



STRATEGIC COMMUNICATIONS AND ENGAGEMENT

TURN CHANGE INTO CONNECTION
WITH CLEAR, CREATIVE AND
PEOPLE-FIRST COMMUNICATION

January 2026



STRATEGIC COMMUNICATIONS AND ENGAGEMENT

INFORM. INSPIRE. INVOLVE.

We craft strategic communications that help people make sense of change and feel part of it.

From messaging frameworks to creative campaigns, we translate complexity into clarity.

Whether you're launching new tech or shifting culture, we build trust, shape understanding and drive engagement through communication that connects.

“

Inform have worked on my stuff for 5 years - they're brilliant – fast, creative and wonderful humans. I'm hard to please and they delight me.

”

DIRECTOR
GOVERNMENT DIGITAL SERVICES



OUR APPROACH

We blend strategic thinking with creative execution to help organisations communicate clearly and confidently. Our team works across formats and channels, building everything from internal comms plans and campaign assets to engaging copy and compelling visuals. We put people at the heart, shaping messages that meet your goals and your audience's needs.

BENEFITS



Makes change easier to understand and adopt.



Builds trust and transparency with internal audiences.



Drives engagement with clear, relatable messaging.



Reduces resistance through tailored communication.



Strengthens culture with consistent narratives.



Enhances the impact of change programmes.

FEATURES

- ✓ Strategic comms planning and messaging frameworks.
- ✓ Campaign creation and rollout support.
- ✓ Copywriting for digital, print and internal platforms.
- ✓ Visual asset design and creative direction.
- ✓ Audience segmentation and tailored messaging.
- ✓ Stakeholder and leadership comms support.
- ✓ Evaluation of communications impact and reach.



SOME EXAMPLES OF OUR CREATIVE SERVICES

GRAPHIC DESIGN

A picture tells a thousand words. Great design will lift your project and help your messages land. We can create a visual identity for your project, and develop a range of accessible resources to build buy-in. We can work with your existing brand or create a whole new look.

We offer a full range of graphic styles that can bring your vision to life.

PRINTED COLLATERAL & SIGNAGE

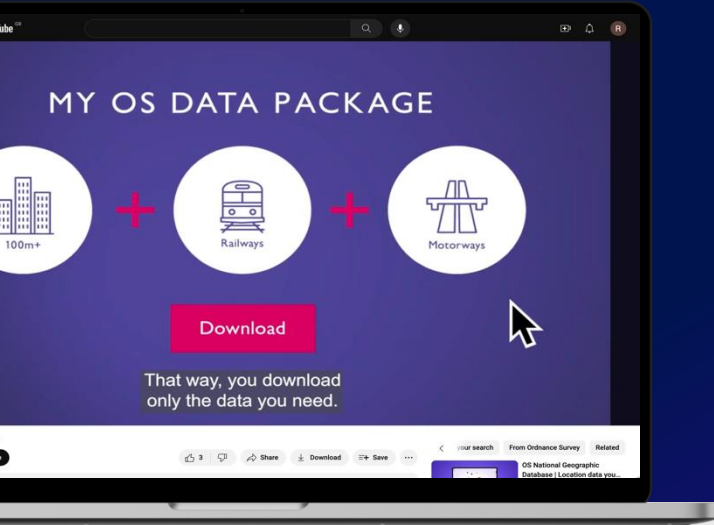
Even in today's world of hybrid working, how you present your project in-person counts. Our team can create signage, digital screens, wall art, desk drops, outdoor marketing, and other print items that capture attention, create touchpoints for interaction, and help your people engage with your program

CREATIVE STORYTELLING

Our ability to create and tell stories is what sets us apart. We transform complex information into memorable, easy-to-follow content to engage your audience. We turn your list of deliverables into a powerful narrative that takes people with you.



SOME EXAMPLES OF OUR CREATIVE SERVICES



VIDEOS & ANIMATIONS

Videos are an effective way to get your point across in a deceptively simple manner. Our team can translate complex ideas into films that captivate and communicate.

From eye-catching animations and engaging training resources to polished podcasts and case studies, we can plan, script, produce and edit video content to propel your programme forward.

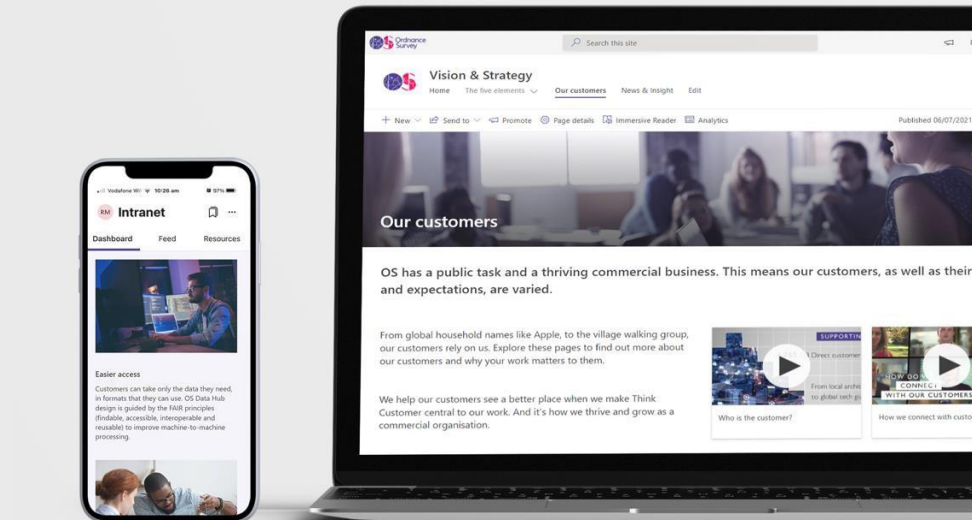
EVENT PLANNING, PRODUCTION & COMMUNICATIONS

Bring your project to life with an event or immersive workshop. Our events team seamlessly manage all aspects of event coordination, to deliver engaging, impactful moments.

From venue sourcing to agenda planning and session development, delegate communications, AV services, event branding, and on-the-day facilitation, the Inform Team can create a stress-free solution for your next event.

WEB & INTRANET

Whether you need a new platform developed, or content created to suit your existing channels, we can deliver. Our copy writers and technical whizzes can make your ideas a reality. Your audience will find eye-catching visuals, concise copy and intuitive navigation.



MIX AND MATCH OUR SERVICES TO **SUIT** **YOUR PROJECT GOALS**

- Strategic communications and engagement planning
- Internal campaigns for change and adoption
- Copywriting and content creation
- Graphic design and illustration
- Video production and animation
- Intranet and microsite build
- SharePoint comms and design support
- Internal event planning and creative support
- Creative studio wrap-around support
- Comms toolkits and branded templates

