Who we are.

ARA’s Strategic Communication and Training Group comprises professional marketing, business communication, cognitive science, training, and multi-media staff that has produced and delivered high quality strategic communication and training products to our government, military, and commercial customers for over 30 years.

Our staff includes professionals with degrees and certifications in graphic and multi-media design, corporate and public communication, instructional systems design, and education, among others. We are trained and experienced to meet varied client needs across disciplines and industries, with a track record of success.

The ARA team is large enough to provide the technical expertise required to meet normal and surge staffing requirements, but also small enough to be cost-effective and remain responsive and adaptable.

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Effective communication starts with strategic thinking.

Great design alone is not enough. For your key messages to reach your target audiences and accomplish your goals, it is crucial to research those audiences thoroughly, to learn how they think, and then develop a specific, measurable, attainable, realistic, and time-bound plan for reaching them.

However, before that planning can begin, we at ARA need to understand your brand, your organizational values and your short-term and long-term goals. So, we strive to really get to know our clients through in-depth conversations, where we listen to the story you are trying tell and the messages you want to convey. Only then can we effectively represent and promote your organization or program.

The ARA team has created thorough, actionable strategic communication plans for many of our clients. Our corporate and public communication experts understand consumer and target-audience behavior, and will develop a plan made for results.

It all starts with some good thinking ...
Your identity in a nutshell.

An effective logo can instantly connect with your audiences, and help them recall the value of your organization or program. They are a sort of signature; the very essence of your brand.

ARA has designed logos for many clients that capture the core of what they do, and provide key messages in a single image.
Design with a purpose.

Whether at conferences, training events, or even a one-on-one meeting, it is important to have professional, well-designed print collaterals that represent your organization or program and are consistent with your messaging standards.

Our marketing team is well-versed in Integrated Marketing Communications, and will ensure your materials are designed to complement and support all your communication efforts.
Reach your audiences like never before.

Your website is the most versatile communication tool at your disposal, and can serve to engage your audiences 24/7.

People are also increasingly using mobile devices to access the information they need. Therefore, it is crucial that your target audiences be able to find you on their mobile devices.

Our team has developed a variety of mobile-ready applications and responsive web designs to help clients such as the Air Force Civil Engineer Center and the Federal Highway Administration have a significant web presence and transition into the mobile-first marketplace.
Join the conversation. Build a following.

Social media connects you directly to your target audiences unlike any other channel. It gives you the opportunity to hold a continuing conversation with people, and allows them to talk back, providing valuable feedback to help you improve.

Our team’s expertise includes social media outreach and management, including: creating social media sites, developing content for Facebook, Twitter, and LinkedIn posts, custom tabs on Facebook pages, fan pages, YouTube program pages, and managing campaigns across social platforms.
What you measure, grows.

Today’s digital marketing technologies allow you to target your messaging like never before, and then track and measure the results.

From email campaigns to online newsletters and website analytics, our team designs, delivers, and tracks digital marketing products and campaigns for our clients.

We have a certified Google Analytics analyst on staff, and can create reports that are customized to measure and highlight the metrics that are most important to you, enabling you to continually measure ROI, improve and evolve.
Bring your messages to life.

One of the best ways to engage people is through video, and thanks to YouTube and other video platforms, it is now easier than ever to deliver your content to a wide audience. Videos can also be used in presentations, proposals, and training sessions.

ARA’s group of videographers, producers, and animators creates engaging and sophisticated video products, from concept development and script writing to on-site interviews and shoots with professional lighting, to post production and editing. And if you need to present a topic or technology in a really visual way, our animators can bring it to life in 3D, as we have for clients such as Kimberly Clark and the United States Air Force.
Tell your story well.

Targeted feature articles, blog posts, and custom reports can be effectively used to reach and persuade your target audiences. Because these items can have such high visibility, it is important to have writers who know how to capture and articulate your messages in a way that makes people want to know more.

ARA’s professional writers have been published in outlets such as Public Roads, Power Engineering, and Business Energy, among others. We have also created engaging and visually appealing progress and annual reports for many of our clients.
Learning products for the modern classroom.

Today’s technology enables people to learn and advance in their careers in unprecedented ways. At ARA, our instructional systems designers develop curriculum to meet the needs of any student, anywhere.

Our training developers have advanced graduate and post graduate degrees in education, training, and learning technology, and our expert software and computer programmers create digital user interfaces that allow students to follow learning modules effectively and master course material.

We have applied our systematic approach for developing training solutions to over 100 military and other government agency products. In addition to web-based courses, ARA has successfully delivered blended learning, paper-based, and professionally packaged stand-alone courses. During development, our course writers work closely with government subject matter experts to produce a template that supports all client help desk requirements.
We’re proud of our achievements.

ARA has been recognized for excellence in marketing and communication, video and graphic design, and instructional technology products by many reputable trade organizations across several industries.

We take pride in our work, and are excited to offer our expertise to clients.

One of our mottos at ARA is *Expanding the Realm of Possibility*. That’s what we strive to do every day.
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