



## Allagash Past Performance Narrative

AllagashGroup redeveloped and managed the VA for Vets recruiting program with a budget of over \$300 million. Allagash was tasked with increasing awareness, consideration and generating qualified leads within a targeted audience defined by the strategic communication and marketing plan. As the program management lead, Allagash was responsible for the project management plan, designing, researching, and evaluating the success of the program. This program included a national brand as well as targeted local brands at the regional levels that carried the national brand through. As the program lead, Allagash managed two other prime contractors by giving direction/evaluation through the Communication and marketing plan.

The strategic communications and marketing plan was to drive implementation of all program-related marketing communications activities including, but not limited to: writing, design and production of campaign materials; website and social media content development and optimization; media planning and buying for promotional campaigns; outreach to targeted audience segments; events and public relations support for the U.S. Department of Veterans Affairs, Veterans Employment Services Office (VESO).

Allagash addressed intra-agency, interagency and public- and private-sector communications. Allagash instituted a Program Management Plan (PMP) that included: work plan; templates for reports, meeting agendas and minutes; and project schedule including deliverable dates with major milestones for review and approval by the VA Program Manager (PM).

Allagash conducted weekly, monthly, and quarterly meetings/briefings to update on contractor performance. Allagash delivered and maintained a risk management plan that provided identification and management of risks and issues. Allagash proposed, delivered and maintained an Integrated Change Control Plan (ICCP) that provided for submitting and completing change requests supporting configuration management of deliverables.

Allagash reviewed and analyzed existing VA for Vets branding, conducting a branding workshop for VA leadership to enhance and refine the existing VA for Vets branding.

Allagash developed and produced a Brand Analysis Report that addressed:

1. **Differentiation:** What sets the VA for Vets program apart from any other Federal Veteran support program, answering the question “Why do Veterans, employers, and other audiences think VA for Vets is unique?”
2. **Relevance:** VA for Vets is critical for the future success of the organization and influential in the entire Federal government, answering the question “Why should Veterans, employers, and other audiences care about what VA for Vets has to offer?”
3. **Awareness:** Empower the brand, despite potential imitation, among VA, Federal government, Veterans, and private- and public-sector audiences (collectively VA for Vets stakeholders), answering the questions, “How do your customers and staff personally identify

with the values our brand represents?” and “How do they communicate that identification?”

4. **Understanding:** An indicator of our brand health, answering the questions, “How well do stakeholders believe in what makes VA for Vets special?” and “How can VA for Vets become a national asset for other government agencies?”
5. **Catch Phrase/Brand Story:** A message that expresses the VA for Vets benefits to stakeholders so we can build and retain an emotional heritage around the brand, answering the question “How can VA for Vets stakeholders become our brand evangelists and greatly expand VA for Vets marketing capacity through involvement of its stakeholders?”
6. **Fit:** Review existing brand identity materials, such as logo, website, etc., to confirm continuity and make adjustments, as needed.
7. **Brand extension:** Ensure a cohesive image is presented, answering the question, “How does VA for Vets brand/image relate to Presidential Executive Order 13518?”
8. **Brand champion:** Ensure a consistent message going forward to facilitate a personal understanding of the brand, answering the question, “How is VA for Vets exemplifying its brand?”

Allagash analyzed existing VA for Vets marketing components listed below and recommended a strategy for refinement of VA for Vets.

- **Stump speech** for the Director of VESO regarding the VA for Vets program and events
- **Media training** for VESO leaders to respond appropriately to media requests
- **Elevator speech** for VESO employees to personalize their own relationship to the brand
- **Signage** reflecting the brand message to be distributed throughout the Department of Veterans Affairs’ offices and facilities

- **Interactive presentations** to encourage participation of other agencies
- **Award programs** or activities to support agencies that have adopted VA for Vets
- **Print collateral**, including, but not limited to, brochures, wallet cards, stationery set, press kit folder, one-page description of the VA for Vets, “Frequently Asked Questions” about VA for Vets, press release template, and PowerPoint template
- **Video** for the VA for Vets website, including DVD distribution, that describes the VA for Vets goals, services provided, and success stories
- **Media list and media plan** with a message/event calendar to include, but not limited to, scheduling the VESO Director to meet with key media contacts
- **Website** content for an intranet and Internet
- **Social media** messaging, e.g., Blogs, YouTube, etc.

Allagash recommended a strategy for additional marketing components, including:

- Email newsletter with stakeholder distribution
- White papers detailing after-action reviews with recommendations and lessons learned

Allagash responded to any communications and graphics needs related to this initiative that arose within the period of performance, including support for both short- and long-term marketing campaigns.

Allagash developed and provided program metrics to measure effectiveness of the marketing strategy against the goals of the VA for Vets program, including recruitment, retention, and reintegration.