



Communications Creative Brief
Introducing Global Tax PursuitLink.
Support when you need it.

Contents

1.	Audience Segmentation	1
2.	Key Messages	2
3.	Name Options and Concepts	5

1. Key Messages

2.1 Tax Partners/Other Key Stakeholders

2.1.1 Strategic Messages/Key Selling Points

Introducing Global Tax PursuitLink. Support when you need it.

We're launching PursuitLink to help all Deloitte Tax partners and professionals connect with clients in the marketplace faster and with better results. PursuitLink will be the go-to resource for our 27,000 Tax practitioners and pursuit specialists pursuing cross-border opportunities across all tax service lines and among all member firms around the globe.

Dedicated service. 24/5.

Our team of professionals will be available Monday through Friday, 24 hours a day, to provide the advice, information and resources you need to meet proposal deadlines and win pursuits.

Centralized access. Targeted information. Faster.

No more time wasted sending dozens of emails to track down proposal resources. We'll help you not only respond to client requests quicker, but also develop proposal responses that are more precisely targeted to their needs.

Come to us for quick answers to the most common proposal questions. We'll also connect you to people at member firms who can provide information on local capabilities and resources.

Strategic connections, guidance and information.

- We can refer you to specialized strategic pursuit advisors in your local member firm and globally who can provide guidance, resources and focus to help you develop winning proposal.
- For select pursuits, we offer strategic support to client teams.
- We'll connect you with the appropriate C&M teams and leaders to mobilize your response process for significant RFPs so that the right team is created quickly.

Our goal is to streamline request for proposal (RFP) content and the way pursuit resources are accessed. We'll communicate with you more in the coming weeks to build awareness of PursuitLink and its resources. We look forward to helping you achieve success in your pursuits.

2.2, 2.3 Tax Managers and Pursuit Specialists

2.2.1 Overall Value Proposition/Key Selling Points

Introducing Global Tax PursuitLink. Support when you need it.

We're launching PursuitLink to help Deloitte 27,000 Tax partners, managers and pursuit specialists develop winning proposals and pursuit materials. PursuitLink will be the go-to resource for all our tax pursuit specialists pursuing cross-border opportunities—across all service lines and among all member firms globally. Our goal? Help you work smarter and win more.

Dedicated service. 24/5.

Our team of professionals will be available Monday through Friday, 24 hours a day, to provide the advice, information and resources you need to meet proposal deadlines and succeed in your pursuits.

Centralized access. Targeted information. Faster.

No more time wasted sending dozens of emails to track down proposal resources. We'll help you not only respond to client requests quicker, but also develop proposal responses that are more precisely targeted to their needs.

Come to us for quick responses to the most common proposal questions. We'll connect you to people at member firms who can readily provide information on local capabilities and resources.

Get ahead of the curve.

Contact us well before deadline time. We'll help you plan and obtain information to create a winning proposal. We have access to responses to the most common proposal questions. What's more, we can help you gain new client relationships and build current ones because we have information on many of the significant pursuits occurring in Deloitte member firms.

Strategic connections. Specialized guidance.

- We can refer you to specialized strategic pursuit advisors in your local member firm and globally who can provide additional guidance, resources and focus to help you develop winning proposal.
- For select pursuits, we provide strategic support to client teams.
- We'll also help connect you with the appropriate C&M teams and leaders to mobilize your response process for significant RFPs so that the right team is created quickly.

Our goal is to streamline request for proposal (RFP) content and the way pursuit resources are accessed—all to make your work easier

and more productive. We will communicate with you more in the coming weeks about PursuitLink and its resources.

[SAVE FOR POSTCARD COPY]

Win it. Get the support you need, at the speed you need. 24/5. All with the help of PursuitLink.

We can get you what you need. Faster.

2. Name Options and Concepts

Recommended:

Global Tax PursuitLink

- Name emphasizes that it is about pursuits (key message).
- The word Link indicates that it is also about linking (people to people and people to information). Link also suggests an idea of PursuitLink being a “missing link”, which plays off the idea of the proposal process being like finding a “needle in a haystack,” as Heather suggested. The idea that it links key components together is also important.
- Link conjures up idea of a Link in a chain.
- The two words are combined to reinforce the linking concept.
- Communications would play off these concepts. Language examples:
 - “Don’t let that client get away. Call PursuitLink today.”
 - “A winning proposal requires the right information. The process of developing it starts with PursuitLink.”
 - “We’re PursuitLink—your source for winning proposal information and resources.”

Alternatives:

Pursuit Line

- As above, word Pursuit suggests what it’s all about.
- Word Line intimates a phone line, which is literal but also a metaphor for reaching out to a person and/or source of information.
- Word line also suggests a straight Line, which is a connection between two points, so it could suggest going from point A to point B, which suggests a sort of achievement or progression.
- Suggests being On Line for something.
- Examples illustrating concept:
 - “Are you wandering in search of the right information? Go straight for what you need. Call Pursuit Line now.”
 - “You just got an RFP. You’re at point A and you need to get to B. We’re the line between them.”

Pursuit Central

- As above, name emphasize that the resource center is about Pursuits.
- Word Central suggests it's like a train station, which is a metaphor for avenues of information reaching the right place, as well as a place of arrival and departure to and from somewhere important.
- Word Central also hints at the other meaning of the word, meaning important or key or at the middle of it—a helpful concept in a global firm.
- Communications to play off these concepts. Examples:
 - “We’re your Central source for the proposal information you need.”
 - “When it comes to proposals, we’re the middle of it all. We’re central.”

HotPursuits

- As above, it's about Pursuits.
- Word Hot suggests a sense of urgency or imminent deadline; also sense a sense of critical importance.
- Words are connected since they seem to look good together and communicate a sense of motion and dynamism.
- Examples of concept iterations:
 - “Don’t let that pursuit get cold. Call HotPursuits now.”
 - “In hot pursuit of a client? Cal HotPursuits today.”