

# Powell Tate: When Navigating Complexity Matters

**We're Powell Tate, the Washington, D.C.-based public affairs unit of The Weber Shandwick Collective.**

We are nimble, data-driven, and led by people who understand fast-changing politics, emerging cultural trends, the role of third-party stakeholders, and digital transformation.

Bottom line: We help you lead and communicate in high-value, high-impact ways and protect you against risk.



## **WE SOLVE AT THE INTERSECTIONS**

Working at the intersections of business, public policy, social issues, and digital disruption, we help our clients lead, navigate and engage with their most critical audiences and stakeholders.

Our teams include issue experts who have worked at the highest levels of government and politics, including the White House and Capitol Hill, media, regulatory agencies, advocacy groups and more — paired with award-winning integrated media strategists, technologists and creative minds to craft bold, integrated campaigns that deliver impact.

We bring our expertise — deep and wide — and our vast network to help you tackle the issues that matter most to your organization.

### **Among our strengths:**









- Creative development & design
- Coalition building & grassroots mobilization
- Data, analytics & intelligence
- Earned, owned & paid media strategy
- Generative AI
- Geopolitical strategy & risk
- Issue advocacy
- Issues & crisis communications
- Narrative intelligence
- Polling & market research
- Public sector marketing
- Stakeholder mapping & engagement

## **DATA SAVVY & SECTOR KNOW-HOW**

Building campaigns that fuse data and cutting-edge AI applications with our team's deep experience in solving real-world problems, we help clients achieve their goals by managing reputations, building grassroots advocacy campaigns, impacting policy debates, developing crisis plans, and creating content that reaches stakeholders and maximizes impact.

We're skilled at handling essential and sensitive matters competently and quickly — whether for global corporations, trade and industry associations, government agencies, or nonprofit advocacy groups and foundations.

### **Our experience across issue areas:**

-  Healthcare & Pharma
-  Public Health
-  Global Health
-  Culture, Equity & Inclusion
-  Technology
-  Energy
-  Social Impact & Sustainability
-  B2G & Defense

## **LET'S TALK**

We'll help you navigate the complexity in today's world and drive results. We'll help you determine what to embrace, what to avoid, and what you didn't see coming.

**Built to lead. Built to advocate. Built to solve.**