

## Booz | Allen | Hamilton

**B2G:** Develop an ad campaign targeting three audiences—federal government managers, executive buyers, and industry teaming partners

### Services Employed



Advertising

## Booz Allen Hamilton

**Background:** Booz Allen Hamilton's clients are the world's largest corporations, rising growth companies, government agencies, and institutions that want to change their organizations and the world for better. These clients are constantly facing deeper and faster change. Booz Allen enables their clients to understand their evolving competition, emerging trends, and melding markets so they can deliver results and endure. Upon celebration of BAH's 90th anniversary, the firm announced a suite of new service offerings to meet the new demands facing their clients.

**Challenge:** Develop an ad campaign targeting three audiences—federal government managers, executive buyers, and industry teaming partners—that clearly communicates Booz Allen's discriminator and positioning as a management and technology consulting company with the depth of IT systems experience.

**ENC Solution:** ENC developed targeted ads to begin building awareness through an integrated marketing campaign. ENC led a number of positioning statement meetings at Booz Allen, which became creative concepts, yielding a number of selected top choices. The result was a series of ads—that highlighted the shifting demands of the federal government, and Booz Allen's competency to achieve those requirements based on its strategy-based technology core competencies.

**Results:** The ads led the way into the market and complemented a number of efforts, including trade show participation, where Booz Allen desired a visual presence to accompany its messaging. These ads now largely define the IT systems campaign. They were also finalists in the 2005 D.C. Chapter AMA "M" Awards.



## Booz Allen Hamilton Corporate Ads