secured premium placements for the ads in top tier publications like *Government Executive*, *Armed Forces Journal*, *SIGNAL* and *Federal Computer Week*. Boscobel also selected insertions in issues of these publications with special distributions at key trade shows.

Boscobel simultaneously launched a radio buy on WTOP, the number one news station among government decision-makers. Flights were selected based on heavy drive times and were also timed around key trade shows. Sponsorships at these trade shows and other events with large military audiences also contributed to brand awareness.

RESULTS

The ad campaign delivered on its promise. The ads received great feedback from executives, employees and customers, and the federal community soon started noticing QinetiQ North America's growing presence. In addition to the industry buzz, presentations and seminars often referred to QinetiQ North America as "the company to watch."