

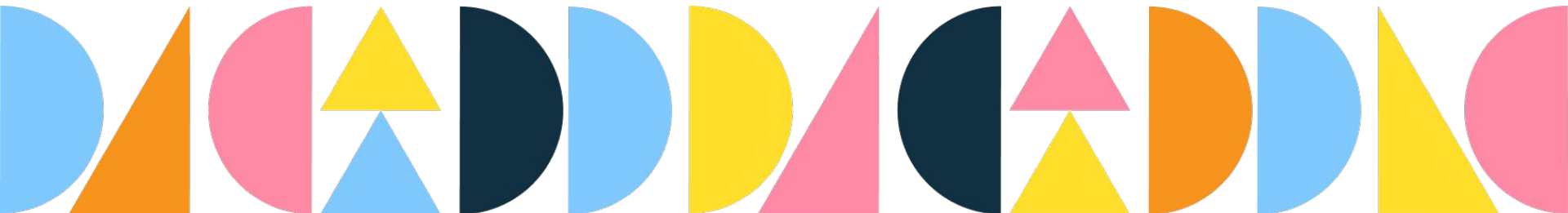
PUBLIC | G-CLOUD 15

Digital Campaigns

PUBLIC



About PUBLIC



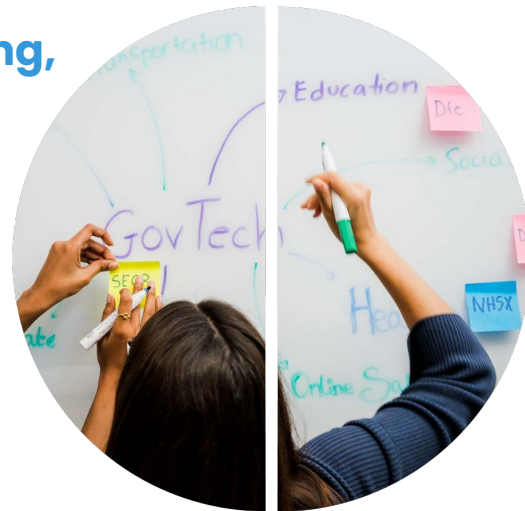
Our Mission | Why do we exist?

PUBLIC is a **digital transformation partner committed to helping the public sector turn innovative ideas into practical solutions.**

Our mission is to **help the public sector deliver outstanding, digitally-enabled services for citizens.**

We exist to help build a public sector that:

- Leverages **new technology to deliver better societal outcomes**
- Activates an **empowered, digitally-equipped workforce**
- Thrives on its own as an **innovation powerhouse** in its own right

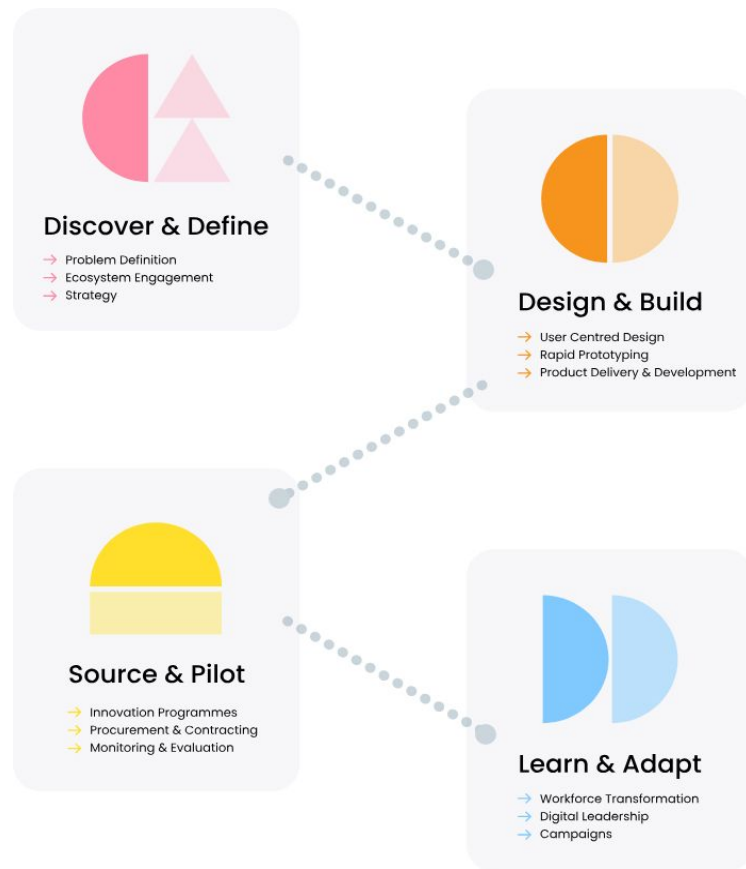


Our Approach | The transformation life cycle

We categorise the **digital transformation life cycle** into four distinct stages and we work with our clients to provide them with the specialist support, expertise and solutions they need at each stage.

This allows us to get our clients from **'What problems do we have?'** ...

...all the way to **'We have the technology, skills and organisational approach to solve existing and emerging problems in innovative ways'.**



Our Expertise | Where do we focus our work?

Our 6 Areas of Expertise built by deep experience, proprietary methodologies and proven success



Local Government

- Digital & Data Strategies
- Training for Officers & Members
- Leadership & Technical Advisory
- Spend Analysis & Benchmarking



Security & Online Safety

- Digital Policy Advisory
- Regulatory Design & Implementation
- Digital Product Design
- National Security Solutions



Digital, Data & Technology

- DDaT Strategy & Transformation
- Application & Platform Development
- Data Science & Engineering
- Responsible AI Advisory



Commercial, Spend & Impact

- Procurement & Commercial
- Finance & FinTech
- Monitoring & Evaluation
- Sustainability & Social Value



Open Innovation Programmes

- Challenge Programmes
- Startup Accelerators & Boot Camps
- Innovation Grant Management
- Startup Events & Engagement



Learning & Workforce Transformation

- Learning-Oriented Discovery
- Transformation Learning Programmes
- Targeted Digital Upskilling
- Executive Coaching & Placements

Our Team | Leadership

A team with unrivalled experience & expertise



Ryan Shea

Co-Managing Director

- 15 years of technology, strategy, and public sector expertise across both the US and UK
- Ex- Monitor Deloitte, London Business School MBA.



Johnny Hugill

Co-Managing Director

- 10+ years delivering digital transformation in the public sector
- Leader in public procurement and finance reform
- UK Government Procurement Expert Group - Member



Richard Llewellyn

Chief Technology Officer

- 10+ years of technical leadership, assurance, and advisory across the public sector
- Leader in scaling product teams in both startup and enterprise contexts

Our Clients & Partners | Who do we work with?

Central Government



Ministry
of Defence



Ministry
of Justice



Crown
Commercial
Service



Foreign &
Commonwealth
Office



Department for
Business & Trade



Cabinet Office



Ministry of Housing,
Communities &
Local Government



Department for
Science, Innovation,
& Technology



Department
for Transport



Department
for Culture
Media & Sport



Department
for Education



NHS
England

Local Authorities



GREATER
MANCHESTER
COMBINED
AUTHORITY



Llywodraeth Cymru
Welsh Government



City of
Westminster



TRANSPORT
FOR LONDON



Public Agencies



Information Commissioner's Office



Geospatial
Commission



Health
Innovation
Manchester



The
Health
Foundation



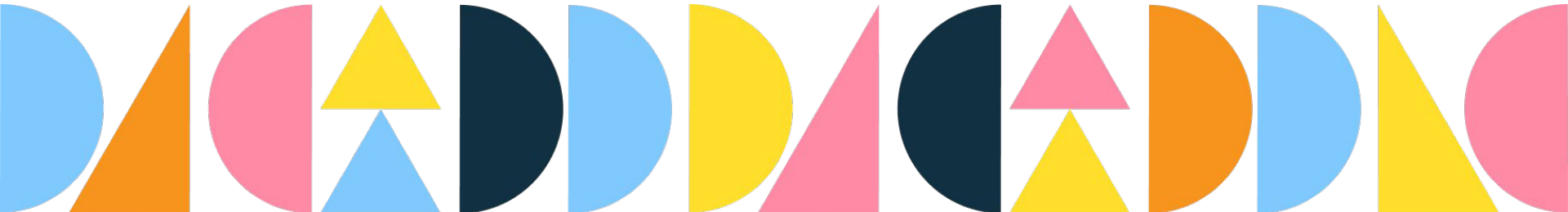
Equality and
Human Rights
Commission

Private Sector



Service Offering

Digital Campaigns



Digital Campaigns

PUBLIC offering:



What: PUBLIC leverages its extensive experience in branding & communications to offer digital campaigns designed to enhance the success of cloud-based and AI-enabled initiatives. Our services include comprehensive communications solutions, from narrative development and stakeholder engagement including events and roundtables to the execution of multi-channel campaigns across government, industry, and academia.



How: Our approach combines PUBLIC's deep expertise in government policy, multi-stakeholder collaboration, and advanced digital-native communication skills. We utilise a lean strategic communications and planning process to execute memorable storytelling and effective campaign strategies. Our methodology integrates user-centric design, content optimisation, and advanced cloud-based tools to create impactful and engaging digital campaigns.



Why: PUBLIC is committed to driving innovation and addressing key public and social challenges through effective communication strategies. By raising the profile of technology initiatives and enhancing their market positioning, we aim to support startups, SMEs, and public sector organisations in developing and scaling new cloud capabilities that can have a significant impact, such as improving health outcomes or supporting the reintegration of prison leavers.



Potential Customers: Our digital campaigns target a diverse set of stakeholders within the innovation, including central and local government agencies, innovation funding agencies, startups, SMEs, VCs, corporates, and academia.

Digital Campaigns

Features:

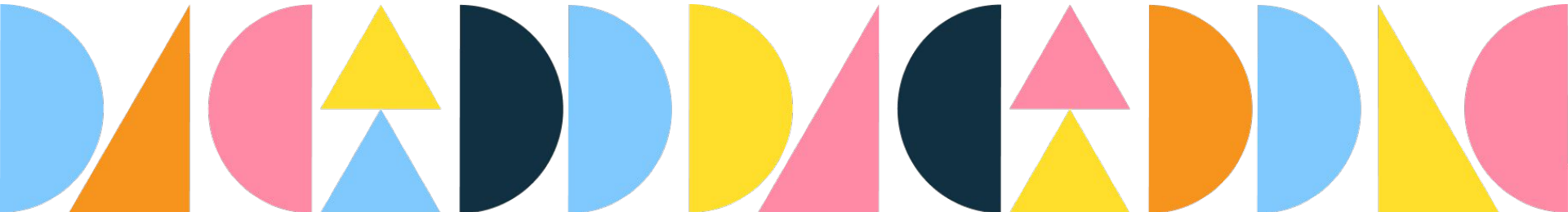
- Multi-channel campaign design and execution
- User-centric content creation including blogs, case studies, social media, and infographics
- Advanced web page and landing page rollout and optimisation
- Workshops, user research, and audience segmentation
- Strategic use of digital tools such as glossaries, decision trees, and toolkits
- Compliance with WCAG accessibility standards

Benefits:

- Enhanced visibility and market positioning of technology initiatives
- Increased engagement from key stakeholders across the innovation ecosystem
- High-quality applications from targeted audiences for various campaigns
- Strategic alignment with government priorities and policies
- Broader impact and adoption of innovative solutions

Digital Campaigns

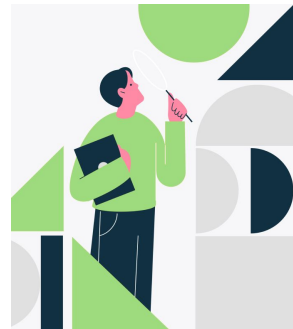
How does it work?



Methodology

PUBLIC

At PUBLIC, our methodology for digital campaigns involves a systematic, four-phase approach, designed to ensure every campaign is impactful, innovative and integrated. Starting from the foundational brand narrative and identity development in the Discovery phase, through to campaign execution and evaluation in the later stages, our methodology uses unique tools and frameworks to deliver meaningful campaigns to meet specific and diverse stakeholder goals.



Methodology

1. Discover & Define

Conduct an introductory workshop to define & align on project objectives & deliverables. Use tried-and-tested story building systems to engineer brand strategy, planning, and orchestration. Develop tactical messaging frameworks to create a distinct identity, with a focus on growing brand equity among target stakeholders

2. Generate

This phase focuses on creating a cohesive, impactful multi-channel communications plan, sitting at the intersection of content, strategy and user-centred design, grounded in both Government Communication Service (GCS) best practices and Government Digital Service (GDS) best practices for digital and design projects.

3. Deliver

We then execute the multi-channel communications plan, leveraging both client channels as well as PUBLIC's own proprietary channels. We often leverage existing material and expertise to help clients generate and leverage brand assets that are tailored to the needs of the digital campaign

4. Learn & Adapt

We do not conclude at the launch of a campaign, but instead seek to iterate and improve upon the campaign strategy, content, and channel selection. Therefore, we monitor engagement with content using digital and cloud-based tools, as well as further user research

Resourcing & Project Plan



Communications Specialist to develop campaign themes and objectives



Content and Branding Specialist to generate material



Campaigns Associate to execute programme activities and manage stakeholders

Brand

Activities:

- Brand discovery & definition workshops
- User needs workshops
- Brand positioning workshops

Outputs:

- Strategic brand narrative
- Visual identity
- Brand guidelines

Activation

Activities:

- Campaign activation (OASIS) kick-off workshop
- Content production workshop
- Stakeholder engagement ORACLE workshop

Outputs:

- Stakeholder map
- OASIS campaign plan
- Content Grid
- Brand Asset Bank
- Brand Marketing Pack

Mobilisation

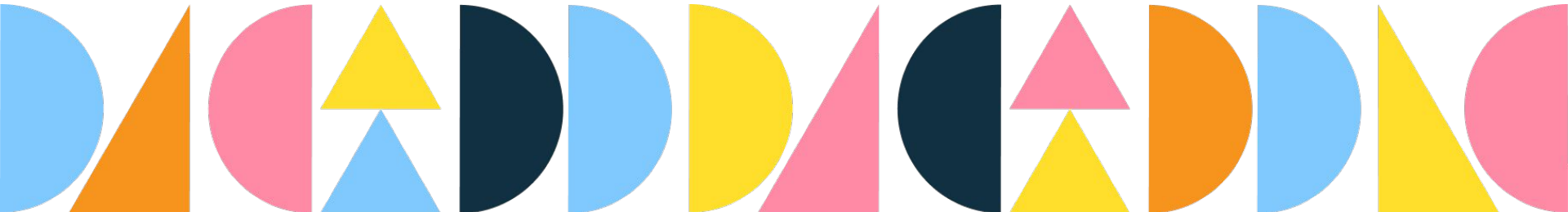
Activities:

- Establish delivery structures
- Cadence of campaign deliverables
- Impact review
- Opportunity scoping

Outputs:

- Delivery plan
- Complete digital channel mgmt
- Ecosystem engagement mgmt
- Monitoring & evaluation

**Relevant
Experience**
Digital Campaigns



Case Study: Royal Cornwall Ophthalmology EPR Rollout

PUBLIC

What was the challenge?

PUBLIC supported Royal Cornwall Hospitals NHS Trust with their rollout of an electronic patient record solution (EPR). EPR implementations are notoriously difficult, and obtaining buy-in from frontline staff is critical to the successful adoption of cloud-based, modern solutions. EPR rollouts require awareness, excitement, and clear instruction to mitigate against the fears and pushback that is likely to be experienced across highly complex organisations.



Royal Cornwall Hospitals
NHS Trust

How did we solve the problem?

PUBLIC worked alongside the Royal Cornwall deliver team as well as the EPR implementation team to deploy its Digital Campaigns capability. We leveraged our methodologies and experiences to generate a digital, cloud-based campaign to raise awareness and enthusiasm for the EPR programme. We worked directly with Royal Cornwall leadership to identify a clear strategic messaging around the EPR programme's critical value and necessity, with a focus on addressing specific concerns upfront and illustrating the tangible benefits of adopting the new system. We then utilised our proprietary, cloud based branding tools and assets to develop a campaign brand for the digital programme. The brand strategy was pivotal in unifying the campaign's look and feel across all digital touchpoints for different hospital departments. Finally, we leveraged cloud based tooling and channels to build a digital presence for the campaign, elevating its profile and importance in the eyes of staff and regional stakeholders.

What did we deliver?

1. Discover and Define

- Collaborated with Royal Cornwall leaders to define the goals of the digital campaign, aligned with EPR rollout
- Analysed and integrated the research performed by the delivery teams on the critical issues that would need to be addressed by the Digital Campaign
- Performed user research sessions with cohorts of frontline staff to validate and refine our approach to ensure it resonated with primary audiences

2. Generate

- Generated branding theme and visuals
- Tested messaging, branding, and visuals with senior Ophthalmology leaders
- Tested messaging, branding, and visuals with frontline staff
- Crafted comprehensive digital campaign plan

3. Deliver

- Rolled out new brand for the EPR programme
- Upskilled leaders to champion and socialise rollout of EPR campaign
- Launched digital campaign content through Royal Cornwall cloud channels
- Leveraged PUBLIC digital channels to bolster awareness

4. Learn and Adapt

- Analysed engagement of content to understand what was proving most effective
- Updated and launched subsequent campaigns based on feedback

Email adam@public.io to learn more