



R E S P O N S E T O R F P :

P E A R S O N G O V E R N M E N T S O L U T I O N S
R E - B R A N D I N G & M A R K E T I N G
A W A R E N E S S C A M P A I G N

T A B L E O F C O N T E N T S

I N T R O D U C T I O N

Q O R V I S A T A G L A N C E

M E S S A G E D E V E L O P M E N T & R E - B R A N D I N G

M A R K E T I N G C O L L A T E R A L

M A R K E T I N G C O L L A T E R A L E N H A N C E M E N T S

W E B S I T E E N H A N C E M E N T S

F E E

S U M M A R Y

A D D E N D U M 1 :

Q O R V I S C R E A T I V E B O O K

A D D E N D U M 2 :

W E B S I T E E N H A N C E M E N T B O O K

Introduction

Thank you for inviting Qorvis to respond to the Pearson Government Solutions RFP to develop a message and brand strategy including collateral and website enhancements. Pearson stands at the crossroads between its past reputation in the education and call center industries and its evolving status as a premier resource for government and private enterprise organizations that can design, build, and operate end-to-end solutions at the cutting edge of the interaction with citizens and customers. This strategy must utilize Pearson's strengths and success: It's track record as the go-to experts for the most difficult challenges facing government agencies; a team of experts with a history of success; and, a CEO who is passionate, articulate, and credible as the face of the company. The goal is to build on these high-value attributes to take Pearson's to the next level. Pearson has a great brand and a compelling story to tell. This proposal outlines how Qorvis can help develop the building blocks needed to reach that next level.

Qorvis At a Glance

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Founded

August 2000

Total Domestic Annualized Billing

\$15,320,000 (net) - \$22,000,000 (gross) – these numbers are for 2004; in 2005, we expect to bill in excess of \$17.0 million in net fees.

Overview

Qorvis Communications is a premier provider of integrated strategic communications services. By mixing proven practices with new and innovative techniques, Qorvis achieves the best results in the areas of public and media relations, public affairs, marketing communications, investor relations and grassroots organizing. Qorvis is the best of big and small – the reach and resources of a large agency with the quality service of a boutique.

Areas of Expertise

Although Qorvis can provide services independently, the greatest value is provided to clients through our integrated approach. We work to seamlessly solve our clients' communication needs.

**Public and Media Relations | Public Affairs | Marketing Communications | Investor Relations
Grassroots Communications | Creative Services | Research | Media Training | Events**

Messaging Development and Re-Branding

As one of the fastest growing federal contractors in the United States and abroad, it is important for Pearson Government Solutions to clearly establish itself as an end-to-end solutions provider at the forefront of its expansion through a successful and integrated communications campaign. This campaign must re-position Pearson from its traditional reputation as a student loan servicing or call center company, to an industry leader with a full range of design, build and operate capabilities.

We believe that the most critical element of a company's communications efforts is persuasive and consistent messaging for each of the organization's main constituencies (investors, customers, partners, competitors, press, and analysts). Once the right messaging is in place, all news and content can be communicated or delivered within the context of a core story rather than as episodic events.

We begin the messaging process with a high-level, in-depth, and often critical discussion about the components that make Pearson a unique and relevant organization. We call this a Messaging Summit. A Messaging Summit is designed to work as a springboard for developing a cohesive messaging platform and assist Pearson Government Solutions in its marketing and communications initiatives. We do not undertake this process in isolation, but in a very intense effort with senior management.

This Messaging Summit includes a competitive discussion, including why Pearson wins, why Pearson loses, what constituents think about Pearson, where Pearson needs to be, etc. We also want to understand the values, standards and vision of the key executives on issues such as corporate culture, risk, business model assessment, etc. Qorvis will maximize this effort with a substantial amount of research prior to the meeting, including a perception audit of how Pearson presents itself through collateral, advertising, and its Web site as well as how the trade media characterize Pearson in its coverage; as part of that effort we will also ask you to provide us as many internal planning and review documents as possible.

The Messaging Summit is a single-day meeting [we have found that top executives typically cannot schedule more than two hours for Summits, so we are realistic about the demands on their time] during which we will work with Pearson executives to determine the way the company should be positioned as an end-to-end solutions provider with a full range of design, build and operate capabilities. We will conclude this process with a very brief – maybe one or two sentence – positioning statement that is meant to be more than just a “tag line”, motto, vision or even a public statement. It is meant to create a strong basic premise for what Pearson embodies. Along with the positioning statement, Qorvis will develop a limited number (3-5) of key messages that will be articulated and re-articulated in your communications deliverables. We will work with you to establish “validators” for each key message – facts that substantiate the credibility of the key messages so that Pearson Government Solutions' credibility is never put at risk and can always be defended.

After the Messaging Summit, Qorvis will develop and execute a quick market research survey to validate the new messaging and determine to what degree and how well the new Pearson Government Solutions' corporate story is positioned and understood by its various target audiences. The research will be geared at Pearson's target audiences: investors, customers, partners, employees, and even your competitors. This research will determine the extent to which they are aware of Pearson, their perception of Pearson and its new messaging, and the defining factors that would assist Pearson in advancing its business goals. This research will be developed from the perspective of wanting to get answers to questions needed to construct a successful integrated communications campaign. To execute this program we will work with our in-house research arm, iQ Research, who has vast experience conducting market research designed to ensure marketing programs are delivered with the greatest impact.

Following the Messaging Summit and market research survey, we will finalize a Pearson Government Solutions Message Guide that provides Pearson Government Solutions' executives the right messages for the right audiences. In addition, Qorvis will integrate the new positioning statement and "validators" throughout print and internet content, messaging and design to properly position and brand Pearson in its target market.

Marketing Collateral

Whatever the challenge, there's one constant: successful brands speak with one voice. That is why our initial focus is to help Pearson articulate a core brand essence — what we call your brand vision — through a distinctive idea that is relevant to customers and differentiated from competitors.

Qorvis' creative review process spans media, environments and even cultural behavior. Branding application is the logical point from which to build design ideas. A branding application can take virtually any form of branding expression — packaging, advertising, promotional items, Web sites, signage, business cards, brochures, vehicles, or retail environments. During this process we develop branding rationales and begin formulating tools and rules for applying the brand to all forms of expression.

Research confirms that leadership brands typically command higher margins and deliver better returns on investment. Strong brands also attract superior talent, stimulate loyalty and capture market share from competitors by influencing and changing audience behavior. This, in turn, creates measurable value for shareholders, employees and customers alike.

Qorvis' mission is clear: to help Pearson realize the full value of its brands by (1) making a distinctive brand promise in the marketplace, (2) driving a unique and compelling image that is consistent with that promise across actions, behaviors and communications, and (3) supporting critical competencies that deliver on the promise today... and tomorrow.

Qorvis will hold a Creative Workshop to focus on creative design issues. In this one-day workshop, we work collaboratively with the project team to brainstorm creative approaches and exchange visual design concepts. The result will be the Creative Brief, the document that will guide the editorial, thematic and visual presentation of the print and website (see subsequent sections) materials.

The Creative Brief conveys to the graphic design teams:

- Editorial voice of content
- Visual and functional themes
- Appropriate visual tone
- Color models
- Balance between visuals and text

If relevant, we will integrate the positioning statement developed during the Messaging Summit throughout all collateral materials to fortify the brand vision for Pearson Government Solutions. We will generate new content and design elements for all print marketing collateral, including:

- Corporate folder
- Corporate brochure including an in-depth look at the design, build and operate capabilities
- 5-7 data sheet templates, along with corporate case studies, to further describe Pearson services in multiple markets including:

Civilian Agency Services
Defense, Intelligence & Homeland Security
Public Health Care
International
Commercial (Human Capital Management)

Qorvis will create a comprehensive style guide and templates. These style guides will include details as to how Pearson should treat sub brands, product brands, etc. in relation to corporate brand. Furthermore, Qorvis will provide Pearson Government Solutions with a one-day, in-person branding rollout training session.

To see samples of print marketing collateral, please view the enclosed supplement labeled *Qorvis Creative Book*.

Marketing Collateral Enhancements

Qorvis has the ability and creative insight to devise unique marketing enhancements designed to increase client awareness of specific missions, capabilities, offerings, etc. During the Creative Workshop we will work with the Pearson Government Solutions' project team to determine the marketing collateral enhancement best suited to supplement all other collateral. This enhancement tool will highlight specific attributes of the Pearson Government Solutions design, build and operate capabilities through an interactive medium intended to capture the attention of target audiences. Consistent themes and design elements will be incorporated throughout the marketing tool.

Based on previous experience, our initial suggestion is to create a supplemental CD-ROM or micro-site at the website to assist in increased market exposure and business development. These tools are used in innovative sales and marketing approaches, and due to the format, can be easily modified to reach specific audiences.

Both examples used in this contract to show Qorvis' design capabilities were created in Flash, an advanced authoring environment for creating interactive websites, digital experiences and mobile content. To view these examples in their intended electronic states, please visit the following websites:

CD-ROM example can be viewed at <http://www.qorvis.com/toolkit>

Micro-site example can be viewed at <http://www.qorvis.com/staridtheft>

Website Enhancements

Qorvis employs a unique and effective approach for the creative aspects of website design. We know that the best possible design solutions are based on a thorough understanding of client needs, including aesthetic values. As a result of the Messaging Summit, we will be able to integrate your positioning in the website to further brand Pearson Government Solutions as a key player in the government market; however we will need to understand how you want it incorporated visually.

During the Creative Workshop mentioned above, we will discuss creative design issues as they relate to the Pearson Government Solution website. The resulting web enhancement recommendations will be used to further brand Pearson Government Solutions.

We begin first by understanding the existing brand, the attitudes and understandings of your constituencies and stakeholders, and the overall goals and constraints. We gather existing corporate identity materials and analyze them

to see how they can be applied to the new media.

We also work with you to understand the brand in the context of other brands and identities in your space. In addition, we assess any subsidiary brands and determine if the project calls for or allows the creation of sub-brands without diluting brand equity.

These issues are explored collaboratively with the project team and formalized into a web brand strategy document to be included in the Creative Brief. This document guides the subsequent creation of an online web style guide, which includes guides for logo placement, sub-brands, web colors, etc. The creation of strong web brand standards is essential for a distributed organization. Content management will solve some of the problem, but hard-coded web sites may not go away entirely, and standards offered in time-saving templates can help ensure brand consistency.

In addition, Qorvis will take Pearson Government Solutions' web team on a website field trip. Our website field trip involves investigating specific web sites (URLs provided by Qorvis) at a fast pace while we ask specific aesthetic questions to hone in on the preferences Pearson is looking for their new web presence. The results are invariably successful.

Qorvis' approach to brand creation and development is well developed and refined. Our designers have great experience in the creation of effective web brands, and we are careful and precise about bringing existing brands to the web. Our clients, including some of the most recognized brands on the Web, trust us to be their "brand stewards."

To see samples of website enhancements, please view the enclosed supplement labeled **Website Enhancement Book**.

Fee

Total fee for this integrated communications campaign is \$65,000.00.

Summary

We see clear advantages for Pearson Government Solutions to work with Qorvis Communications. We are already highly involved with day-to-day communication efforts for Pearson Government Solutions. Our knowledge of your business, core capabilities, clients and target market is unparalleled. We are aware of your competitors and understand the new business challenges that arise as a result of such competition. Qorvis will work with Pearson Government Solutions to deliver a complete integrated communications campaign, far exceeding the expectations of this contract.

The deliverable items stated in the RFP constitute the first phase of work to be completed in order to establish and re-brand Pearson Government Solutions as a key provider of end-to-end solutions to the government market. As soon as a distinguishable brand has been developed, additional go-to-market strategies and outreach programs will need to be implemented to maintain a successful campaign. Events, targeted speaking engagements, media relations, and other marketing communications programs will constitute a second phase. Qorvis possess all of the capabilities necessary to successfully deliver both phases to Pearson Government Solutions.

Our ultimate objective is to provide Pearson Government Solutions with a comprehensive and successful communications strategy designed to meet all its goals. We will build your reputation as a company that delivers results. We will expand your customer presence across all Pearson divisions by leveraging capabilities and existing market penetration. We will create opportunities that will increase overall revenue and business within Pearson.