SHEPHARD

DEFENCE VOICE

Be heard by the people who matter.

Welcome Guide 2027



Defence marketing, built on defence expertise.

Shephard has spent more than 45 years building an understanding of defence, the people shaping it and the issues that matter to them.

Shephard Defence Voice puts that expertise to work for your brand – bringing together deep audience knowledge, trusted platforms, content expertise and campaign capabilities to help you reach the right people with something worth their attention.

Reach the right audience. Tell a stronger story. Build meaningful engagement.

DEFENCE VOICE



Expertise that makes your marketing work harder.

Defence specialists

Our understanding of the sector helps us get to grips with complex subjects, markets and audiences quickly.

An engaged defence audience

Reach relevant military, government and industry audiences through Shephard's established channels and precision targeting capabilities.

Thought leadership with credibility

Turn your expertise and perspective into content that informs, engages and contributes to the defence conversation.

Built around your brief

Choose a proven solution or let us bring together content, targeting and distribution in a campaign built around your objective.

DEFENCE VOICE



Built around what you need to achieve.

There is no one-size-fits-all approach to defence marketing. We shape the audience, content and campaign around the outcome you need.



Build awareness
Raise your profile with the defence audiences that matter.

Establish thought leadership
Turn your expertise and perspective into credible content.

Launch a capability
Build understanding and momentum around something new.

Enter or grow in a market
Reach priority audiences in new regions, domains or customer groups.

Make more of key industry moments
Build engagement around the moments that matter.

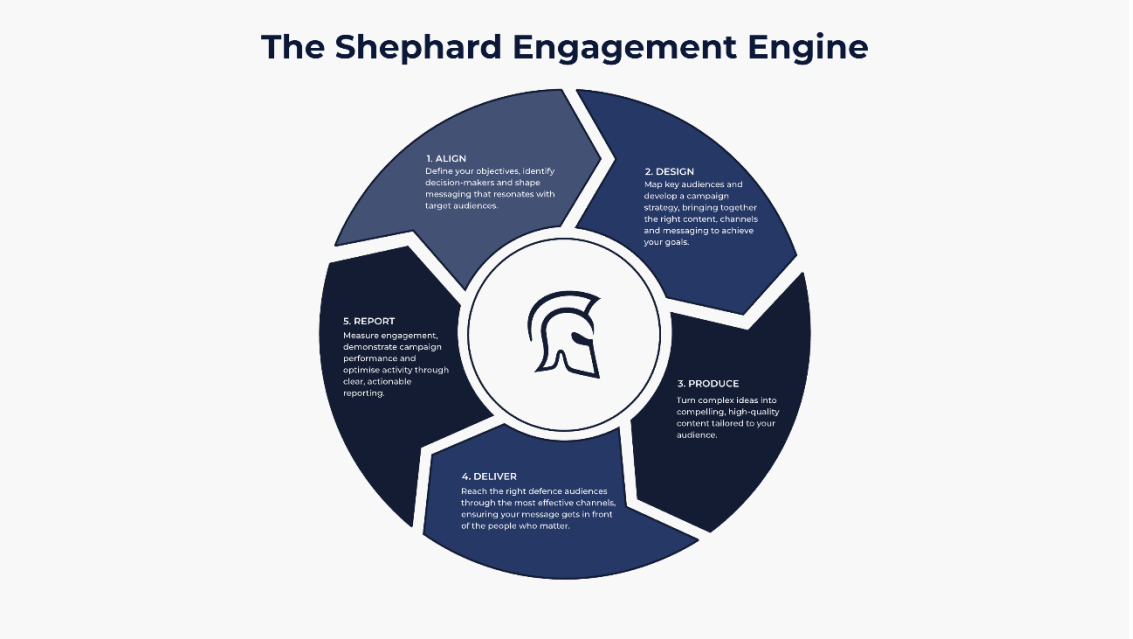
Build sustained engagement
Develop an ongoing presence with priority audiences.

Start with the objective. We will help shape the approach.

One objective. One connected approach. Project confidence.

From initial brief to final reporting, we manage every stage of your campaign as one connected programme – keeping the right audience, message and activity aligned throughout.

So your campaign stays focused, delivers on time and works harder to engage the people who matter.



Reach the audiences that matter.

Knowing who you need to reach is as important as knowing what you want to say.

Shephard combines deep knowledge of specialist defence audiences with precision targeting to put your message in front of the people relevant to your objective.

Who?	Military | Government | Industry | Role | Seniority | Organisation
Where?	Individual markets | Regions | Global audiences
Which domain?	Air | Land | Naval | Space | Military Training | Digital Battlespace
When?	Defence events, product launches, announcements, facility openings and other key industry moments

Define the audience first. Then determine the best way to reach them.

DEFENCE VOICE



Flexible by design.

Work with us in the way that best fits your objective.



Proven solutions
Established formats for specific objectives and oppor tunities.

Integrated campaigns
Content, targeting and promotion brought together around one brief.

Partner Programmes
Sustained activity designed to build presence, influence and authority over time.

Custom
Bespoke creative solutions developed around your challenge.

Start with a proven solution or start with a blank sheet of paper.

Partner with us to build engagement over time.

For objectives that need more than one message or moment, our **Partner Programmes** bring content, targeting and promotion together into one coordinated campaign that builds your presence over time.

Presence — Be Seen

Build visibility

Establish a credible and consistent presence with the defence audiences that matter.

Influence — Be Heard

Shape the conversation

Build sustained engagement and thought leadership around the issues important to your market.

Authority — Be Known

Lead the conversation

Build a deeper strategic presence that positions your organisation at the centre of the defence conversation.

Connected activity | Consistent narrative | Managed delivery | Measurable performance

Not sure which level is right for you?

We will recommend the approach that best fits your objectives.

Turn expertise into quality content worth engaging with.

From complex capabilities to big industry questions, our content formats help you tell stronger stories and contribute credibly to the defence conversation.

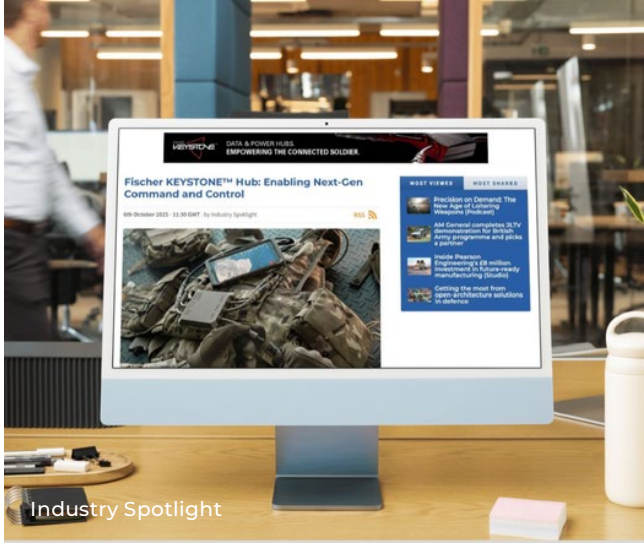
Industry Spotlight
In-depth sponsored storytelling around your brand, capability or expertise.

In Conversation: Article
Journalist-led interviews that turn expert insight into compelling long-form content.

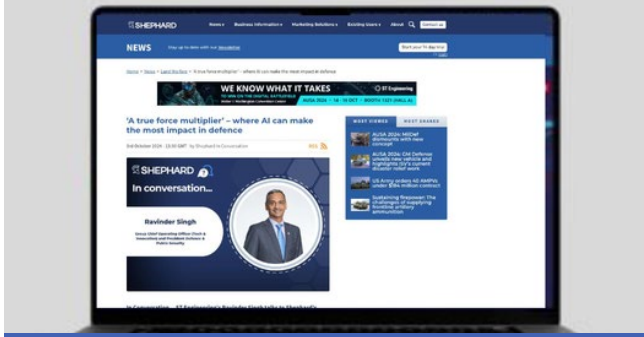
Shephard Views
Thought leadership that puts your perspective into the conversations shaping defence.

Round Tables
Informal and collaborative problem-solving bringing together defence and military professionals.

DEFENCE VOICE



Industry Spotlight



In Conversation: Article

Turn expertise into quality content for optimum impact

In Conversation: Podcast
Professionally produced conversations that bring your experts and ideas to the fore.

In Conversation: Video
Journalist-led video interviews that put a face and voice to your expertise.

Branded Video
Video content supported by Shephard's platform and targeted promotion.

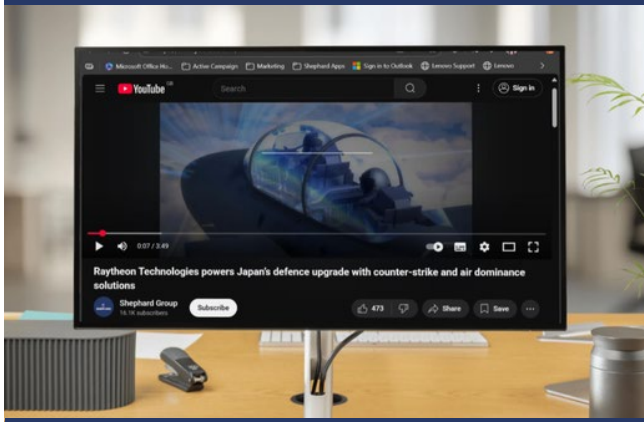
Defence 360 Interactive **Market** Report Sponsorship
Premium interactive reports focussing on specific defence sectors

One conversation or idea can also work across multiple formats, creating more value from your expertise.

DEFENCE VOICE



In Conversation: Podcast



In Conversation: Video

Put your message in front of the right people.

Great content only works if the right people see it. Our targeted engagement solutions help extend reach, build visibility and connect your message with relevant defence audiences.

Decisive Edge Newsletter Sponsorship
Build repeated visibility alongside specialist Air, Land and Naval defence content.

Dedicated Email
Take your message directly to a selected defence audience through Shephard.

Precision Targeted Promotion
Extend the reach of your campaign to audiences selected around your objectives.

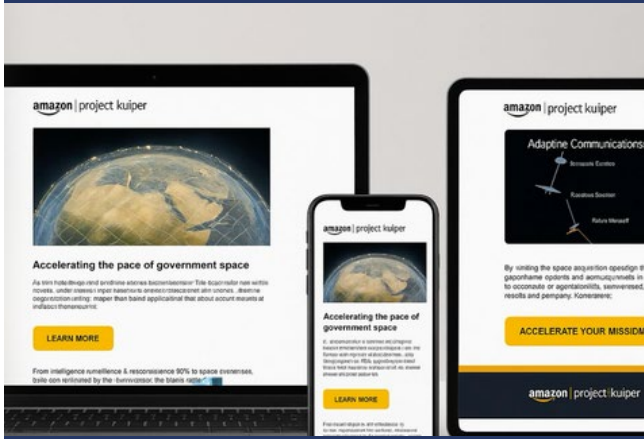
Event campaigns
Build targeted visibility and engagement before, during and after key industry events.

Not sure which format or combination is right?
Tell us what you want to achieve and we will recommend the approach that best fits the job.

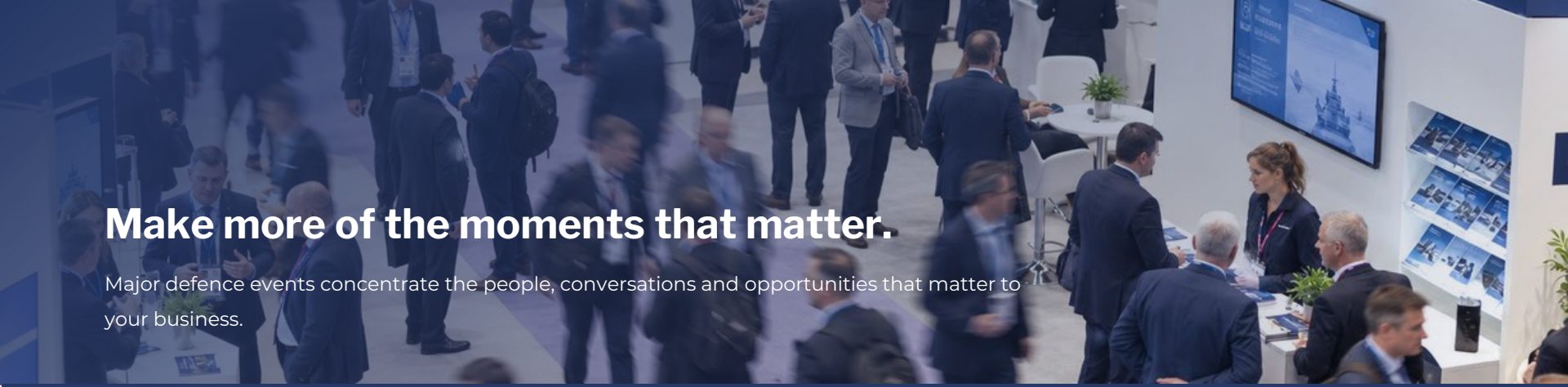
DEFENCE VOICE



Decisive Edge Newsletter Sponsorship



Dedicated Email



Make more of the moments that matter.

Major defence events concentrate the people, conversations and opportunities that matter to your business.

Before

Build anticipation

Reach priority audiences before they arrive.

During

Maximise the moment

Maintain visibility while attention is at its highest.

After

Extend engagement

Keep the conversation going beyond the show.

Content | Video | Email | Targeted promotion | Sponsorship | Bespoke activity

DEFENCE VOICE

Need something different?

Let’s build it around you.

Not every challenge fits an established format. Defence Voice can develop a customised project around your specific objective, audience and opportunity.

From documentary films and podcast series to multimedia experiences, interactive features and original campaign concepts, we bring together the right expertise and channels for the job.

Documentary film | Podcast series | Multimedia experience | Interactive feature | Original campaign concept

Bring us the challenge. We will help create the answer.

DEFENCE VOICE



Start with the challenge.

What do you want to achieve?

Who do you need to reach?

What would success look like?

We will help you build the right approach.

Talk to Shephard Defence Voice

Janine Boxall

Business Development Director

janine.b@shephardgroup.com

+44 (0) 776 446 9294

shephardgroup.com



DEFENCE VOICE