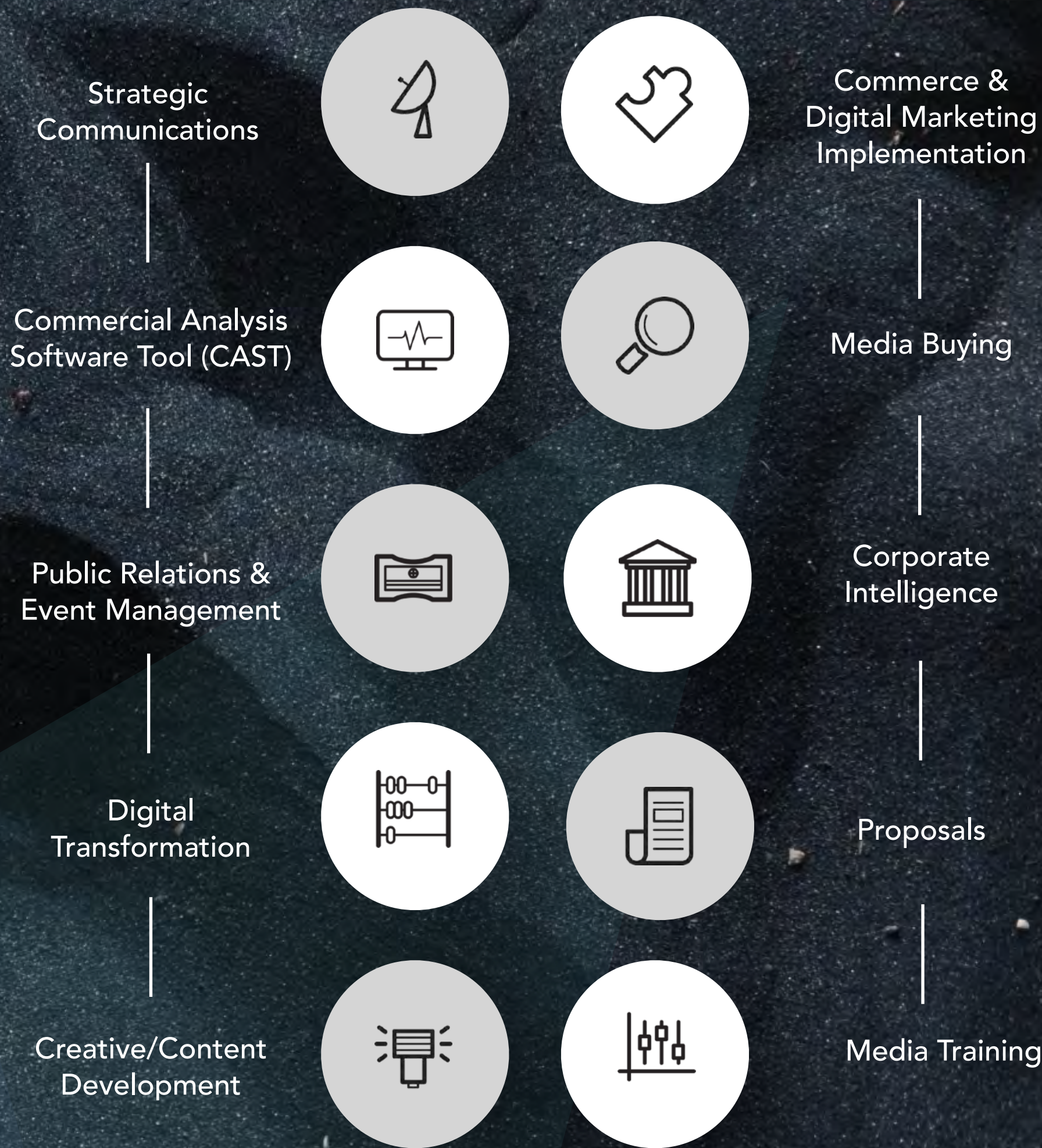


EVOKE

EVOKE



OUR SERVICES



WE ARE THE ‘NEXT GENERATION’ OF STRATEGIC COMMUNICATIONS, PIONEERING **THE 4TH INDUSTRIAL REVOLUTION** IN COMMUNICATIONS, DATA MINING, DATA MANAGEMENT, SOCIAL CHANGE AND DIGITAL TRANSFORMATION.

EVOKE is an international communications company that has created a worldwide footprint of technical and intellectual expertise. Led by experienced communicators and supported by academics, journalists, media specialists, research analysts and security experts, we advise private companies, corporations, government and non-governmental organizations, faith groups and individuals on all aspects of Strategic Communications, Public Relations, Research, Data Mining/Management, Advertising, Media Buying and Campaign Implementation.

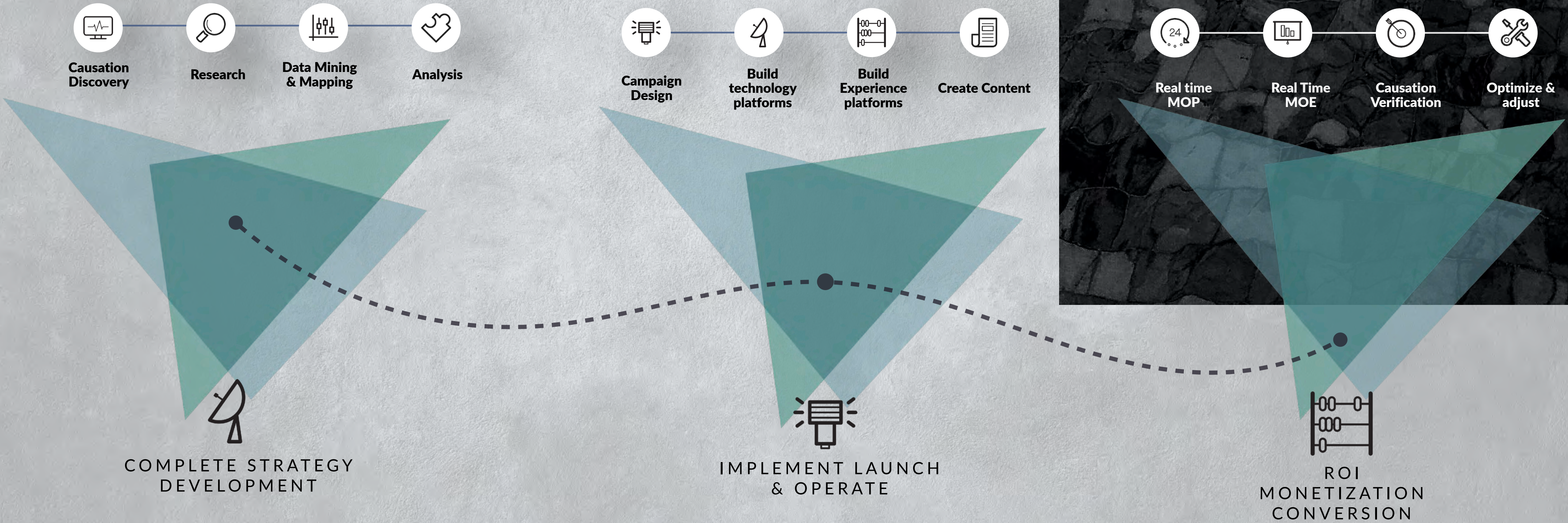
Evoke is an end-to-end service agency in a new frontier, with data-backed perspectives offering true results - creating real experiences that matter and telling you what you need to know now, for the future. Think of us as a data-backed, solutions-driven ‘Think Tank’ with full 360° implementation capabilities.

“shift happens”
REDEFINING INSPIRATION

We have worked in areas of conflict, post conflict and development, and specialize in advertising, public information, rebranding and social change campaigns - using formal and informal media, backed by innovative qualitative and quantitative research, to effect or deflect change across corporate, political, social and cultural boundaries. We believe that thoughtful communication, backed by real-time data and presented correctly, not only alters the way people perceive their world, but can also stimulate that world to change.

EVOKE... EVOKE

REAL CHANGE WITH YOUR BRAND,
CORPORATE CULTURE, COMMUNICATIONS
AND WIDER WORLD.



strategic communications

WE LOOK DEEPLY at what you want to achieve with your organization and ensure your vision and business has clarity internally before we even begin looking outwardly. If your message and goals are clear to you and your team – it will be to your clients and audience too.



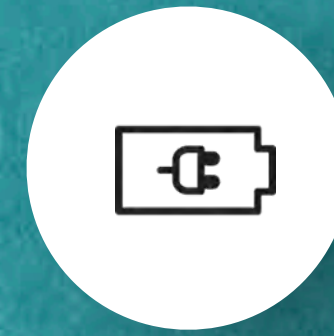
INTERNAL &
EXTERNAL
COMMUNICATIONS



RESEARCH &
DATA MINING



STRATEGY /
MESSAGING
DEVELOPMENT &
CONTENT CREATION
FACTORY



TECHNOLOGY
INNOVATION
POWERHOUSE



BUSINESS
CONSULTANCY &
STRATEGIC
DEVELOPMENT

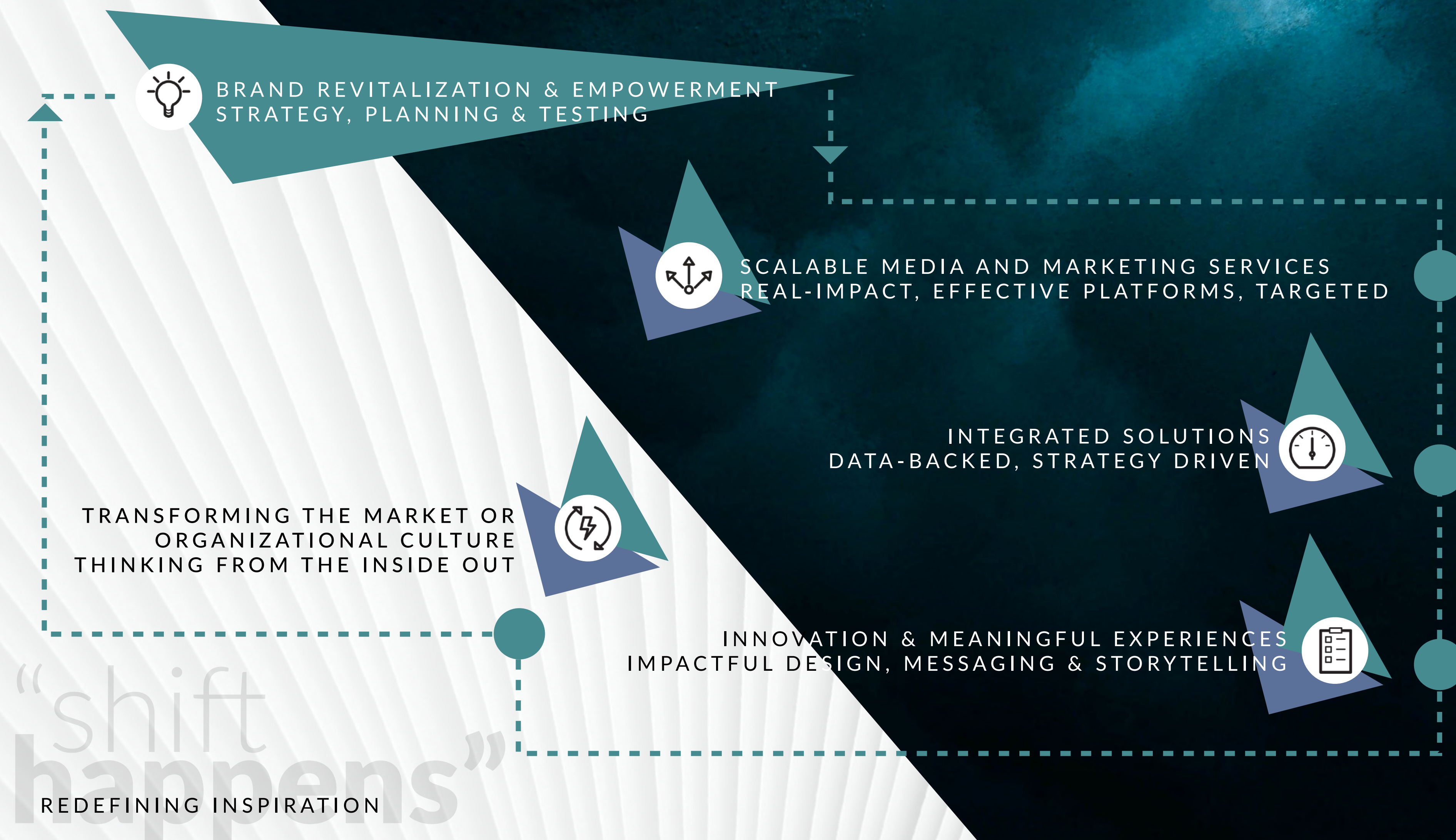


IMPLEMENTATION

EVOKE is the culmination of 20-years experience in global strategic communications and internal and external marketing – creating the 'next generation of strategic communications' – changing how people interact with their clients, customers and employees, and how they look at marketing, advertising and social media through the incorporation of a holistic, data-backed, and meaningful strategic communications messaging approach – both internally and externally. EVOKE has pioneered global social change campaigns for over a decade on behalf of governments, NGO's and non-profit organizations and has helped rebrand and expand market shares for multiple luxury, retail, defense, logistics, renewable energy, oil & gas, financial, legal and governmental organizations, through its innovatively applied, multi-pronged and integrated approach.

“shift
happens”
REDEFINING INSPIRATION

integrated services⁺



⁺cast. the 'why' engine

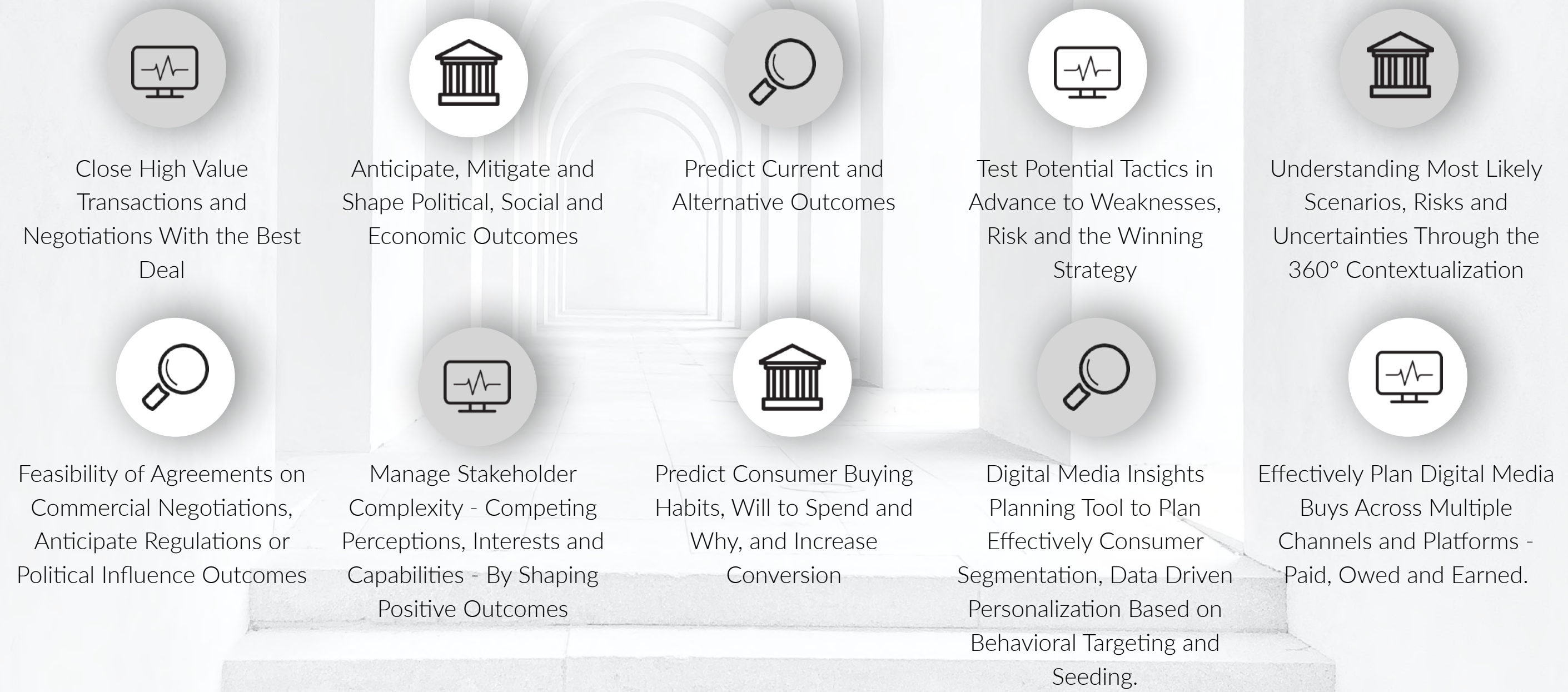
...THAT PROVIDES THE FOUNDATION FOR EVERYTHING WE DO

EVOKE is pioneering the 4th industrial rEvolution in communications, social change, digital transformation, data management and data mining, through its exclusive Conflict/Commercial Analysis Software Tool (CAST). CAST is a 'Why' machine, equipping clients with a complete 360° data-fueled and simulation-supported picture of the world, their competitors, their customers, and how wider events and the market, is and will affect their business.

The approach, models and methodologies developed in CAST have been verified by the U.S. Government and independent bodies as **having over 90% accuracy** in predicting and shaping thousands of political, social, economic and business outcomes.

This is a real contextualized understanding by translating data into useable information that generates insights for global, governmental and corporate strategies, investments, marketing and most importantly sales - creating true understanding of why consumers/citizens are making the choices they are, who they really are, what they really want and how to deliver it to them.

CAST VALUE AND OUTCOMES FOR: C-SUITE | BOARD STRATEGY | STAKEHOLDERS | GENERAL OFFICERS



AREAS OF APPLICATION

- Geopolitical Risk
- Multinational Acquisition
- Business Intelligence
- Board & Business Strategy
- Investment
- Marketing and/or Rebranding Strategy
- Contracts
- Negotiations
- Finance
- Due Diligence
- Restructuring
- Infrastructure Development
- Business Process Engineering
- Digital Transformation
- Value Chain Early Warning
- Marketshare Analytics
- Regulatory Risk
- Dispute Resolution
- Legislative Outcomes
- Media Campaign Planner

*We now offer models specially designed for corporations, governments and institutions grappling with how to develop current and future scenarios for COVID-19 including financial, social, political and supply-chain modeling leveraging big data and AI through CAST.

“shift happens”
REDEFINING INSPIRATION

CAST CYCLE PROCESS DIAGRAM

How we develop real-results, strategies, sustainability and legacies.

8 MONITORING & TRACKING

Real-time campaign tracking, Measures of Performance, Measure of Effectiveness and Strategic/Campaign Adjustments.

7 IMPLEMENTATION

Determine impactful budgets and launch full Marketing, Strategic and Digital Campaigns.

1. ASSESSMENT

Full corporate, organizational health and comprehensive situational assessments using our own time-tested analytical frameworks. Begin mapping and measuring your world.

2 RESEARCH & DATA MINING

Find or create, analyze and visualize data to understand the landscape, environment and causation factors - the why's of your world. Find or create simulations of your world.

3 STRATEGY DEVELOPMENT

Leveraging understanding to build and test actionable strategies that align with business plans, mission, vision and corporate/brand goals.

4 DIGITAL TRANSFORMATION

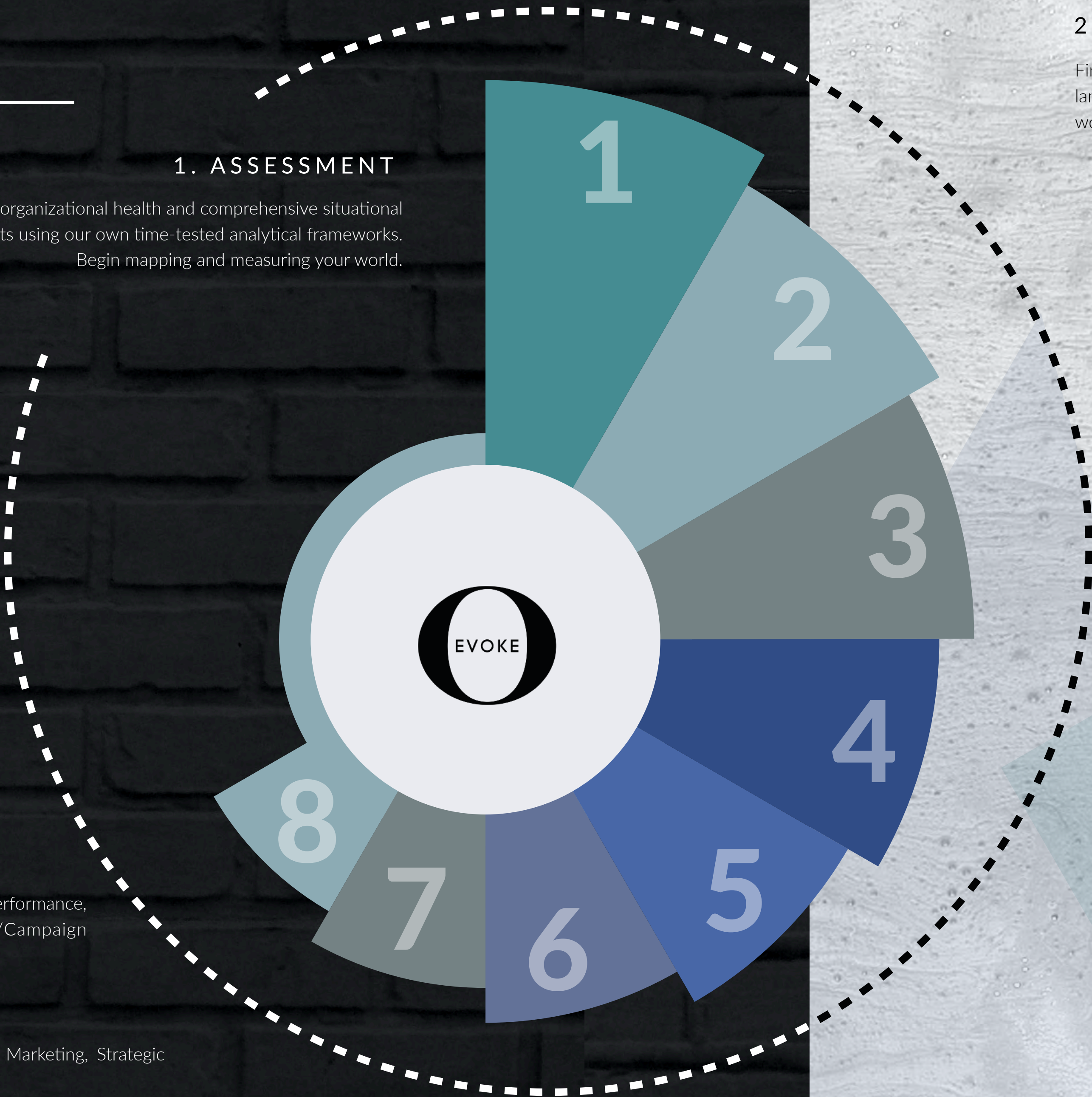
Creating and implementing Digital Transformation processes, system models, culture and strategies to ensure sustainability and legacy survival.

5 CREATIVE / CONTENT DEVELOPMENT

Our 'content factory' develops messaging in line with data/strategy and produces all daily content for analogue, digital media and broadcast efforts.

6 MEDIA BUYING

Direct digital media buying with the most effective reach, outcomes & engagement. Determining the best platforms and experiences.



“shift happens”

Concern is growing about how technology is affecting issues such as jobs, wages, inequality, health, resource efficiency and security. These changes are altering the world so drastically that all companies need to undergo a transformation to avoid going extinct. This transformation means integrating digital technology into all areas of a business to fundamentally change how companies operate and deliver value to customers. While this might be a scary vision for some, it is one of the strongest drivers of change: companies need to adapt their business models to remain in business. **As a Strategic Digital Transformation Consultancy, we will assess where you are, understand where you want to be, and create the roadmap for how to get there.**

Data has become **the** most coveted new natural resource, and whomever can successfully capture and gather insights from it, then feed that harnessed data into their product development, customer engagement and marketing strategies in a way that creates amazing experiences - generates brand love... and wins.

Digital Transformation is not just an IT or marketing initiative, but a commercial strategy and the first step of any organization to truly embrace and leverage new technologies along with changing consumer behaviors to grow existing business and expand into new products and services - **increasing revenue and reducing cost.**

A SHIFT FROM



TO



We believe Digital Transformation is not just a technology shift, it's a generational mindset shift of how companies grow, engage and manage their relationships with their customers, employees and larger world in the experience economy.

PERFORMING DIGITAL STRATEGY AUDITS & BENCHMARKING

UNDERSTANDING WHERE YOU ARE AND WHERE YOU WANT TO BE:

- Digital Readiness – Assess organization readiness for Digital Transformation
- Competitive Benchmarking - Understand digital initiatives compare vs competition
- Digital Pulse – Assess current digital transformation initiatives and against objectives and goals

our services

BUILDING DIGITAL CAPABILITY

UPLIFTING THE CAPABILITY OF YOUR ORGANIZATION BY:

- Digital Marketing Training - Training based on the University of Cambridge Judge Business School MBA program curriculum
- Digital Mentoring – C Level 1:1 digital mentoring
- Digital Safaris – Digital offsites for leadership teams connecting with tech companies, VC's and Startups

CREATING NEW CUSTOMER EXPERIENCES

DELIVERING CUSTOMER DELIGHT

- Customer Journey Maps –Building customer journey maps blending the physical and digital journey
- Mix Reality Marketing – Developing Omnichannel solutions using NFC, QR, AR and VR technology combing physical and digital retail
- Conversational Commerce – Developing solutions using AI enabled chat bots and WhatsApp to create 1:1 communication channels with your customer

REDEFINING INSPIRATION

transformation

BUILDING A DIGITAL INNOVATION ECOSYSTEM

CREATING AN INNOVATION ECOSYSTEM FOCUSED ON GROWTH

- ① New Business Models – Experimenting with new digital business models and building new products and services
- ① Hackathons – Bringing the outside in connecting with tech companies, VC's and startups and incubating new ideas
- ① Digital Think Tank– Provide ideas, insights and reports on industry trends, competitor activity and new innovations

WE WILL ASSESS,
UNDERSTAND, DESIGN,
BUILD AND RUN DIGITAL
OPERATIONS.

DESIGNING A DIGITAL OPERATING MODEL & ROADMAP

DESIGNING A DIGITAL STRATEGY WHICH DELIVERS YOUR GOALS

- ① Digital Marketing Training – Training based on the University of Cambridge Judge Business School MBA program curriculum
- ① Digital Mentoring – C Level 1:1 digital mentoring
- ① Digital Safaris – Digital offsites for leadership teams connecting with tech companies, VC's and Startups

UNLOCKING CUSTOMER DATA AND INSIGHTS

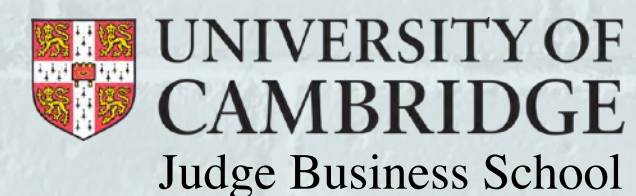
UNLOCKING INSIGHTS THAT DRIVE REPUTATION AND REVENUE

- ① 1) Digital Reputation Management – develop fast effective reputation management solutions- Using our proprietary systems, across all digital platforms and channels
- ① 2) Customer Place – Combining all customer data into a single view which unlocks insights and drives revenue
- ① 3) Frictionless Onboarding – Using Blockchain and AI technology for faster customer onboarding and eKYC

NEARLY 20 YEARS OF EXPERIENCE LEADING
DIGITAL TRANSFORMATION FOR SOME OF
THE LARGEST BRANDS IN THE WORLD



PROVEN EXPERTISE IN DELIVERING DIGITAL
STRATEGIES UNLOCKING OVER \$200M IN VALUE

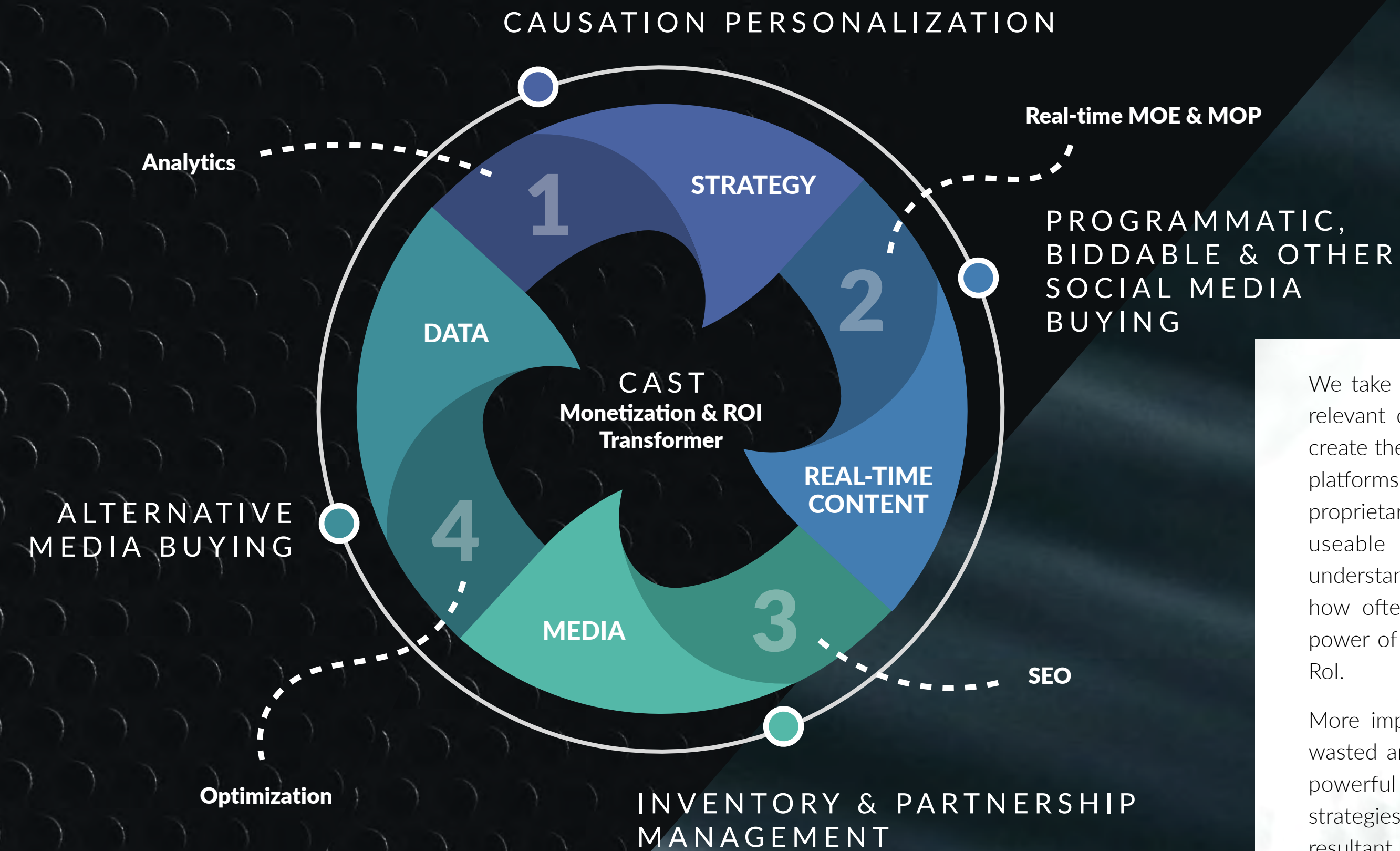


We understand challenges and opportunities from both the senior executive and operational clients lens.

We utilize tools, techniques, frameworks and strategies that have been tried and tested for some of the largest brands in the world.

Our leadership team developed the University of Cambridge Judge Business School MBA Program on Digital Marketing.

commerce & digital marketing



We take the guess work out of creating effective, powerful and relevant digital, E-commerce and traditional campaigns. We can create the right content, for the right target audiences on the right platforms with the right budget at the right time through our proprietary analytics. Our models contextualizes raw data into useable insights but more importantly they give you an understanding of WHY your customers behave the way they do, how often they behave that way and when - harnessing that power of knowledge into sales conversions, loyalty programs and RoI.

More importantly it means your media spend dollars are never wasted and hitting exactly where and when you need them to - powerful and effective marketing amplified by data-backed strategies and verifiable analytics. Marketing has never been this resultant, forcible or rewarding - satisfying stakeholders, board members and the bean counters.

Getting your message out on the right channels and platforms is equally important and we ensure you have the right media mix (programmable, biddable, traditional) in the right places from the outset - heavily researched, tested and quantitatively and qualitatively verified through our proprietary systems.

We take the speculation and risk out of marketing, media buying budgets and strategies and give you hard numbers, models, mapping and facts. We take that knowledge and not only create innovative content but also implement your campaigns - delivering nothing but effortless results with real-time campaign tracking, Measures of Effect and Measure of Performance.

We really are an End-to-End Services Agency.

Ecommerce

Optimization of Ecommerce platforms, customer journey and digital product and service solutions

Loyalty Marketing

Data-backed Strategy and Loyalty Program Development, Personalized Design, Marketing Plan Implementation: Omnichannel, Customer Causation Tracking, and Optimization

Customized Marketing Analytics

Proprietary data mining and analytical analysis on behavior, causation, marketing mix and attribution modeling and mobile usage/application

Personalization

Creating personalized customer experiences based on causation analytics and modeling - full recommendations and analysis

Programmatic Dashboard

Automated planning tools, templates and marketplace/partnership collaborations, segmentations and reporting

Biddable Social Media

Precise, effective and fast launch scaling models, platform planning tools, auditing, analysis, and reporting

Data Mining, Verification & Strategy

Real-time data mining, tracking and verification for contextualization and leverageable analysis, planning, authentication, management and monetization

JOIN THE R:EVOLUTION

creative content development

ACTIVATE YOUR BRAND

Everything today is about relevancy and RoI - Is it relevant, wanted and desired by your target audience and how do you know? More importantly what's your measurable RoI? We design your content from the ground up - knowing, not guessing, what your audience wants and needs in line with your company goals, needs and growth.

CONTENT IS OUR THING - We are a fully fledged content factory, designing any and everything you need from brochures, to websites to full media productions and documentaries. We even tackle all of your social media content development for daily posting, including full scheduling, programming and boosting services 30-days at a time - so you never need to worry about a thing!

We've got you covered!

For brands who want an always on and always relevant multi-channel engagement strategy, we offer:

- 1) Content Production and A/B testing
- 2) Insights and Analytics through CAST and what type of content to whom and when
- 3) Developing a content management structure, including content hubs to service different regions
- 4) Content channel strategy based on cast insights
- 5) Content planning, development and modeling

CREATIVE / CONTENT SERVICES:

Brand
Guidelines

Marketing &
Promotional
Collateral

Websites

Daily Social
Media
Content

Advertising &
Broadcast
Media (print,
Radio, TV)

Corporate
Videos

Photography/
Videography

'NEXT GENERATION'
CONTENT EXPERIENCES

PROGRAMMATIC &
BIDDABLE CONTENT

ECOMMERCE
CONTENT AND
EXPERIENCES

WEB
DESIGN

BROADCAST CONTENT

DIGITAL MARKETING

ADVERTISING
CONTENT

+public relations

BECAUSE PERCEPTION IS EVERYTHING

In the era of big data and instant global communications, organizations and individuals need Public Relations more than ever to be successful, effective and protected. Through inclusive proprietary data mining tools, we have access to every open source post, comment, article or tweet ever made by or about you or your organization - giving us a "reputation network" map, allowing us to develop, test and implement full brand awareness, crisis management strategies and campaigns to promote, prevent or mitigate situations through controlled and targeted effective messaging. In effect, controlling the narratives that drive a person or company's broader reputation.

We begin our process with a complete assessment where we identify:



ASSESSMENT

The assessment gives us the foundation to improve you or your organizations access to existing and emerging markets, make a name for itself, change perceptions and win new business. It will also establish the core identity that will guide and protect the corporation for many years to come, improve its human resources, and create the systems, skills and processes that will let it continue or begin to function as a cohesive unit. This also gives your organization the 'feel' it desires, and the ability to act energetically and proactively. Planning and codifying internal communication procedures as soon as possible will also help ensure an organization's employees are informed, happy, able to meet the challenges of the outside world and ultimately be more productive - creating genuine and organic external communications.

INDIVIDUALS

For individuals, it allows us to correct past missteps, plan client repositioning, and address harmful content / perceptions in the media both predictively, pro-actively and reactionary with tested messaging and strategies that mitigate damage and promote controlled message shifting. Our real-time data systems provides us the knowledge of everything that has and could potentially happen, and the tools we need to provide the ultimate protection and perception control at a moment's notice.

OFFENSE & DEFENSE

Any successful defense and mitigation will require a long and persistent deterrent plan. The days of publishing a counter-blog with keywords to drive the adverse media down in the google ranks are over. Mitigation and defense of this nature are not a single or handful of activities but a series of carefully orchestrated strategies executed over a period of time to apply persistent pressure against the actors or competitors - backed by complete real-time qualitative and quantitative data.

CONTENT PRODUCTION

Our content factory develops tested content daily through a variety of platforms and outreach methodologies for a consistent 360° approach through a potent global network of press, media, journalists, influencers and influential bodies.

CREATIVE / CONTENT SERVICES:

- REPUTATION MANAGEMENT
- SITUATIONAL ASSESSMENTS
- STRATEGY / ROADMAP DEVELOPMENT
- CRISIS MANAGEMENT
- BRAND AWARENESS
- PRESS & MEDIA MANAGEMENT
- CONTENT DEVELOPMENT

event & promotion management

Events and experiences are an equally important method of communicating with your target audience. Our events and promotion team can handle the most intimate to large-scale global promotions and campaigns for both brands and individuals, with unparalleled access and reach in the Middle East, Europe and North America. We can organize and promote:

- Integrates Luxury Events / Experiences
- Galas
- Red Carpet Appearances
- Conferences / Exhibitions
- Walkabouts
- Corporate Functions
- Press Days
- Press Conferences
- Large Scale Festivals
- Rallies
- Concerts / Sporting Events
- Charity Events
- Marches
- Fundraisers
- B2B Events
- B2C Events
- Large-Scale Ticketed Events

...and everything in between – each of which can have an enormous effect, especially if coupled with other forms of messaging – all the while maintaining and promoting the integrity of the brand and your reputation. We also take on a number of bespoke, specialized projects and campaigns for our clients upon request. As the exclusive PR partner of The Luxury Network, we have extensive experience in exclusive and prestigious ‘experiential’ production and events globally.

EVENT & PROMOTION SERVICES:

Event Coordination

Event Management

Guest Lists, Invites, RSVP Management

B2B/B2C Introductions

Press & Media Management

Content Development

Post-Event Reporting

corporate intelligence

A changing world requires trusted and experienced intelligence, security and communications. EVOKE has an international intelligence and security assistance and advisory division providing advisory and training support to governments, non-governmental organizations and private entities faced with organized violence, competitor targeting, corporate espionage and active sabotage. EVOKE gives careful attention to the political, economic, cultural, religious, cyber and terrorism-related challenges throughout the world. With that knowledge, EVOKE designs corporate-specific strategies to gain widespread popular support for the corporation's efforts.

EVOKE offers crisis management training that helps clients assess, manage, and respond appropriately to crises in all parts of the world. Our consultants, with over 15 years experience in some of the world's hottest conflict zones, ensures they have the most current knowledge of the combat environment - this unique experience in incident response, wrongful detection, kidnaps-for-ransom, extortions and malicious product tampering, contributes to effective risk-management plans for our clients.

CORE COMPETENCIES:

Intelligence

Counter
Insurgency

Policy & Advisory

Crisis
Management

Technologies &
Equipment

Training

EVOKE's consultants prepare for and manage high-risk environments. They are tactical experts, with career experiences that include the Federal Bureau of Investigation (FBI), Foreign Service, police and military. Beyond those credentials, the consultants have a comprehensive understanding of the local culture, history, and religion of their assigned regions. This ensures the efficacy of any crisis management plan.

Although a crisis may be unpredictable, organizations can successfully respond to such events when they are adequately prepared. Organizations reduce their risk, loss and injury by offering our pre-incident training sessions to their employees, consultants and families

We provide support and training to Private Companies and NGO's operating in disaster-relief efforts, stabilization and nation building efforts, to help mitigate risk and optimize mission success.

“shift happens”
JOIN THE R:EVOLUTION



media training

We construct bespoke training curricula, which address precise communication needs whether in the technicalities of video camera operation, company spokesman education, the use of editing software or the most advanced aspects of strategic communications.

We start by determining current capabilities and establishing the level of capability required post-training. The educational gap is then broken down into a number of steps; further broken down into a series of smaller steps, which include group work, self-study, written assignments, and practical experience.

These components are all chosen to provide relevant training for each course and most importantly for each student. In addition to our proven capability in delivering strategic communications, our staff have extensive experience teaching in journalistic schools at leading universities and also delivering corporate training programs worldwide.

MEDIA TRAINING SERVICES

- Government Relations
- Editorial Services
- Business Writing
- Defense & Military Relations
- Speech Writing
- Coaching
- Strategic Communications
- Crisis & Emergency Communications
- Media Relations Planning
- Issues Management
- News Analysis
- Spokesman & Media Interviews
- Moderator Training
- Advanced Camera, Editing & Lighting Techniques

“shift happens”
JOIN THE R:EVOLUTION

JOIN THE R:EVOLUTION

Our proven and proprietary Proposal Management Process, developed by TechServe, has an 82% success rate and won over \$21.6Bn in governmental and commercial contracts for clients, over the last decade. Our cost-effective process is tailored to fit seamlessly into current corporate practices, while maintaining structured systems engineering, architectural development, configuration management and quality assurance disciplines to help your company prioritize resources, evaluate and present effectively, assess risk, competitively price bids and ensure total compliance.

Our training and mentoring programs offer a winning proposal formula for businesses and consortiums of all sizes. Delivered on site, regionally, internationally and soon online, programs can be bespoke or standardized, in-house or open.

We also provide full proposal development teams or supplementary elements, which include coordinators, SMEs, graphics designers, publishers and mentors. Additionally, online templates, document production and virtual SME proposal evaluation boards make success accessible when it is needed.

Our proposal process is founded in highly detailed front-end planning. Supported by comprehensive control processes and high-end graphic design. We use a formal, structured method to:

- Define requirements
- Maintain configuration control
- Design compelling products
- Integrate team capabilities
- Infrastructure Development

“shift happens”
REDEFINING INSPIRATION

OUR CONTROL PROCESSES

Systems Engineering Baseline

- Integrates RFP functional requirements & evaluation criteria into a Compliance Outline.
- Provides the requirements, schedule & resources for true projectisation.
- Defines technical and management approaches.
- Initially Identifies themes & discriminators.

Quality Management

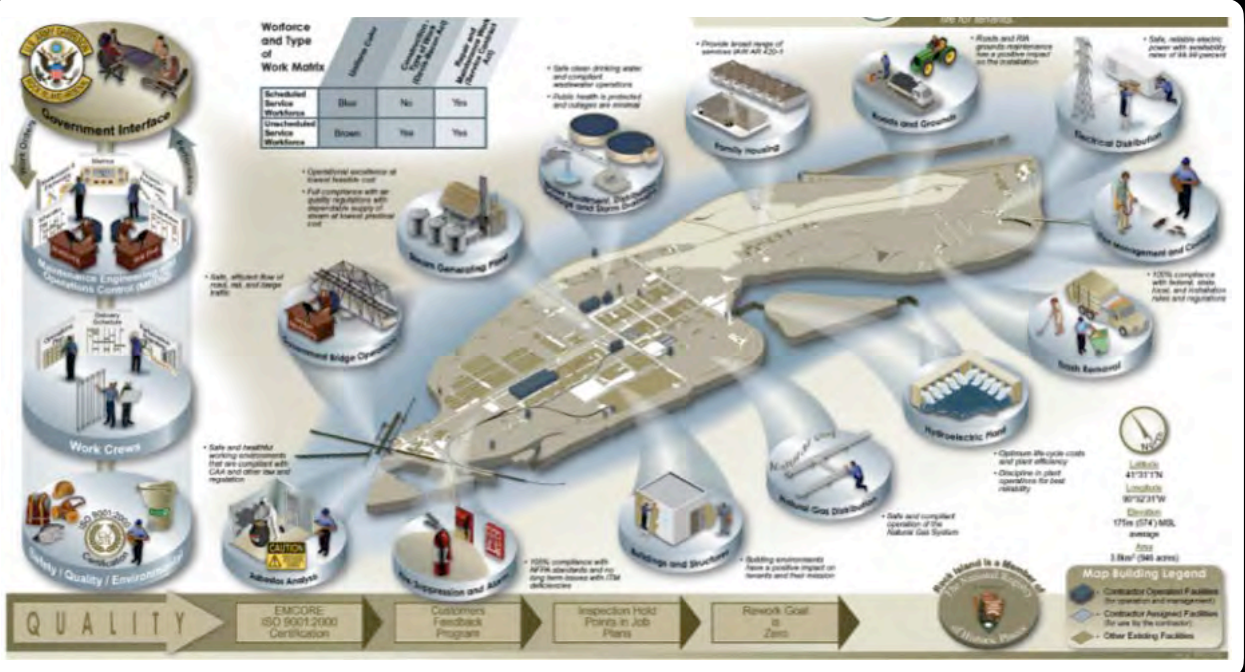
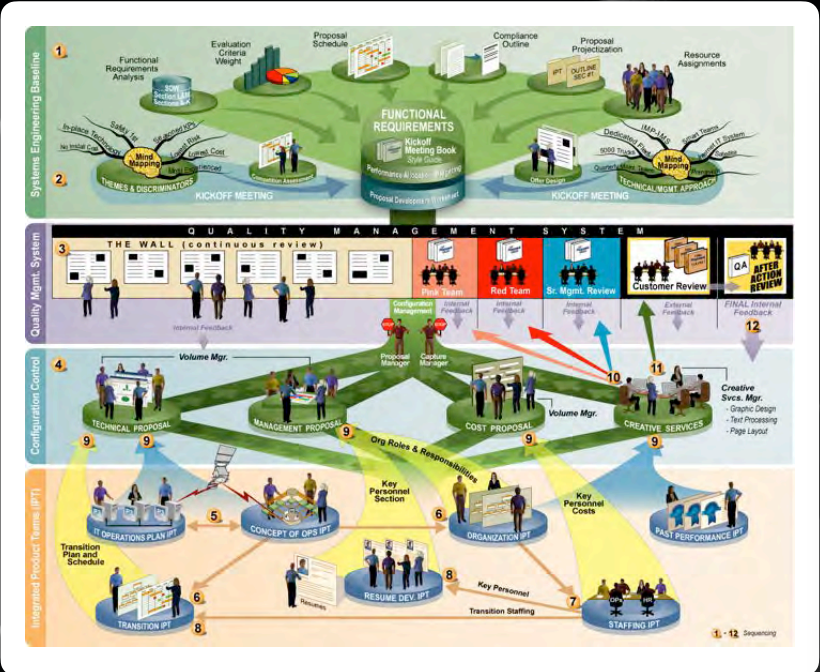
- Provides for multiple proposal reviews & evaluations
- Facilitates interchange
- Ensures continuous improvement
- Exercises quality control through formal scheduled reviews

Configuration Management

- Establishes baseline configuration control through the Compliance Outline
- Identifies and places proposal responsibility, accountability and authority
- Coordinates between Business Development and Proposal Management

Product Integration Team

- Establishes Interdisciplinary teams tailored to the approach
- Aligns product development with systems engineering methodologies
- Compels constructive collaboration between stakeholder



EVOKE is one of the only proposal writing and development services that provide 3D graphics; one of the most effective tools to describe, explain and outline a concept of operations for any proposal, presentation or solicitation. Our 3D graphics library has over 3,000 objects, allowing us to make your vision tangible and get your message and mission across more effectively.

Whether you need proposal writers, SME’s, graphic designers, desktop publishers, a review board or a full proposal team, we are happy to provide you with what you need and when you need it.

+our client

BRANDS

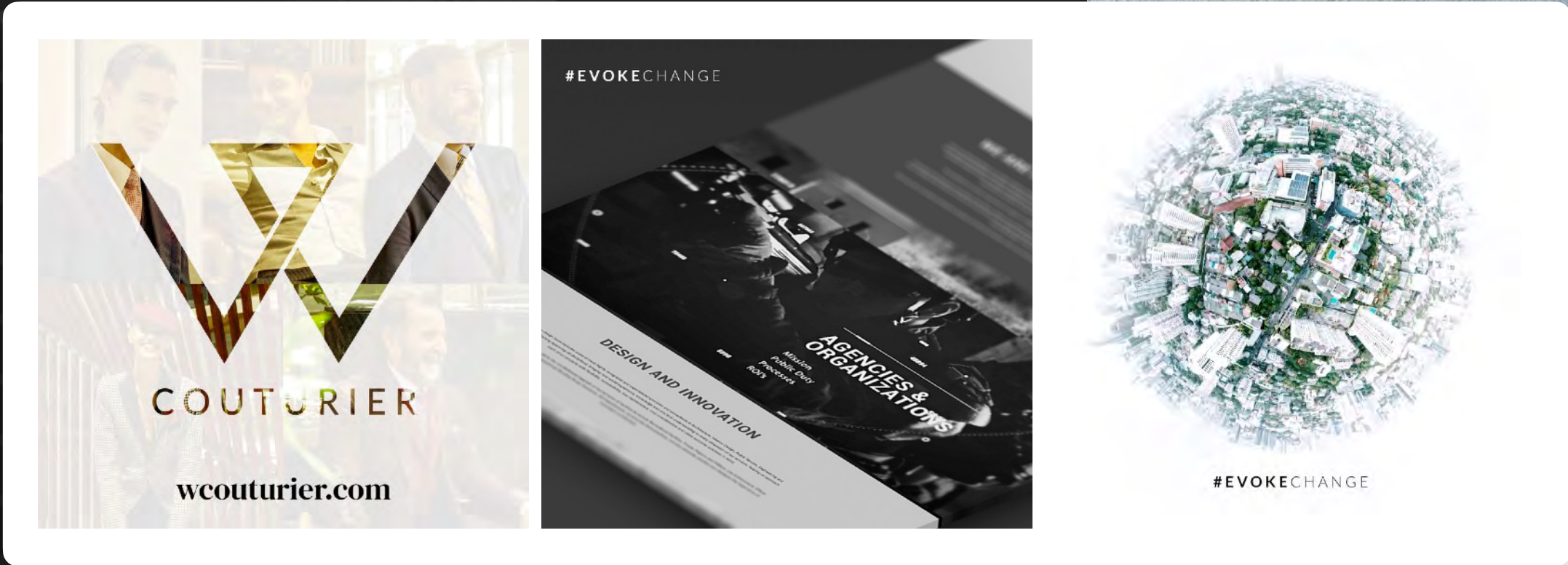
12 • SHOWCASE

A SELECTION OF OUR AWESOME CLIENTS

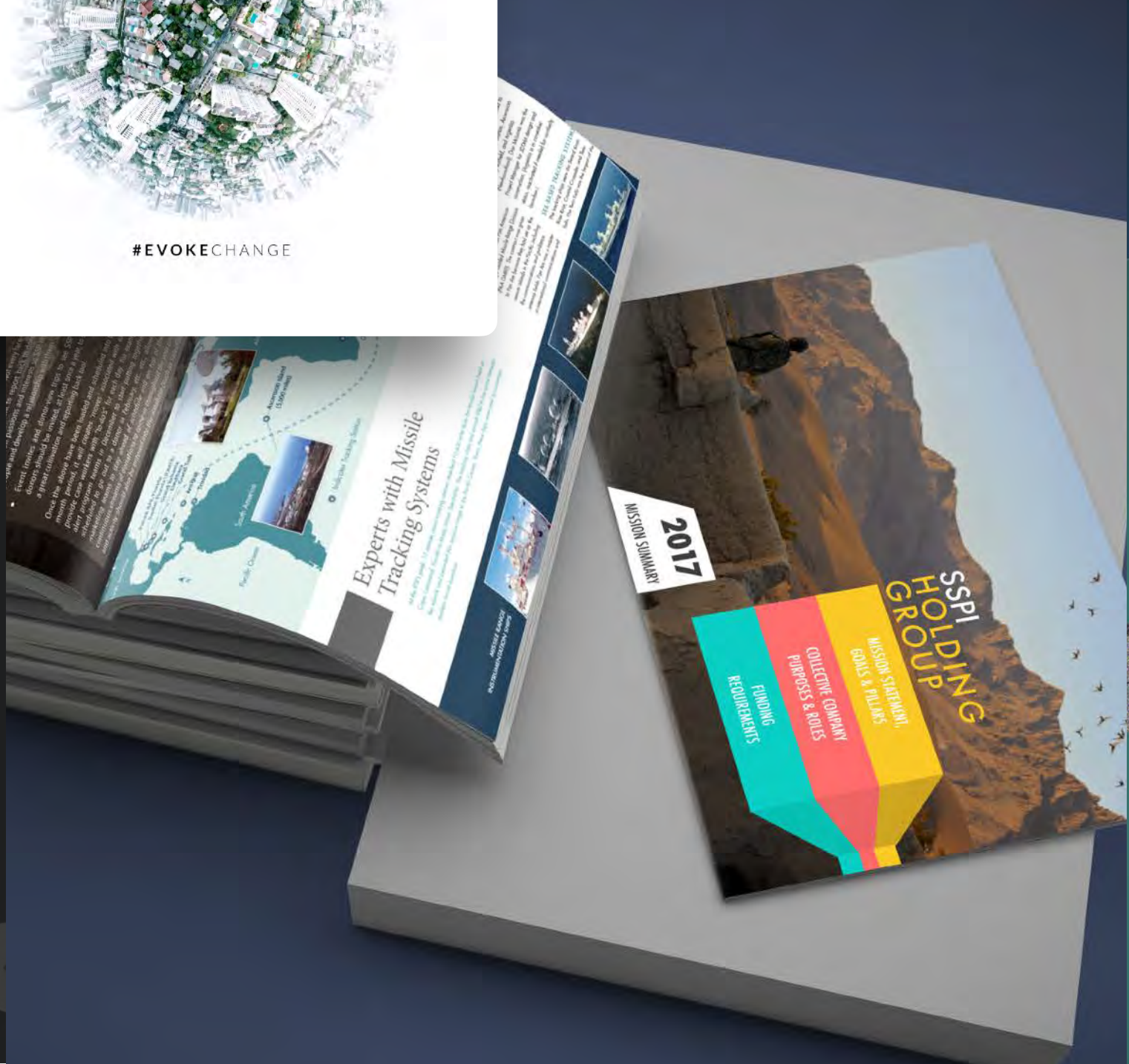
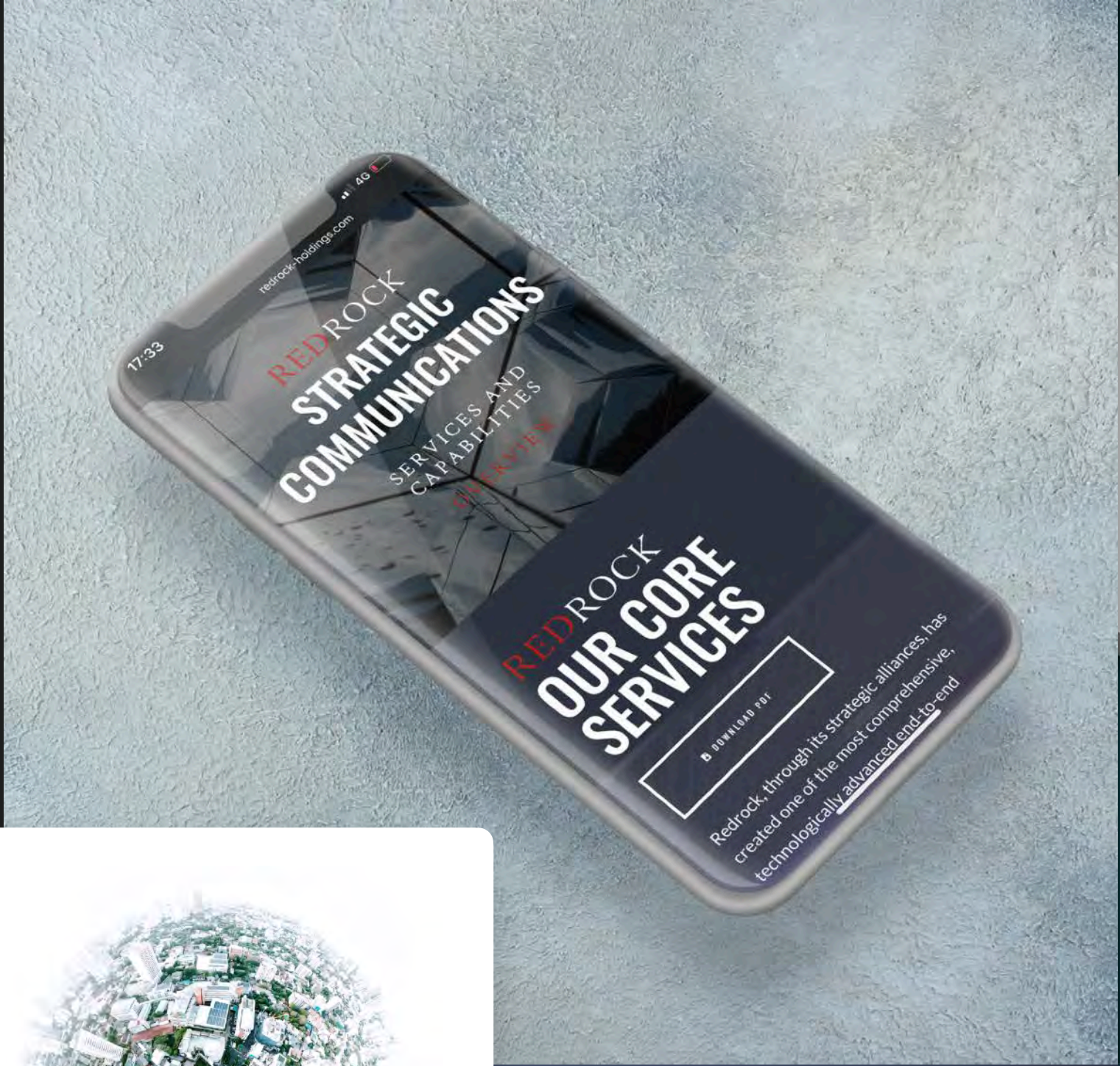


REDEFINING INSPIRATION

previous work

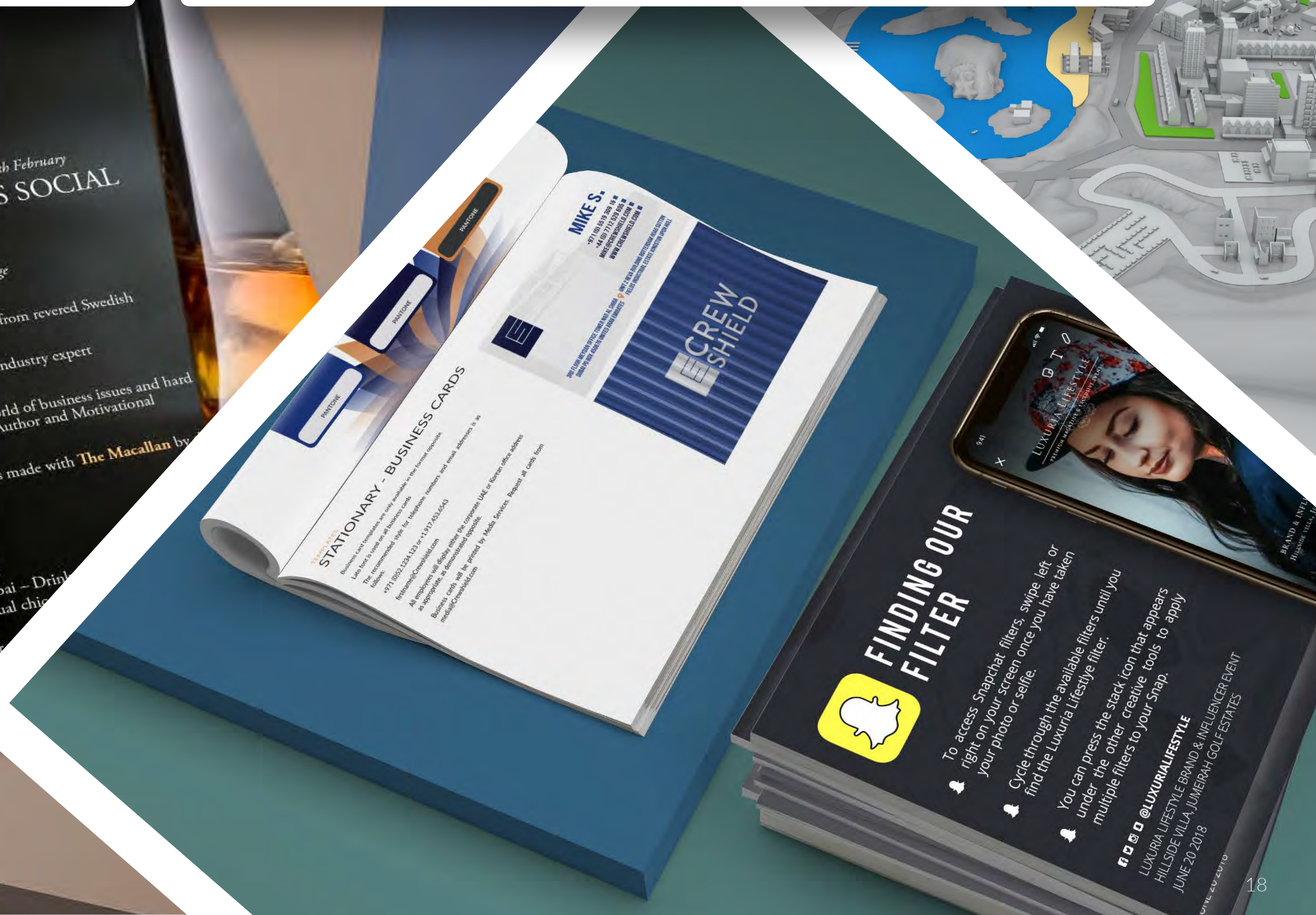


The diversity of our product and our passion for excellence ensures that we always remain one-step ahead of the 'curve', enabling us to be one of the most effective and comprehensive tools in the strategic communications world.



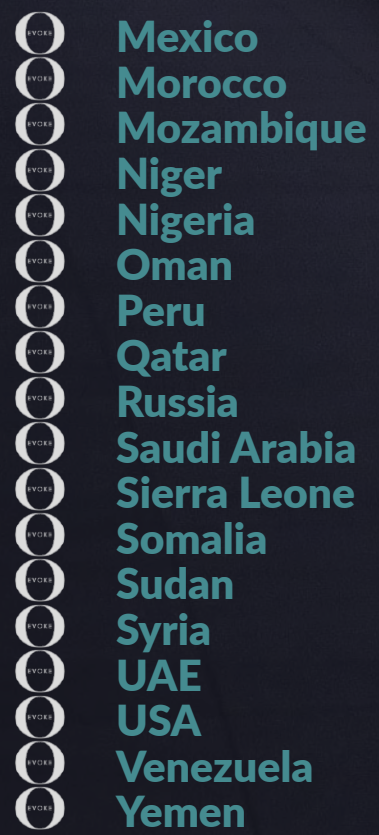
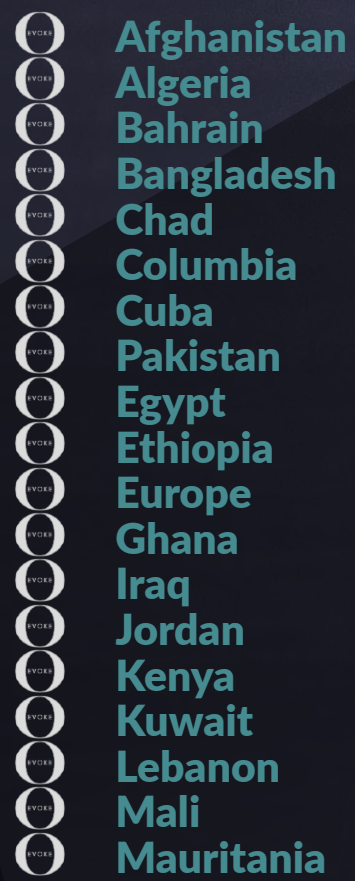


+previous
works



+where we operate

A TRULY GLOBAL PRESENCE



“shift
happens”

REDEFINING INSPIRATION

+
ready to chat?

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UNITED KINGDOM | UNITED ARAB EMIRATES

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