

SURROUND SOUND, COORDINATED

One strategy. Every influence moment.

Strong PR and public affairs work connects a shared objective with the moments that shape understanding: a news story, a stakeholder conversation, an owned resource, a social post and a paid placement.

Start in Mission Control.

Develop the brief, explore local context and build the campaign plan. Then move into the relevant tools through prepared next actions, keeping the assignment connected to the work.

Give every touchpoint a clear role.

EARNED + MEDIA

Make the story useful, credible and easy to explain.

Mission Control, Pulse and Plan inform the brief; Resource Hub provides supporting material.

OWNED

Give audiences a dependable place to find answers.

Resource Hub publishes selected content; Knowledge Base helps the team work from its own sources.

SOCIAL + CREATORS

Adapt the story to the destination and local context.

Social Content Manager prepares assets; Local Pitch Hub develops creator concepts and briefing material.

PAID

Plan how paid activity reinforces the objective.

Hyper Local Media supports planning and configured activation; Local Media Planner prepares local campaign drafts.

STAKEHOLDER + COMMUNITY

Support useful conversations and a clear next step.

People and Networks support research; Email Campaigns prepares outreach; Currents supports participation.

One objective. A coherent story. A clear job for every touchpoint.

16 APPS AROUND THE MISSION

Specialist tools. Shared context.

Use the tools the campaign needs, from research and message development to practical delivery and review.

COORDINATE AND UNDERSTAND**Mission Control**

Brief, plan and prepare the next step in the relevant app.

Lens

Turn a leadership question into a visual briefing and saved snapshot.

Pulse

Compile issue briefings and identify narrative changes and next actions.

Tracker

Manage workstreams, owners, milestones and reported KPIs.

TEST AND EQUIP**Message Testing**

Compare variants with synthetic feedback to guide further review.

Polling

Design surveys, collect responses and analyse the evidence.

Knowledge Base

Ask questions of curated documents and create grounded working outputs.

Resource Hub

Publish a branded, searchable library of selected Workspace content.

CREATE AND ACTIVATE**Email Campaigns**

Draft outreach; export or send individually through connected Gmail.

Social Content Manager

Develop copy and images, review, then download for manual posting.

Local Pitch Hub

Research creators and share approved concepts in a read-only pitch hub.

Hyper Local Media

Connect local planning and creative to supported ad-platform activation.

EXTEND AND LEARN**Local Media Planner**

Create messages, a Meta-focused plan and launch drafts for one area.

Integrated Media Hub

Compare paid and creator exports with modelled audience views.

Currents

Bring briefings, discussion and action into locally managed issue hubs.

Field Loop

Optional: licensed voter-data exports for civic field operations.

The shared foundation

Workspace stores, edits, shares and exports the work. Plan builds analysis and reports. Explore and research tools investigate places, people and connections.

Evidence matters: synthetic feedback guides questions; polling uses collected responses. Tracker reflects reported KPIs. Paid and creator estimates do not establish causal impact.

A FOCUSED PILOT

One live priority. A six-week test.

Choose a manageable campaign or issue. Test a defined workflow with a small working team and a clear decision at the end.

Week 1 Define

PR/PA lead + sponsor

Agree the objective, audiences, selected apps, output scope and baseline. Name owners, reviewers and the decision date.

Week 2 Ground

Core users + factual reviewer

Build and review the Mission Control brief, source material and assumptions. Prepare the selected handoffs and agree how work will be checked.

Weeks 3-5 Use

Channel owners

Produce the agreed briefs, content or plans. Record staff time, revision rounds, missing inputs and progress against the selected measures.

Week 6 Decide

Sponsor + PR/PA lead

Compare the workflow with the baseline. Review sample outputs and user feedback. Decide whether to expand, refine or stop.

Agree the decision criteria before starting.

Use a comparable recent campaign as the baseline. Set the acceptable change for each measure in Week 1.

Time

Staff hours to a review-ready brief and the agreed set of outputs.

Handoffs

Selected continuations completed, with missing inputs and manual repairs recorded.

Rework & quality

Substantive revision rounds and unresolved factual or source issues at approval.

Day-to-day usefulness

Which steps core users can repeat independently, and which still need help.

Expand when agreed targets are met, quality is maintained and the team can repeat the workflow. Refine or stop where the evidence falls short.

Bring to the session: the priority and audiences; current brief and sources; lead and reviewers; selected tools and connections; baseline and review date.

Next step: choose the priority and lead. Book a 60-minute scoping session.