

# COMMUNICATIONS SERVICES

WE DESIGN BETTER TOMORROWS

Organizations trust Applied Development to translate their mission into compelling campaigns. We engage employees, educate the public, and persuade stakeholders to take action.

## EXPERTISE



### Strategy and Implementation

Communications Planning  
Messaging and Outreach  
Public Affairs  
Leadership Counsel



### Writing

Technical Writing  
Speechwriting  
Publications  
Presentations



### Branding

Website Management  
Social Media  
Event Planning  
Graphic Design

## PAST PERFORMANCE

### Department of Defense

Developed integrated communications program encompassing strategy, stakeholder analysis, social media, and metrics. Applied Development earned a **\$4 million follow-on direct award**.

### Army National Guard

Counseled leadership on communications initiatives, facilitated employee workgroups, and created customized content for publications and public speaking engagements. Activities touched more than **350,000 soldiers**.

## APPLIED DEVELOPMENT ADVANTAGE

### Staff Quickly

Diverse staffing resources and proven onboarding procedures, enable us to build high-performing teams fast.

### Communicate Expertly

Deep communications knowledge paired with consulting expertise, serving clients across varied industries.

### Manage Effectively

Proven processes for managing program transition, personnel, and risk have been praised by clients.

## COMPANY DATA

EDWOSB/ USWCC  
SDVOSB - CVE Certified  
SBA 8(a) Certified

HUBZone Certified  
M/DBE - MDOT  
WBE - MDOT

NAICS  
541611 541310  
541618 925120  
541990 236115  
541690 523920

DUNS  
078516013  
CAGE  
6ST51

