Local, Global, Powerful. Strategic Framework: How we deliver M&C Saatchi Albany ORB Local Network Global Reach **Human Insight** Dream Network http://dreamproduction.io Enab Baladi: http://english.enabbaladi.net The Understanding. A Unifying Proposition. The Academy. https://tinyurl.com/y8excuwf To create a powerful narrative made of game changing stories, you M&C Saatchi has built its reputation on developing compelling Albany's academy covers strategic communications, media training, need a deep audience understanding. ORB's extensive Syria research narratives through a single, unifying proposition. Leveraging one of the behavioural change and journalism. The modules provide a formidable work gives the consortium an unrivalled insight into the target world's most respected agencies delivers a focused professionalism in depth of understanding through a highly interactive environment. audience. support of the grassroots network. The Newsroom. Editorial Oversight. The Monitoring. The best grassroots campaigns are about authenticity. We'll provide the If the grassroots network is a newsroom, M&C Saatchi is the The media landscape is crowded. To cut through the noisy scene, we skills and mentoring needed for MAO to tell their *own* stories. Better. Production Hub. Not producing the grassroots content, but curating the need a full appreciation of what the different Syrian actors are saying. Through co-creation, we'll make sure local voices have everything they best stories and promoting those that are on-message. Leveraging the And more importantly, what's being heard by our audience. need to be heard via our news gathering and dissemination network on firm's expert understanding of how to influence people. the ground The Platforms. The Evaluation. **Brutal Simplicity.** Advice is great, but it's not enough. That's why in addition to Providing effective and consistent measurement and evaluation is It is easier to complicate than simplify. The strategic narrative strand is leveraging the existing ones we'll actually build platforms for crucial to the approach of our strategic framework. We need to know about enforcing a message discipline that makes sure the MO's and delivering the MO's and MAO's game changing stories. From concept what's working, so we can further promote MO and MOA success MOA's game changing stories have an impact. Narratives are *made* to delivery, we'll build on old and create new media capabilities for stories. and simplicity is a painful necessity. local Syrians to reach a whole new audience. It's Disciplined. It's Authentic. It's Comprehensive. We're empowering Syrian moderate voices to tell their stories, only By also leveraging a locally developed and resonant but top-down Why It We're combining the credibility of a grassroots network with the better. By providing support, training and platforms for local actors strategic narrative, we're making sure the game changing stories ladder Works. singular focus of a strategic communications campaign. This means ensures we increase message quality whilst keeping credibility and up to a guiding proposition. We'll deliver a single, unifying vision for we're meeting both of HMG's objectives with one strategic framework. the MO's and MAO's to communicate to the international audience... authenticity.