

## Strategic Communications

The term strategic communications is often used without much thought to what makes communications strategic. Hogan Lovells thinks about how everything we say and do will take our clients from start to finish.

That means not just making persuasive arguments to decision makers, but thinking about the context in which decisions will be made and helping foster the public conversation that will be conducive to achieving the change we seek. We embrace the latest technology and understand the power of a simple graphic to make the complex comprehensible.

Our Strategic Communications team helps clients marry their legal strategies with their reputation and brand strategies. We provide clients a complete solution that spans media relations, crisis communications, litigation communications, reputation management, digital advocacy and social media management, and issue advocacy campaigns.

Hogan Lovells offers an integrated team of public policy advocates, strategic communications professionals, and lawyers with know-how in both the legal and the technical aspects of policies that shape our client's business environment. We bring together the substance, the specialized skills, and the experience necessary to win. And unlike most other lobbying, PR, or law firms, we are a coordinated team of partners that work together to provide our clients a complete solution.

### Key contacts

Mark Irion,  
Washington, D.C.

Chase Kroll,  
Washington, D.C.

Katelyn Petroka,  
Washington, D.C.

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### Trending Topics

[How to prevail when  
technology fails](#)

[The Litigation Landscape](#)

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[Two best ways to reach  
decision makers during  
COVID-19](#)

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### Areas of focus

COVID-19 U.S. Government  
Legislation

Creative and Branding  
Strategy

Crisis Communications

Digital Advocacy and Social

## Representative experience

Assisted a multinational technology company with visually communicating delicate policy positions surrounding a global internet rights issue.

Advised a leading global cellular provider on creative design concepts, communicating complex policy matters with intuitively understood infographics.

Helped a growing pharmaceutical company interpret the severity of stories and events shaping the perception of their brand, and designed appropriate responses.

Built messaging and media campaign for multinational telecommunications equipment and systems company to help guide it through U.S. government enforcement actions, settlement agreement and legislative initiatives.

Prepared a large cruise line for a wide range of possible crises, including government investigations and social media activism.

Assisted a prominent association strengthen its internal media responses and protocols company-wide.

Represented a multinational conglomerate with a comprehensive crisis plan that included everything from cybersecurity response to litigation media strategy.

Implemented internal processes for an international law firm specific to employee misconduct and sensitive allegations.

Prepared a full-scale crisis plan for a prominent Southeastern university ahead of expected negative media reports.

Built high-impact audiences and served digital ads to them, and to Members and staff of the Congress for a top tier defense contractor.

Designed and developed ads, social media profiles, and website for a top tier defense contractor.

Booked a CEO on numerous national TV hits, including Fox News, Fox Business, MSNBC, etc.

Media

FinTech

Public Affairs

Litigation Communications

Media Relations

Sovereigns: Government  
Relations and Public Affairs

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Ran digital ad campaign targeting state legislators for a national financial services company.

Arranged meetings with Members of Congress and Pentagon officials for a multinational defense contractor.

## Awards and rankings

- Chase Kroll named to the 40 under Forty list, *American Association of Political Consultants*, 2018

## Latest thinking and events

### Hogan Lovells Publications

The Litigation Landscape: How to prevail when technology fails

### Press Releases

Hogan Lovells welcomes the New Year and 25 new partner and 60 new counsel promotions

### Hogan Lovells Publications

RCEP – bigger, but is it better? Taking Stock of Asia's new free trade agreement

*Global Regulatory Alert*

### Hogan Lovells Podcasts

The A Perspective Podcast: Andrew Skipper talks to Adebola Williams

*The A Perspective Podcast*

### Hogan Lovells Podcasts

The A Perspective Podcast: Andrew Skipper talks to Senator Norm Coleman and Ivan Zapien

*The A Perspective Podcast*

### Published Works

“Go Far Together”

*Africa Legal Podcast*