

Public Sector



FULFILLING PUBLIC MISSIONS - AT HOME AND ABROAD

FleishmanHillard's public sector team combines the global experience that comes from being a trusted adviser to the world's leading brands with deep policy expertise earned serving governments, NGOs and multilateral organizations.

We understand our clients' obligations as stewards of public funds, and the unique requirements for how they communicate. Ultimately, they answer to the public, not consumers, and to policymakers, not shareholders.

Despite regional differences, there is one universal truth: They inhabit a space where expectations tend to grow faster than the available resources.

Increasingly, success relies on the ability to communicate clearly. To educate and engage. To be more accessible and understandable. And always, to

earn public trust and credibility. With these imperatives, we work within countries to promote healthy behaviors, explain change and engage citizens. We also work across borders to build positive country reputation and advance public diplomacy, trade and investment, tourism, and public health. We thrive in high-profile, highly scrutinized environments and create new opportunities for our clients to fulfill their public missions.

SPECIALTIES

- *U.S. federal government communications*
- *Social marketing and behavior change*
- *Public diplomacy and embassies*
- *FDI and export promotion*

A LOOK AT OUR WORK

- Helping young Americans reject drugs, tobacco and binge drinking.
- Explaining the transformation of a provincial health system in Canada.
- Revitalizing a major Asian city brand for economic expansion.
- Driving tourism and economic development in two American states.
- Creating support in the EU for passage of a multicountry Free Trade Agreement.
- Positioning an emerging Latin American country as safe and favorable destination for foreign direct investment.
- In the GCC, managing expectations around one of the largest public housing projects in the world.
- Reframing the debate around investments in transportation infrastructure.
- Creating new relevance for oldest and largest NGOs in the world.
- Repositioning a venerable arts institution to attract younger audiences.

OUR VERTICALS

*Federal, provincial, state
and local governments*

State-owned enterprises

*Multilateral organizations
and summits*

International NGOs

Associations of public officials

Public-private partnerships

Higher education

Arts and culture

Public
Sector



CONTACT

For more information about FleishmanHillard's public sector expertise, please visit fleishmanhillard.com/public-sector.



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