

# HOW STRATEGIST SUPPORTED ITS LONG TIME CLIENT IN OUTREACH TOWARDS PUBLIC INSTITUTIONS AND IN SHAPING UP PUBLIC POLICIES



## AFFECTED BY COVID-19

Our long time client was very much affected by the first wave of coronavirus and the resulting lockdown. We advised to be proactive in times of crisis.

## PROACTIVELY CONTACTED

We analyzed the situation thoroughly and found ways for the client to broaden its influence in the empty space that emerged in the new "corona" normal.



## INTERNAL COMMUNICATION

We helped them communicate rightly towards their employees the crisis plan of the company, so that they feel job security and team spirit even in times of a crisis.



## EXTERNAL COMMUNICATIONS

We had two ideas for the client:

- a) To share the knowledge
- b) To initiate an industry-wide action.

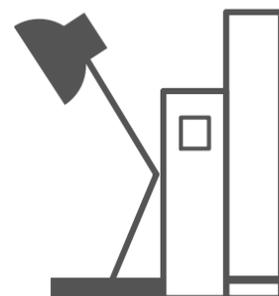
### a) share the knowledge

Sharing the knowledge from the field and thus giving valuable insight and advice on how to help the economy and client's industry cope with the consequences of coronavirus. This action resulted in a positive government response, which positioned our client as an expert in the field.



### b) initiate an industry-wide action.

We analyzed the CSR actions of companies across all fields, and decided to take a different approach, as most of them focused on donating money. We advised the client to initiate an industry-wide CSR action to achieve greater results and showcase that the client is able to bring the most prominent members of the industry at the same table, something that proved to be of immense help in times of a crisis.



This resulted in positioning of our client as a rainmaker in the industry and the general market.

