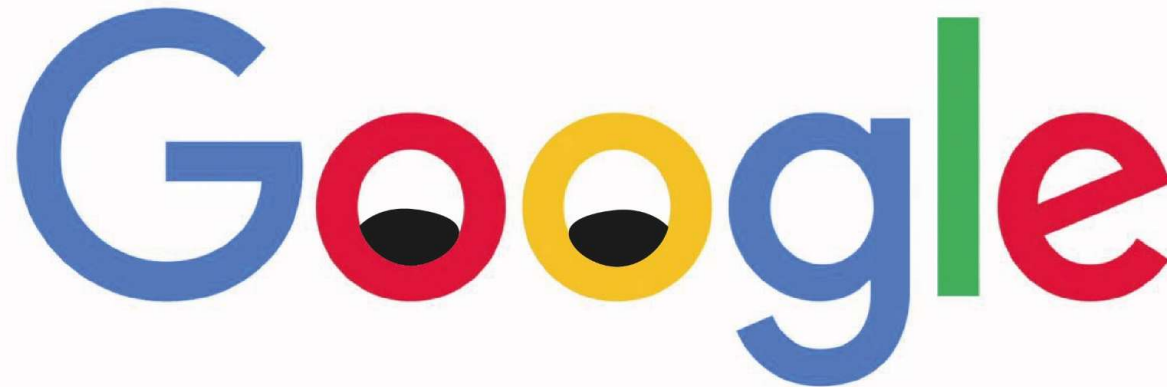


What on earth is integrated communications and what does it mean for us as communications professionals?

Mark Anderson

September 2020

The Google logo is displayed in its standard multi-colored font. The two 'o's are stylized to resemble eyes, each with a black dot for a pupil.

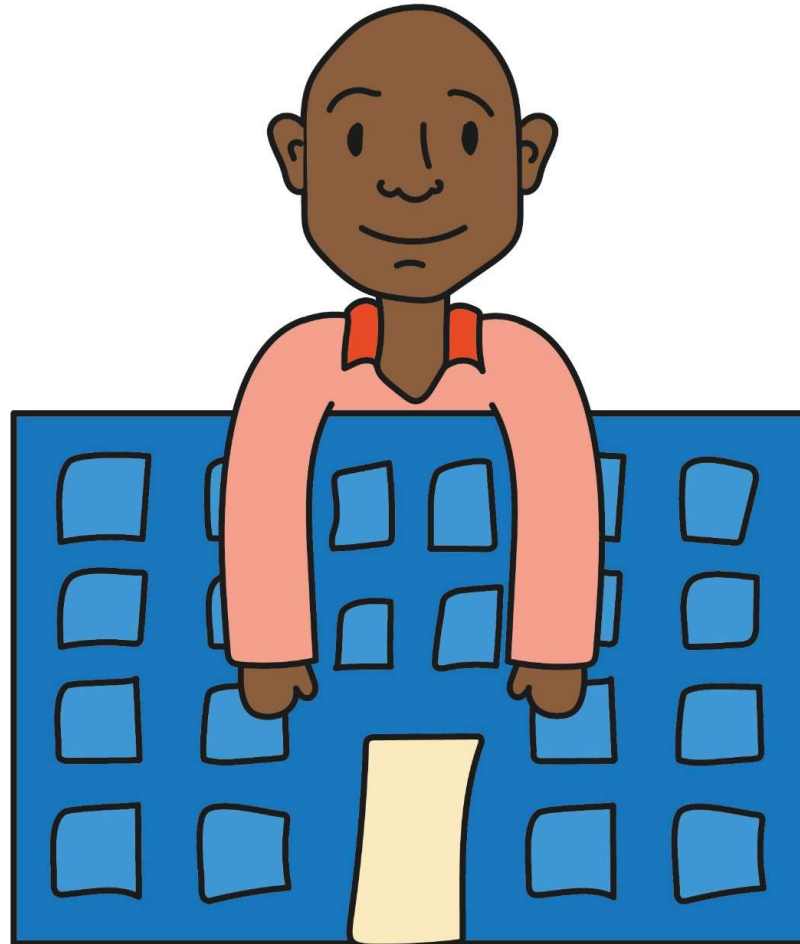
**Aligning our plaforms,
messaging, and tactics**

But that doesn't feel enough does it?

So, I've got three suggestions of what we might need to add

First, it means being integrated within an organisation

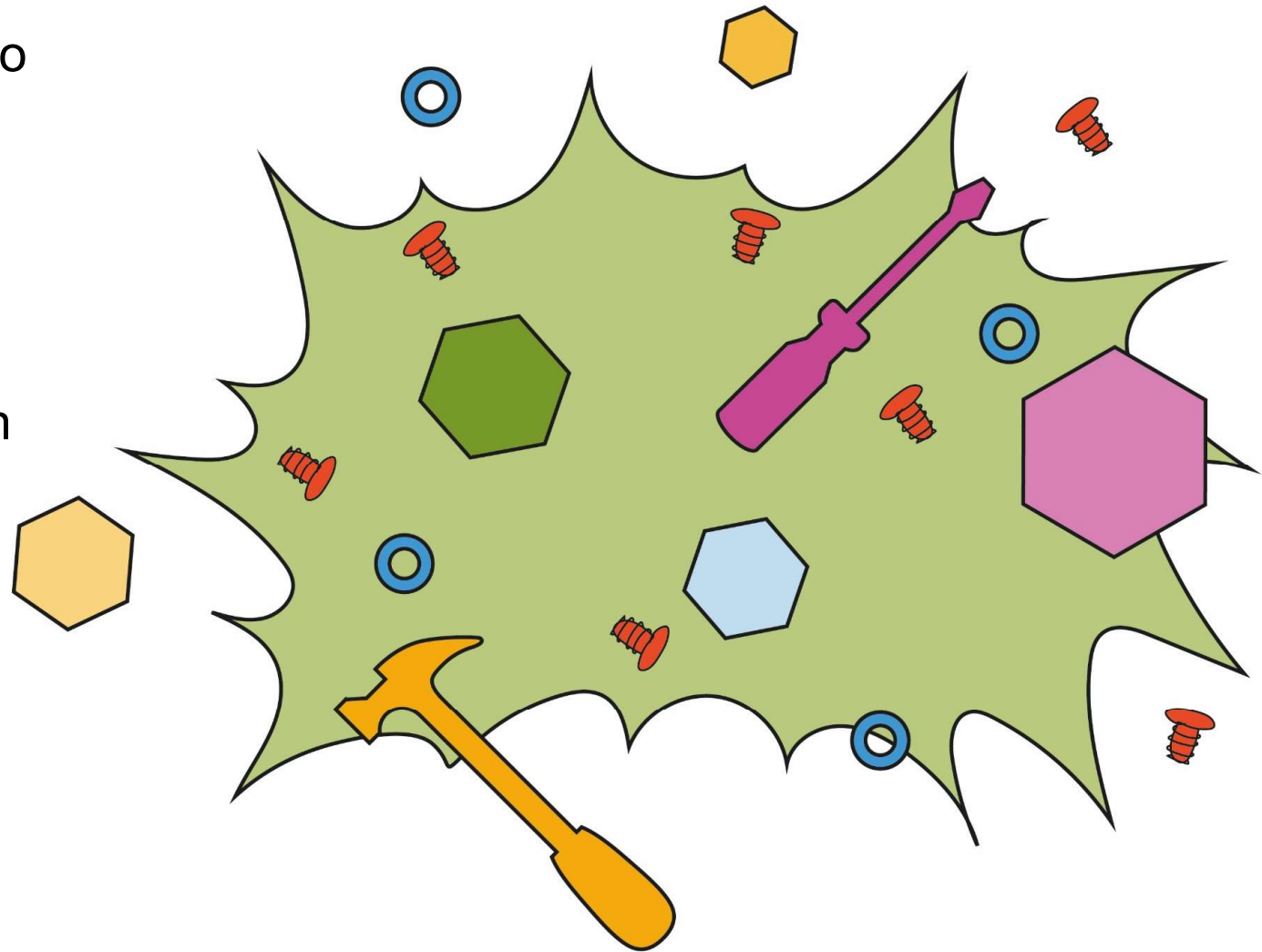
We must get under the skin of our organisations, the issues affecting it and the overall strategy



If we don't, we get marginalised. We become the thing at the end of the process

We are ideally placed to spot emerging issues, and shape progressive policy

If we can mobilise a collective effort, we can make a real difference and shape a future to be proud of



We must understand, speak to and represent those we serve

Not only is it the right thing to do, it also makes us better at our jobs



Here is an answer to my initial question of 'what on earth is integrated communications?'

- Align your message, disciplines and tactics (the google answer)

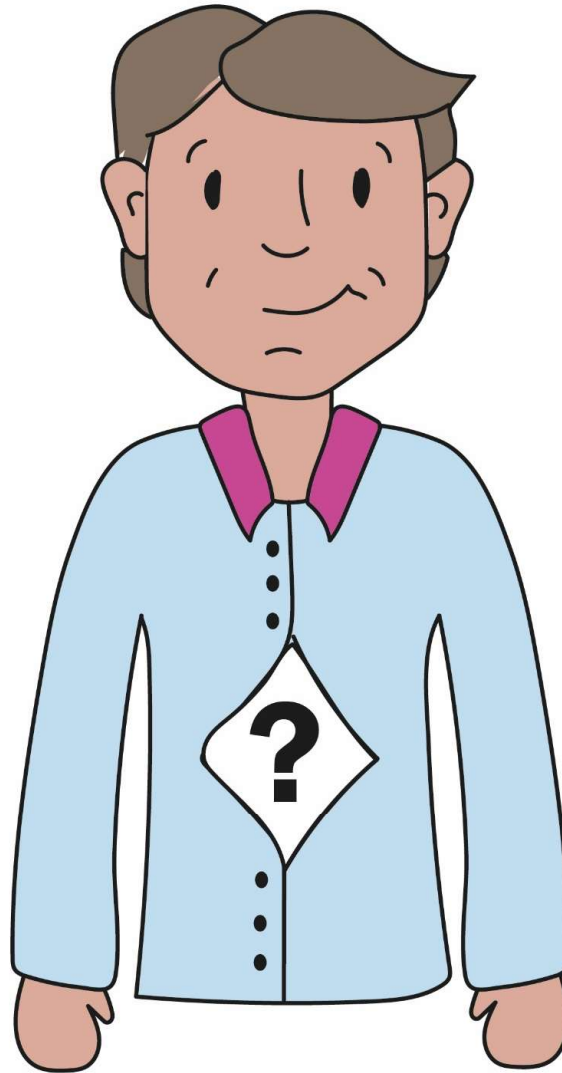
plus:

- Being integrated into the core of a business
- Being more than the sum of our parts
- Representing and understanding the communities we serve

What does that mean for us in doing our job?

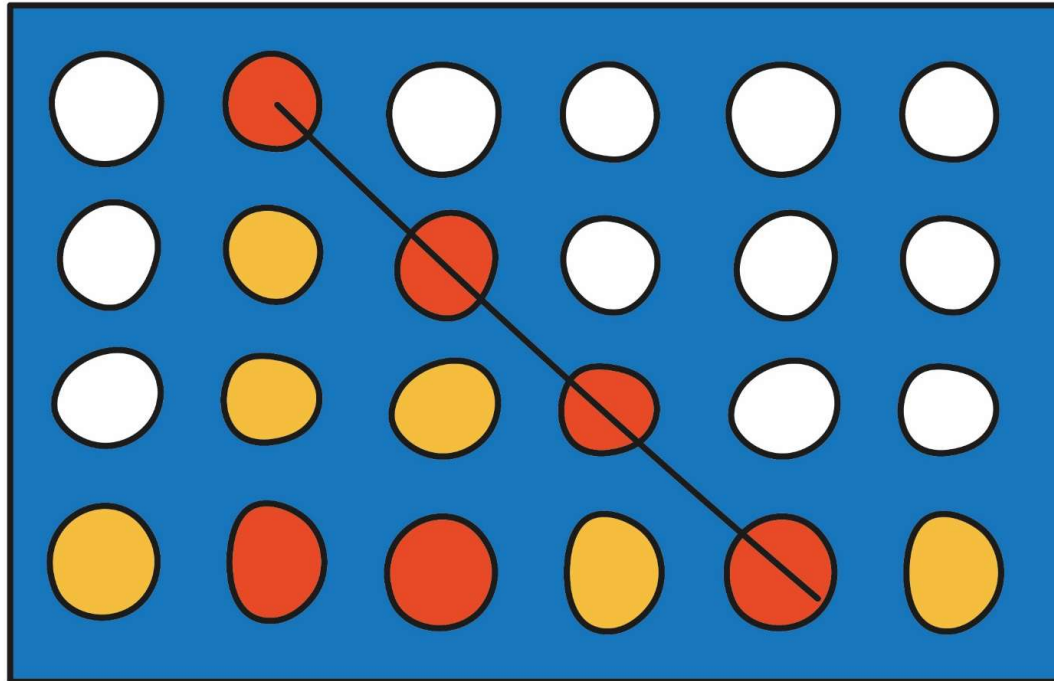
I have another list of three, for you...

We must align our strategy, content and culture



We have to be champions of authenticity – we need to make sure our organisation's actions and messaging align

Understand the outside world, analyse what is happening and what it means. Then apply that analysis



And we need to act as a bridge, to reach across boundaries

Constantly
return to the
question:

what is the
impact you
want to
have?



Rethink our role.
It's not about
comms disciplines,
but about driving
change, making
an impact,
changing
behaviour



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