

## Excellence in Delivering Targeted Communications

TBG's **COMMITMENT** to excellence includes a focus on developing targeted communications – messages designed to motivate change and enhance understanding. We work with government agencies and nonprofit organizations on health, safety, education, the environment, and other critical social issues. Our goal is not just to create and develop communication materials, but to deliver messages that work.

*Targeted messages are more relevant, more memorable, more motivating, and more effective.*

### COMMITMENT

*We're committed to excellence in our work, and passionate about using research to improve outcomes. We deliver messages that are effective at achieving objectives, and strategic research that enables our clients to do the same.*

### APPROACH

*We use theoretically-driven best practices, combined with our successes in applying these theories, to create outstanding projects. TBG uses a Think-Tank-Team approach to leverage collective knowledge.*

### EXPERTISE

*Two highly trained experts, both of whom are practitioners, teachers, and researchers, lead our team. We collaborate with an extensive network of subject matter experts to create exceptional communities of practice.*

### We offer expertise in a wide array of targeted communication services:

- Communication materials development, design, and testing
- Developing and implementing social marketing campaigns
- Qualitative and quantitative research techniques including surveys, experiments, focus groups, interviews, observational research, usability testing, content analysis, and secondary data analysis
- Quantitative and qualitative data analysis and report writing
- Audience analysis and segmentation
- Technical, risk, and emergency communication
- Map design and geographic information systems data utilization to convey information
- Trainings in social marketing, crisis communication, and other related fields

# Challenges, Solutions, and Impacts

## Social Marketing

**CHALLENGE.** An agency of the United States Department of Agriculture (USDA) had prepared and distributed outreach and education materials to increase awareness and change behaviors for a national health campaign, yet measures of progress were showing no change.

**SOLUTION.** *TBG Resultants™* applied a comprehensive social marketing approach to identify the types of consumers who were most likely to perform risky behaviors, and used a research-driven approach to design a new, more effective, campaign.

**IMPACT.** The campaign is now distributed nationally, and earned the National Association of Government Communicator's Blue Pencil Award.

## Communication Planning

**CHALLENGE.** The client had multiple previous communication plans to increase consumer awareness of a safety issue, but was never able to fully implement these plans due to shifting agency priorities. Previous efforts started and stopped, creating frustration among partners.

**SOLUTION.** *TBG Resultants™* reviewed and summarized all the previous efforts, compiling a comprehensive history and highlighting key elements for a successful campaign. *TBG Resultants™* recommended that the agency focus on publicizing and consolidating its existing materials. *TBG Resultants™* delivered a comprehensive communication plan that emphasized the need for management buy-in, and recommended no action until such support could be secured.

**IMPACT.** The agency is currently building management support before proceeding with implementation.

## Outreach

**CHALLENGE.** Having successfully completed the pilot phase of a new safety program, an agency of the Department of Transportation (DOT) sought an efficient yet compelling method to communicate the program's capabilities and encourage additional states to implement the program.

**SOLUTION.** *TBG Resultants™* developed and conducted a national forum where representatives from the pilot program showcased their efforts and interacted with prospective participants via lively presentations, panel discussions, and question and answer sessions.

**IMPACT.** Participants rated the event highly, and the key objectives of the event were met. Three additional states have already joined the national program and several others are finalizing their plans to join.

## Community Engagement

**CHALLENGE.** A grantee of the Environmental Protection Agency (EPA) was charged with creating and implementing a national environmental protection program in a short time frame.

**SOLUTION.** *TBG Resultants™* worked with the grantee to facilitate a national kickoff meeting, bringing together an expert advisory board consisting of diverse (and sometimes competing) interests. These advisors agreed on a national implementation plan and strategy for the program.

**IMPACT.** The national meeting was widely hailed as a success, laying the groundwork for the effective completion of the program.