

2.2.23 The primary focus will not be on UK audiences. Please outline, in detail, the quantity, type, mode and geography of realistic content delivery you are able to achieve.

1. **General.** InCoStrat personnel have considerable experience in delivering high quality and appropriately styled media content to a wide variety of target audiences. We have consistently proven our capability in delivering this over the last 2 ½ years in Syria and across the region. Our team are in weekly contact with **a network of over 1600 journalists** and people of influence related to Syria, and have established relations with most of the key regional media outlets, to include TV, radio and print. We also have access to key nodes of social media that cover (or have a reach of over a million followers). In addition we have worked with the Syrian opposition media outlets for over two years and in some instances have assisted in developing their capability. We have a number of trusted media production capabilities that are respected by the Syrian media network. This is enhanced by our **broad and deep network of contacts across the opposition inside Syria** and trained reporters working in all the key areas, including having **access to some regime and ISIS controlled areas**. Moreover, as our **content producers are Syrian**, the message is not only delivered to the desired audience, but it is the **message that is heard and resonates with the audience**.

2. **Services.** The following services can be provided by InCoStrat. All of these capabilities are **currently being employed** to achieve influence in Syria and the region – they are **available now for IMMEDIATE use**. This can be achieved with existing Syrian production capability and could be further enhanced with additional investment building on the core already established with CP funding:

Type of Media	Mode of delivery	Geography
Video reports 2-4 minutes Includes the ability to create innovative viral videos	Direct to contacts at satellite TV channels' news desks	Syria Region and International
Special video reports 15-20 minutes	Direct to contacts at satellite TV channels' news desks	Syria Region and International
Documentaries 30-45 minutes	Consultation to programme managers in pre-production phase to guarantee placement	Syria Region and International
Video News footage	Direct to contacts at satellite TV channels' news desks	Syria Region and International
Posters	Delivery option 1. Distributed through internal networks into Syria then local distribution by geography. A limited bulk print capability exists in some areas in Syria.	List A – Print All opposition controlled areas and some contested areas in Damascus, Deraa, Quinetra, Ar Raqqa, Aleppo, coastal regions
Graphic design	As required to support a broad range of print and online products	See list A above
Leaflets	Delivery option 1.	See list A above
Cartoons	Delivery option 1.	See list A above
Booklets	Delivery option 1.	See list A above
Magazines	Delivery option 1.	See list A above
Radio news broadcast	We have the capability to produce short radio news programmes, human interest stories and light entertainment. We have recording studios in Amman and Istanbul. Products can be produced live online and recorded for distribution to the FM radio network	List B – Radio More than ten Syrian FM radio stations. A variety of Syrian Online radio stations including the Syrian Media Organisation's own station
Social media –	We use Twitter to signpost news stories for	List C – Social Media All of

Type of Media	Mode of delivery	Geography
Twitter	international and regional news reporters, to sign post conversations, and for flash campaigns. We can run 'Twitter storms' to start "Twitter trends"	Syria with access to internet or 3G Regional Audience Arabic and English speaking internationally
Social media YouTube	You Tube is used to archive and increase the audience for specific videos	List C – Social Media
Social Media - Facebook	We have experience using a broad range of Facebook sites and understand the type of information to post in order to start a conversation and drive the narrative. We also employ technical optimisation techniques to target specific audiences	List C – Social Media
Websites	We design and build websites tailored for individual requirements and then manage them on behalf of organisations. Syrian and Jordanian staff design and build out the sites.	List C – Social Media
Skype	Skype is used extensively throughout the Syrian revolution community and also monitored by pro regime activists. We use Skype chat rooms to distribute products to a broad audience	All of Syria with access to the internet and regionally
MailChimp	We have a distribution list of over 1600 journalists and interested 'Syria watchers' who can receive regular emails on specific content or general updates	International
Press statements and releases	We prepare and release written and recorded press statements in English and Arabic to provide a credible and trusted response on specific issues	Syria Regional and International
Research and TAA reports	Research and TAA reports from stringers inside Syria (liberated, regime-held, ISIS strongholds) to give the client up to date atmospherics on what is happening and what people are thinking. Our networks run not only in pro-regime areas, but also among pro-regimists.	Online surveys across specific audiences according to social media group. In country survey through our research partner International Advisory Services (IAS)
SMS mass text capability	We have the technological capability available and understanding to conduct mass SMS texting campaigns to target specific audiences in localised areas	Syria – most regions
Community outreach/ Word of mouth/ Key leader Engagement	We employ these techniques to start a conversation with difficult to reach audiences	Key areas in Syria Could be extended to UK audiences
Innovative solutions	We employ innovative solutions to influence difficult to reach audiences such as the regime security and military forces and local populations. Examples include novelty items, long range speakers etc. We employ small grants to create activities that attract media.	Significant parts across Syria