



*Sustaining Global
Defence Productions*



**Sustaining
Defence Production,
enhancing transfer
of technology.**

Operation Shield





**Provide the best of
DICON D7G Company
Arms Industry,
Stocks and Production**

OPERATION SHIELD MEDIA PR STRATEGY FOR DICON D7G LIMITED





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OBJECTIVES



- Enhance brand credibility and trust in the defense sector.
- Highlight innovation and compliance with international defense regulations.
- Generate positive press and maintain a strong digital presence.
- Forge strategic partnerships with government, private sectors and defense communities.
- Drive inquiries and business leads through media and PR efforts.

CORE PILLARS OF EXECUTION

Media & Image Management

- Conduct a brand audit: Current perception, media coverage, digital footprint.
- Create a new brand identity kit: Logo, tagline, color palette, visual content.
- Develop key brand messages: Safety, innovation, precision, national service.
- Organize a brand shoot: Products, facility, executives, R&D, assembly line.

Content & Publications

- Monthly thought-leadership articles: Topics around defense tech, innovation, safety.
- Press releases: Product launches, certifications, partnerships, CSR activities.
- White papers & case studies: Target defense analysts, policymakers and stakeholders.
- Company Profile Revamp: Corporate brochure, investor deck, media kit.

Digital & Social Media Marketing

- Platforms: LinkedIn, Twitter (X), Instagram (for tech visuals), company blog.
- Campaigns:
 - #Innovation In Defense (Weekly Product/Feature Focus) - Behind the Armor (Human stories from staff/engineers)
 - Did you know? (Military tech explainers and awareness) - Regular updates: 3-4 posts/week minimum.
 - Video Content: Facility walkthroughs, product highlights, Q&A with experts.



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CORE PILLARS OF EXECUTION

Influencer & Stakeholder Engagement

- Identity influencers in defense, security analysts, retired military personnel.
- Webinars/Live Q&A with experts in defense manufacturing or former military leaders.
- E-mail newsletters to stakeholders and potential clients.
- Industry events: Attend and sponsor relevant expos and conferences.

Public Relations & Media Outreach

- Build media list: journalists, defense editors, tech bloggers, podcast hosts.
- Media briefings: Host roundtables or one-on-ones with media houses.
- Press coverage tracking: Use tools like Google Alerts or PR platforms.
- Reputation management: Prepare media response kits for crisis or conflict.

Partnerships & Collaborations

- Collaborate with institutions: Defense academies, research bodies, think tanks.
- Sponsorships: Educational content on national security, tech summits.
- HGO collaborations: CSR in military family welfare, local community support.

TEAM STRUCTURE

ROLE	RESPONSIBILITY	EXPERIENCE NEEDED
Project Manager	Oversee strategy, Timeline, Deliverables Coordination Skills	Experience
Content Strategist	Copywriting, storytelling, Research	Medium
PR Executive	Liaison with media, Press release distribution	Medium
Graphic Designer	Branding, Infographics, Layout design	Medium
Social Media Manager	Daily postings, Community engagement	Medium
Videographer/Editor	Brand Videos, Interviews, Walkthroughs	Experience
Media Analyst	Track Performance, Reporting	Medium
Defense Advisor	(Consultant) Validate accuracy and Tone optional, external	Medium

Timeline Structure (6 months)



Month Key Deliverables

- Brand audit, hire team, define voice, visual identity
- Launch website revamp, media list, content calendar
- 1st PR campaign, media engagement, social launch
- Publish thought-leadership series, video releases
- Run webinars/live events, secure press coverage
- Partnership outreach, project review, scale content

Tools you'll need



- **Design: Canva Pro, Adobe Suite**
- **Content Planning: Trello, Notion**
- **Social Media: Buffer Hootsuite**
- **PR Distribution: Meltwater, Prowly, PressFarm**
- **Analytics: Google Analytics, Social Blade, SEM rush**
- **Video: Capcut Pro, Premiere Pro**



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Measuring Success (KPIs)



- Media mentions & backlinks
- Engagement rates on social media
- Website traffic & inquiries
- Press release pickups
- Industry partnership innovations
- Social listening sentiment (brand tone)



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