



## **dg&a / Lockheed Martin – Building a More Strategic Communication Function to Support the Business**

### **Challenge**

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Lockheed Martin Community Relations (CR) was extensive, but lacked visibility and a cohesive corporate strategy aligned with company business goals.

### **Strategy and Action**

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dg&a partnered with Lockheed Martin to develop a strategic CR framework aligned with the company's business priorities through:

- Primary and secondary research
- Building leadership and cross-functional alignment
- Internal branding and messagemap™
- Communication planning
- Tools development

### **Results**

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Community Relations is more closely aligned with the company's goals and priorities, and CR representatives are making more strategic resource decisions. Also, the program raised internal and external awareness about CR's value.

The program won numerous national and international awards, including the Silver Anvil and IPRA Golden World Award.