



KAREN Kocich

PORTFOLIO

Process Presentation 2020

Branding • Design • Marketing • Strategy

*Legal prohibition and limited design, marketing, and process excellence reveal of client campaigns

MISSION SYSTEMS | Integrated Marketing: Data Research

CONTENT CONSIDERATIONS

Audiences
As with any other communications activity, defining your target audiences when building a content marketing campaign is essential to success. Make sure the type of content you choose makes sense for your audience.

For the enterprise, we typically tailor our content to target customers, media, academia, third-party advocates, employees and/or candidates. You can customize this list to fit your needs.

Call-to-Action
A call-to-action (CTA) is critical to include on each piece of content. It provides the audience with a next step, which, if your content is compelling, they're more than likely to take.

For the enterprise, we consider asking the audience to click, download, sign-up, register, subscribe, view and engage (comment and share) as suitable CTAs. You can customize this list to fit your needs.

Channels
We will continue to use our existing channels while assessing new ones as needs arise. As an enterprise we will use both our online and offline channels in an integrated fashion.

CONTENT FUNCTIONS

- 1 Educational**
Content that provides a nugget of knowledge or insight.
- 2 Relationship**
Content that personalizes moments, strengthening relationships with the brand.
- 3 Emotional**
Content that creates thoughtful and compelling experiences.
- 4 Practical**
Content that solves problems and provides utility.

CREATIVE CONSIDERATIONS

Tone and Voice
We speak with one brand voice:

- Strong and decent
- Trusted partner and advisor
- Focused on solutions
- Aware of our impact
- Humble but confident

This is consistent whether communications are internal or external.

CREATIVE GUIDELINES

As brand interaction on social media should encourage engagement, Northrop Grumman should establish a set voice and tone that is aligned with the brand.

Northrop Grumman's suggested tone should be:

- Inspiring
- Enlightening
- Eye-opening
- Authentic
- Differentiating

Northrop Grumman's tone should not:

- Simply state what the product, program, or company does
- Come off as boasting, chest-beating, or bragging
- Use clichés, overused industry terminology and puns
- Be presented in a way that would be detrimental to the brand

EXAMPLES

1 **TAKING FLIGHT**
Whitepaper on civil aviation workforce issues



Design Concepts:
Mission Systems
Brand Launch

DATA RESEARCH:

- Storytelling: Videos
- Intergration: Cyber and Electronic Systems
- Social Media
- Drive Web Traffic

MISSION SYSTEMS | Integrated Marketing



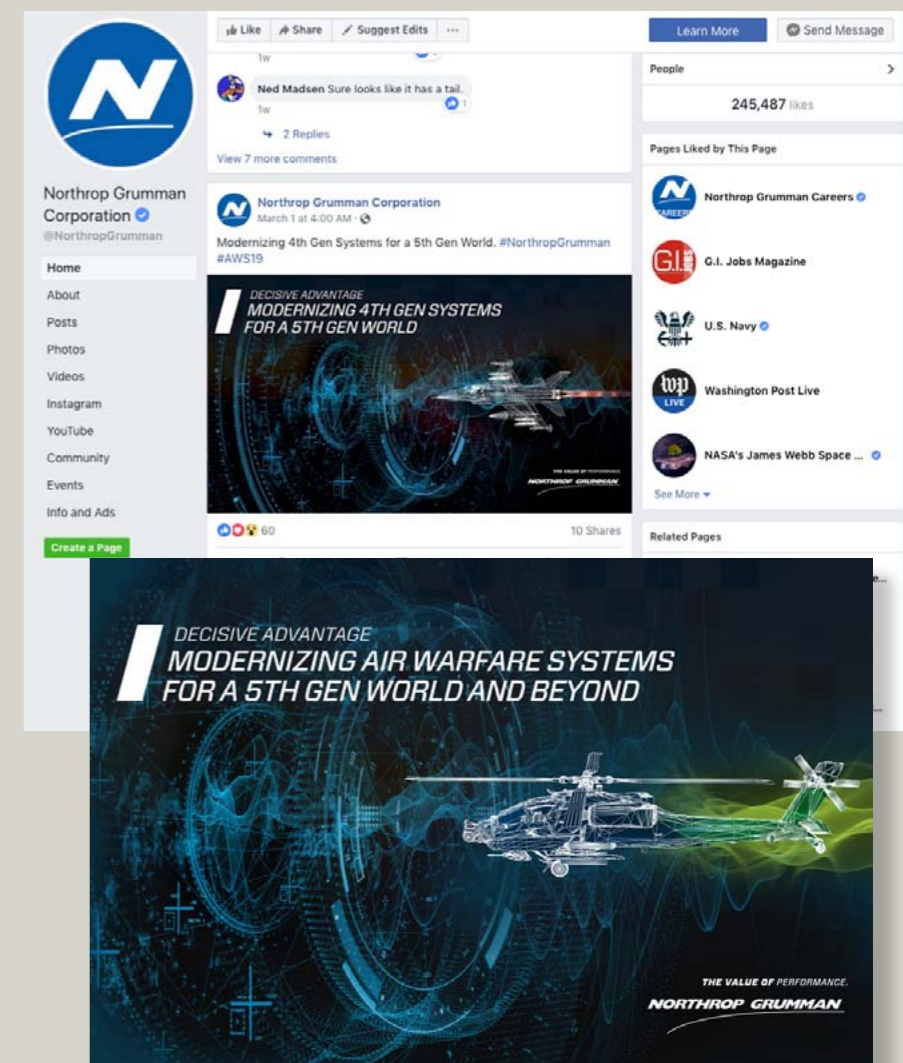
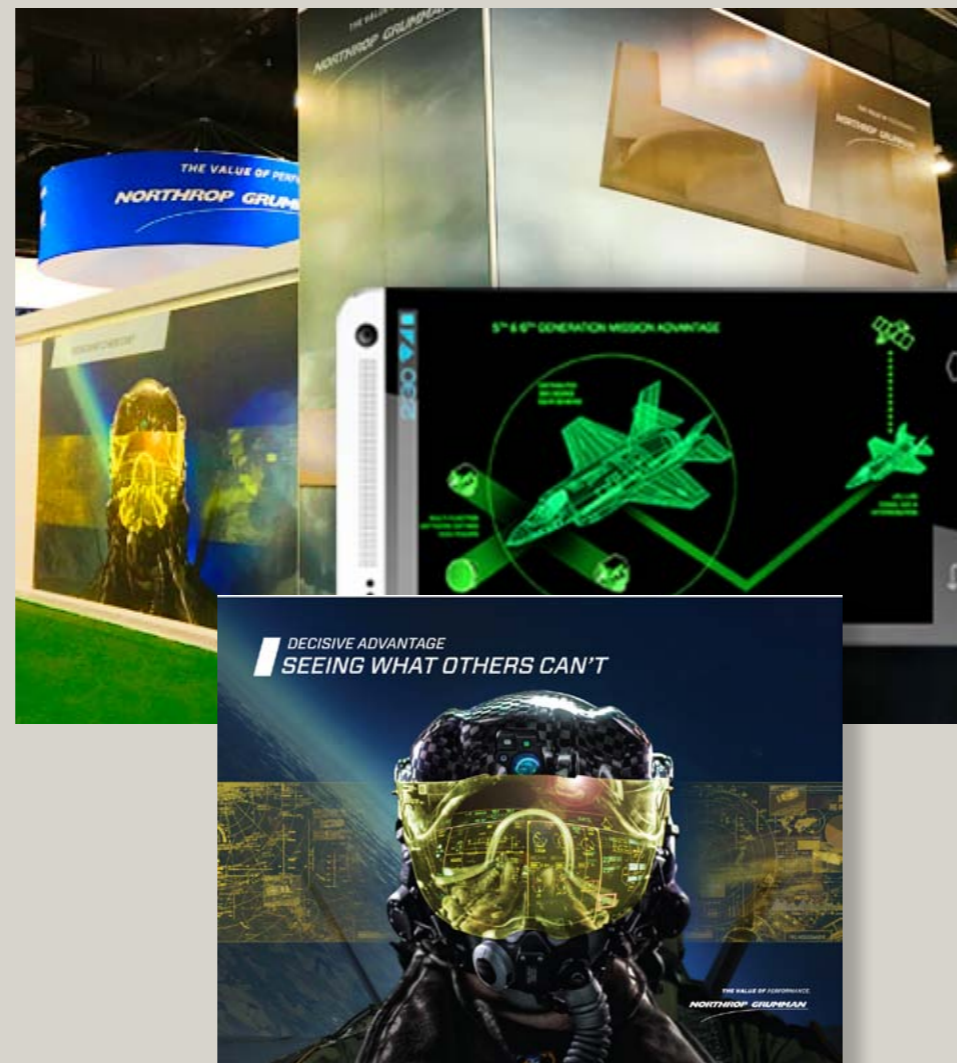
PROTOTYPES

MISSION SYSTEMS Integrated Marketing

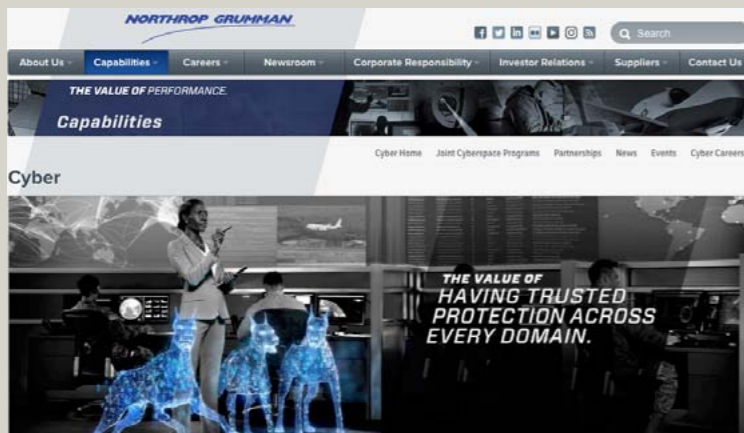
Design Concepts:
Business Capture

DATA RESEARCH:

- Storytelling: Videos, AR
- Intergration: Global Cyber Security
- Kiosks
- Simplify the Message
- Subject Mater Experts
- Integrated Advertising



CYBERSECURITY Recruiting Campaign



JOURNEY Mapping

The 'RADAR Mapping' diagram features a central person icon surrounded by various social media and recruitment icons, including LinkedIn, Facebook, Twitter, YouTube, and Instagram. The diagram is overlaid on a screenshot of a Washington Post Live video titled 'Transformers: Defense' featuring Linnie Haynesworth and Milou Carolan. To the right, there's a 'Social Media' section with icons for YouTube, Twitter, Instagram, and LinkedIn, and a 'Contact Us' section with the name 'Brooke Smitherman' and email 'Brooke.Smitherman@ngc.com'. Below the radar, there's a 'Cyber Videos' section with three video thumbnails: 'Gaining a Cyber Advantage in the Battlespace', 'How Can We Be Your Cyber Partner?', and 'Our People Make What We Do Possible'.

RADAR Mapping

Cyber Backbone: Who We Are

“
Management here adapts to whatever is needed on a specific program. They recognize that people are behind the technology.”

Mike
Technical Fellow & Chief Cyber Architect

Here at Northrop Grumman, our innovative Cyber solutions aren't just powered by the latest and greatest technologies but also by some of the best engineers. This is why we work to create an environment that fosters the talent within our engineers. Hear what a few of our engineers have to say, and visit here to start your journey in becoming part of our team. [Get started today.](#)



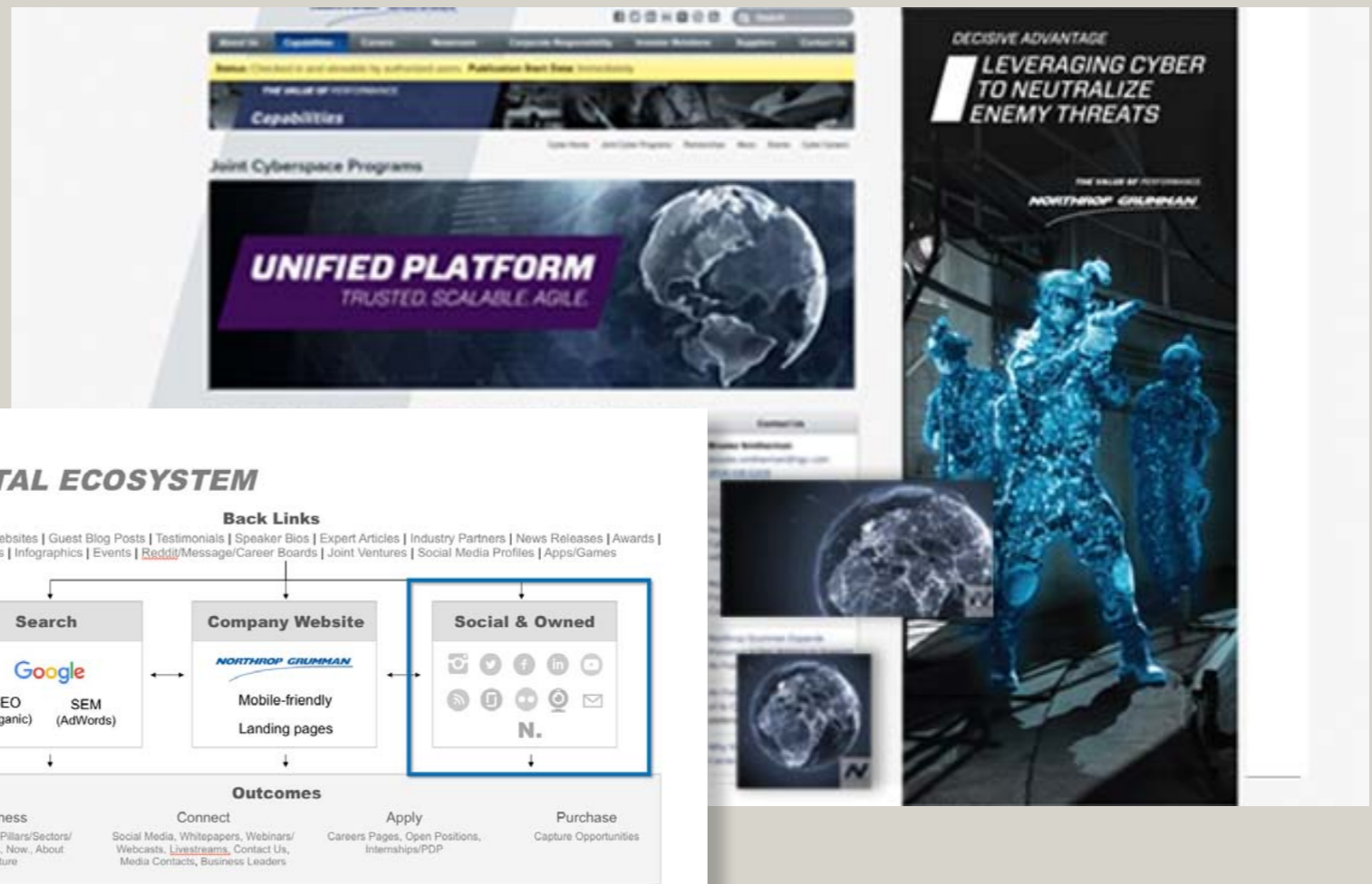
CYBERSECURITY

Unified Platform

Design Concepts:
Business Capture.

DATA RESEARCH:

- Storytelling: Videos
- Intergration: Global Cyber Security
- Social Media
- Drive Web Traffic
- Media Releases

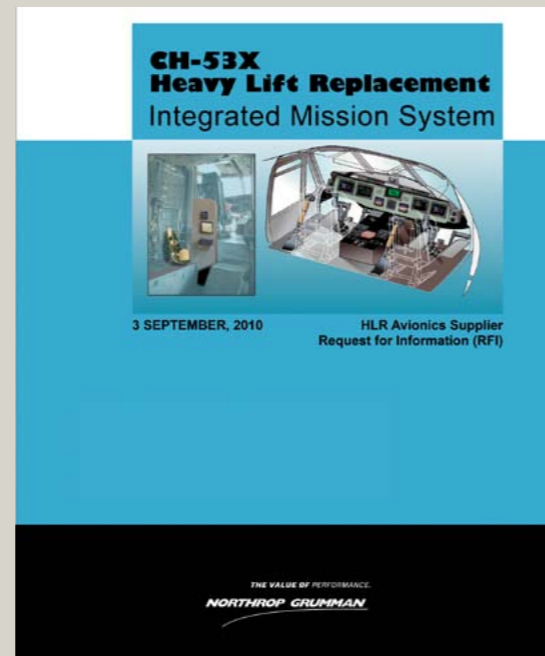


BUSINESS STRATEGY Campaign

Competitive Analysis
Brand Development

DATA RESEARCH:

- Storytelling Evolution
- Branded Graphics/Content



EVOLUTION of the Brand

BUSINESS STRATEGY Campaign

Competitive Analysis
Brand Development

DATA RESEARCH:

- Story Telling Evolution
- Branded Graphics/Content



BUSINESS STRATEGY Campaign

Design Concepts for Proposal Submissions.

DATA RESEARCH:

- Story Telling Evolution
- Branded Graphics/Content
- Branded Guidelines
- Brand Resources
- Training
- Change Management

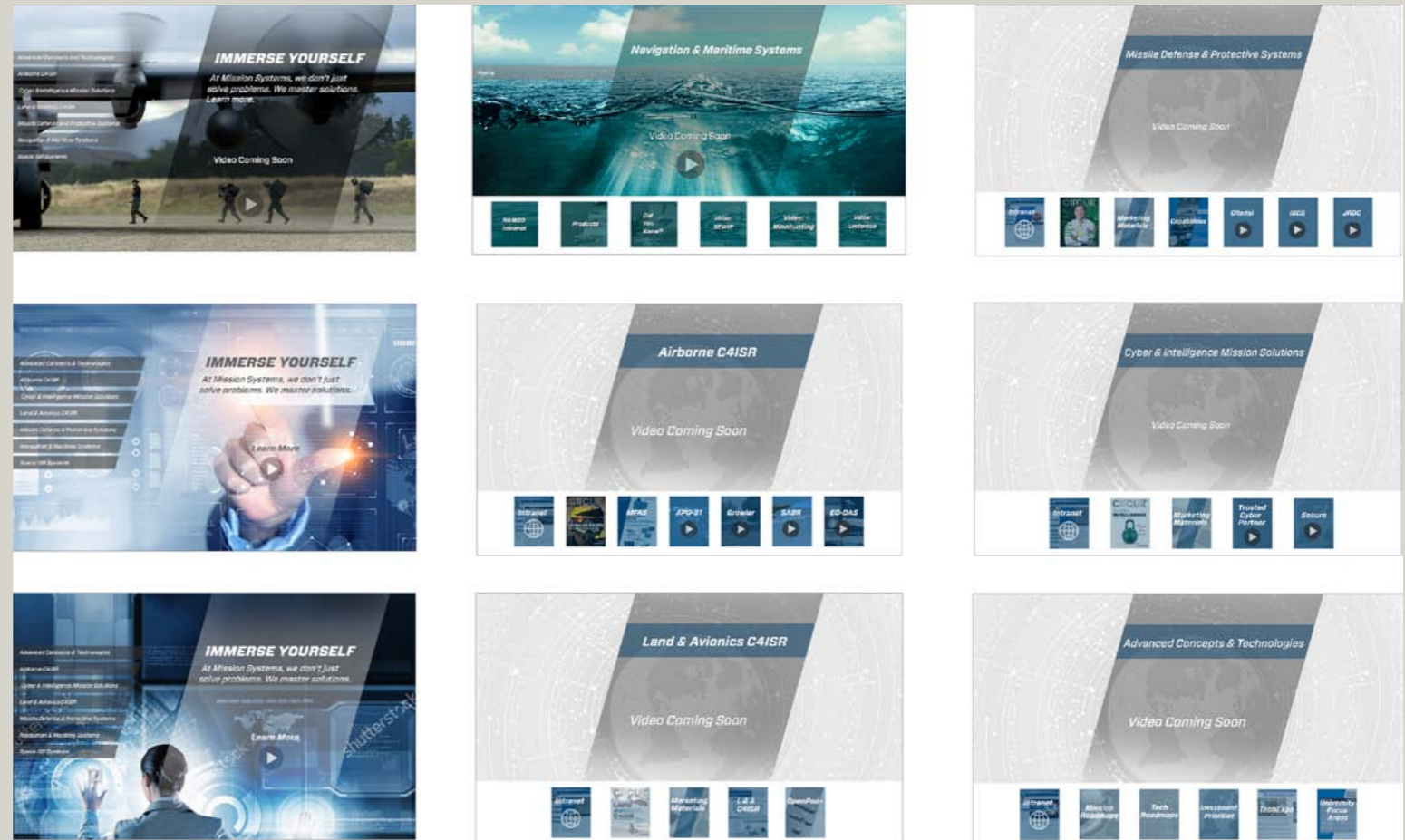


LEADERSHIP Campaign

Design Concepts for Employee Engagement

DATA RESEARCH:

- Storytelling: Videos
- Immerse Yourself Prototype
- Educational
- Drive Web Traffic
- Change Management



A/B Testing

LEADERSHIP Campaign

Design Concepts for Employee Engagement

DATA RESEARCH:

- Storytelling: Videos
- Immerse Yourself Prototype
- Educational
- **Fresh Creative: New Tagline**
- Drive Web Traffic



LEADERSHIP Campaign

Design Concepts for Employee Engagement

DATA RESEARCH:

- Storytelling: Videos
- Immerse Yourself Prototype
- Educate
- Drive Web Traffic
- Social Media

LEADERSHIP Campaign

RISING Phase II

DATA RESEARCH:

- Storytelling: Videos
- Focus on the Future
- Educate
- Drive Web Traffic
- Keynotes Speakers
- Real Time Feedback
- Branding Guidelines

The Mission Systems sector of Northrop Grumman provides radically different approaches and disruptive thinking through the integration of smart software and advanced hardware.

To explain this vision, Mission Systems has created the RISING Internal Campaign. For better impact, a full set of the visual identity has been developed and the following style guide details its proper usage and application.

In it you will find the right instruction on how to properly treat the RISING visual language across platforms.



IDENTITY Campaign

Enterprise Services

DATA RESEARCH:

- Global Brand
- Service Representation
- Organizational Identity
- Spatial Design



THOUGHT LEADERSHIP Interviewing