ORSO
CREATIVE + STRATEGIC

THE ONLY WAY TO CHANGE THINGS IS TO CHANGE THINGS.



1. Cause: From radical partisanship to media fragmentation, to tectonic social, economic, and technological shifts, there's never been greater urgency to communicate in ways that will transform private self-interest into public good.



2. Effect: Organized to create dynamically positive change, the ORSO Collaborative gives you frictionless access to a bespoke team of strategic, policy, government relations, creative, and media experts in the persuasive arts and data-resonant science of engaging minds, winning hearts, and provoking action.



3. Capabilities:

- Public affairs program design
- Brand and rebranding strategy
- Data-rich research & insights
- Full stack creative and media
- Advanced stakeholder engagement
- Government relations
- Legislative and regulatory advocacy support
- Coalition building & management
- Media training and interface

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"IT IS THE LONG HISTORY OF HUMANKIND THAT THOSE WHO LEARNED TO COLLABORATE AND IMPROVISE MOST EFFECTIVELY HAVE PREVAILED."

— Charles Darwin

4. Proof of Concept:

- **Local government**—led one of the nation's most seamless municipal rebranding programs, igniting major economic development.
- **National public affairs**—team members served as the strategic and creative leads for a consortium of major energy providers, resulting in a 3-year, 19% brand lift.
- **Advocacy support**—currently managing a major CA-to-DC initiative for the Bay Area Council; past work includes winning air-cover campaigns for historic groundwater reform, infrastructure and real estate projects.
- **Media insights**—based on credentials ranging from the successful overhaul of Bay Area's most widely read regional publication to brand and rebranding work for CNN, CBS Radio, and local Fox TV.
- **Candidate and IE political campaigns**—with 6-out-of-7 candidates winning their primaries.
- **Major brand marketing**—for companies ranging from Hearst to Nationwide Insurance to Kaiser Permanente to Time Magazine.
- **End-to-end-collaboration**—With a talent-rich team that combines marketplace results, national and international awards for marketing creativity and an unshakable commitment to collaborate with you.

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