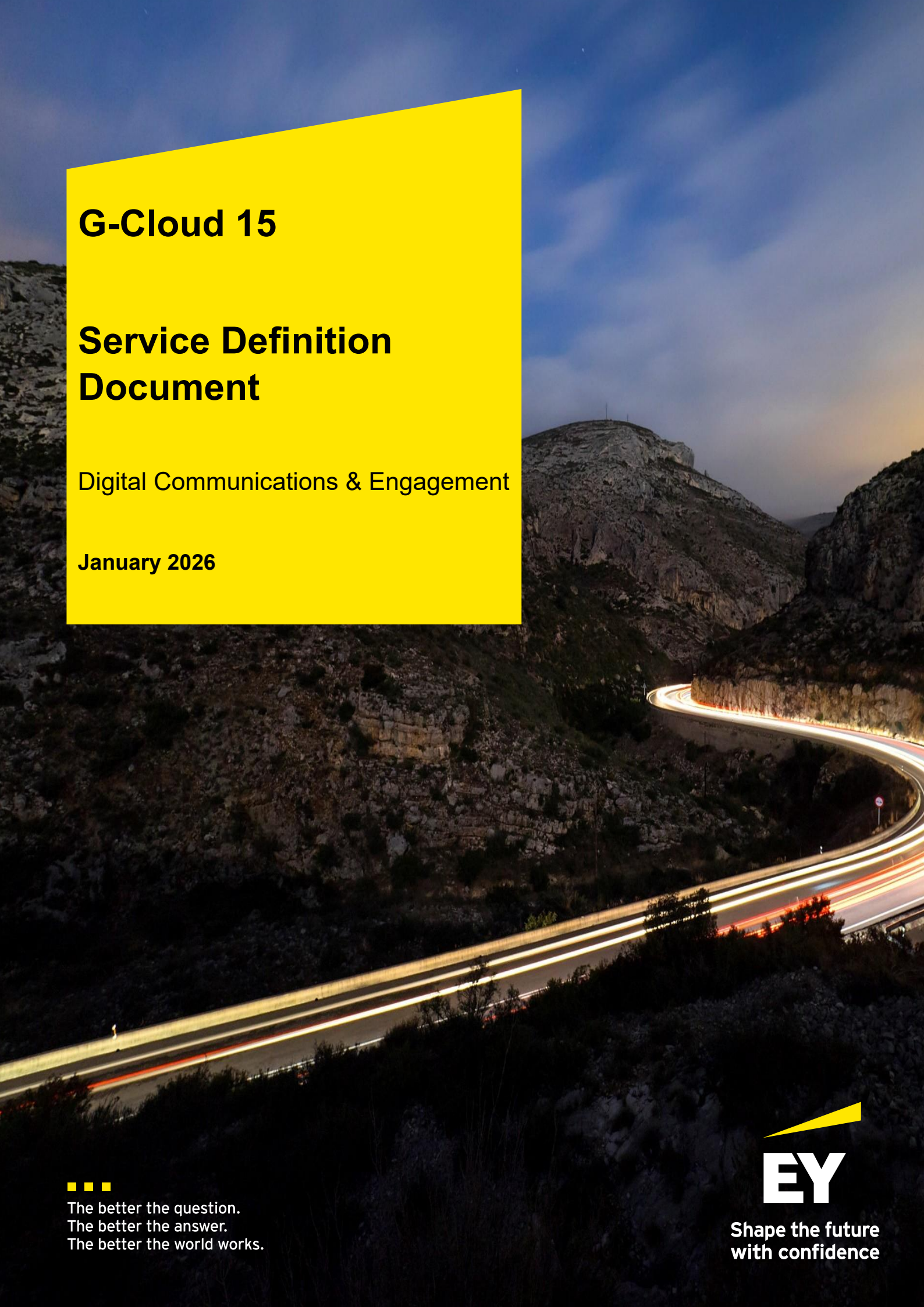




# G-Cloud 15

## Service Definition Document

Digital Communications & Engagement

January 2026



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The better the answer.  
The better the world works.



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# 1. Service detail

## 1.1. Introduction to the Service

During complex technical change, communications and engagement are fundamental to framing the landscape, building user/customer/stakeholder understanding and defining how effective engagement will achieve buy-in and adoption. EY provides digital communications strategy and execution to ensure that the benefits from technology/cloud investment are realised.

Creating an effective digital communications service is integral to enabling the correct behavioural change amongst stakeholders and audiences. This involves critically assessing your narrative and vision to ensure that you have a compelling story to tell and employing different methods of communication to land key messages. Behavioural change can only be realised once stakeholders and audiences understand and engage with the change. This requires clear, concise and continuous communications using a number of different channels.

There are three key elements to designing a digital communications campaign:

- ▶ To create inspiration and excitement
- ▶ To develop and execute a compelling campaign or set of activities
- ▶ To measure, monitor and scale your programme

Each of these elements are explained in more detail in 2.2 Service Description below.

Through employing digital communications, organisations can achieve:

- ▶ A clearly articulated narrative- vision, mission and purpose
- ▶ A compelling and relatable narrative, tailored to suit different audiences
- ▶ Stakeholder identification, analysis and mapping
- ▶ An identified list of new and existing channels to deliver key messages and information
- ▶ An exciting, galvanising campaign or set of creative activities to gain understanding, build excitement or persuade stakeholders to conform and engage
- ▶ A method to evaluate the effectiveness of the communications and ability to flex the model as necessary.

## 1.2. Service Description

In order to help an organisation deliver effective and long-lasting behavioural change, our digital communications practice provides the following services:

### Create Inspiration and Excitement

- ▶ Narrative
  - A compelling narrative to consistently communicate the 'what', 'why', and 'how' of the programme
- ▶ Visual Identity
  - Create a galvanising look and feel/theme to help the organisation to stand out from the crowd
- ▶ Goosebumps/Hero Moments
  - Develop a set of persuasive 'hero' messages and incorporate these into all creative assets to drive home the programme narrative

## **Create and Execute a Digital Communications Campaign**

- ▶ Segmentation and Listening
  - Capture data (via workshops, focus groups, etc.) to understand audiences' needs and wants
- ▶ Stakeholder Identification
  - To help capture, rank and develop the right Communications approach and activity
- ▶ Comms & Engagement Mapping
  - Identifying and mapping out the existing opportunities within which the change messaging can be slotted into
- ▶ Future Experience Architecture
  - Develop an overall activation architecture with signature moments that matter in order to create the necessary impact
- ▶ Design a campaign which begins a movement
  - Complement with broader campaign activity that makes the experience real at grass roots level
- ▶ Signature Intervention Design
  - Design iconic events/experiences that allow people to touch and feel the desired future state
- ▶ Content Hub
  - Create a destination to house all content, information and up-to-date news

## **Measure, Monitor and Scale**

- ▶ Ongoing Listening
  - Track the success of the activity and make changes as necessary
- ▶ Scaling Best Practice
  - Iterate successful approaches and channels across different audience groups.

## 2. Key contacts

For further information please get in touch via the email address below.



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