Received by NSD/FARA Registration Unit 02/01/2024 9:36:06 AM

OMB No. 1124-0006; Expires October 31, 2026

U.S. Department of Justice
Washington, DC 20530

Exhibit A to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. Furnish this exhibit for EACH foreign principal listed in an initial statement and for EACH additional foreign principal acquired subsequently. The filing of this document requires the payment of a filing fee as set forth in Rule (d)(1), 28 C.F.R. § 5.5(d)(1). Compliance is accomplished by filing an electronic Exhibit A form at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required by the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide this information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: https://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: https://www.fara.gov.

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .22 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant
Cogent Strategies LLC

2. Registration Number
6927

3. Primary Address of Registrant
2550 M Street NW, 3rd Floor, Washington, DC 20037

4. Name of Foreign Principal
Delegation of the European Union to the United States (through IBF International Consulting SA)

5. Address of Foreign Principal
Avenue Louise 209A, 1050 Brussels
Belgium
BELGIUM

6. Country/Region Represented
BELGIUM

7. Indicate whether the foreign principal is one of the following:

- [x] Government of a foreign country [1]
- [ ] Foreign political party
- [ ] Foreign or domestic organization: If either, check one of the following:
  - [ ] Partnership
  - [ ] Corporation
  - [ ] Association
  - [ ] Committee
  - [ ] Voluntary group
  - [ ] Other *(specify)* _____
- [ ] Individual-State nationality _____

8. If the foreign principal is a foreign government, state:

a) Branch or agency represented by the registrant
Delegation of the European Union to the United States (through IBF International Consulting SA)

b) Name and title of official(s) with whom registrant engages
Adriana Brassart - Head of Press and Public Diplomacy
Madelyn Berner - Digital Communications Officer, Press and Public Diplomacy

1 "Government of a foreign country," as defined in Section 1(e) of the Act, includes any person or group of persons exercising sovereign de facto or de jure political jurisdiction over any country, other than the United States, or over any part of such country, and includes any subdivision of any such group and any group or agency to which such sovereign de facto or de jure authority or functions are directly or indirectly delegated. Such term shall include any faction or body of insurgents within a country assuming to exercise governmental authority whether such faction or body of insurgents has or has not been recognized by the United States.

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9. If the foreign principal is a foreign political party, state:

a) Name and title of official(s) with whom registrant engages

b) Aim, mission or objective of foreign political party

10. If the foreign principal is not a foreign government or a foreign political party:

a) State the nature of the business or activity of this foreign principal.

b) Is this foreign principal:

Supervised by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Owned by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Directed by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Controlled by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Financed by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐
Subsidized in part by a foreign government, foreign political party, or other foreign principal	Yes ☐ No ☐

11. Explain fully all items answered "Yes" in Item 10(b).

12. If the foreign principal is an organization and is not owned or controlled by a foreign government, foreign political party or other foreign principal, state who owns and controls it.

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EXECUTION

In accordance with 28 U.S.C. § 1746, and subject to the penalties of 18 U.S.C. § 1001 and 22 U.S.C. § 618, the undersigned swears or affirms under penalty of perjury that he/she has read the information set forth in this statement filed pursuant to the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, that he/she is familiar with the contents thereof, and that such contents are in their entirety true and accurate to the best of his/her knowledge and belief.

Date	Printed Name	Signature
02/01/2024	Kimberley Fritts	/s/Kimberley Fritts

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Date	Printed Name	Signature
1-30-24	Kimberley Fritts	

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U.S. Department of Justice

Washington, DC 20530

Exhibit B to Registration Statement Pursuant to the Foreign Agents Registration Act of 1938, as amended

INSTRUCTIONS. A registrant must furnish as an Exhibit B copies of each written agreement and the terms and conditions of each oral agreement with his foreign principal, including all modifications of such agreements, or, where no contract exists, a full statement of all the circumstances by reason of which the registrant is acting as an agent of a foreign principal. Compliance is accomplished by filing an electronic Exhibit B form at https://www.fara.gov.

Privacy Act Statement. The filing of this document is required for the Foreign Agents Registration Act of 1938, as amended, 22 U.S.C. § 611 *et seq.*, for the purposes of registration under the Act and public disclosure. Provision of the information requested is mandatory, and failure to provide the information is subject to the penalty and enforcement provisions established in Section 8 of the Act. Every registration statement, short form registration statement, supplemental statement, exhibit, amendment, copy of informational materials or other document or information filed with the Attorney General under this Act is a public record open to public examination, inspection and copying during the posted business hours of the FARA Unit in Washington, DC. Statements are also available online at the FARA Unit's webpage: https://www.fara.gov. One copy of every such document, other than informational materials, is automatically provided to the Secretary of State pursuant to Section 6(b) of the Act, and copies of any and all documents are routinely made available to other agencies, departments and Congress pursuant to Section 6(c) of the Act. The Attorney General also transmits a semi-annual report to Congress on the administration of the Act which lists the names of all agents registered under the Act and the foreign principals they represent. This report is available to the public in print and online at: https://www.fara.gov .

Public Reporting Burden. Public reporting burden for this collection of information is estimated to average .32 hours per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. Send comments regarding this burden estimate or any other aspect of this collection of information, including suggestions for reducing this burden to Chief, FARA Unit, Counterintelligence and Export Control Section, National Security Division, U.S. Department of Justice, Washington, DC 20530; and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Washington, DC 20503.

1. Name of Registrant	2. Registration Number
Cogent Strategies LLC	6927

3. Name of Foreign Principal

Delegation of the European Union to the United States (through IBF International Consulting SA)

Check Appropriate Box:

4. ☒ The agreement between the registrant and the above-named foreign principal is a formal written contract. If this box is checked, attach a copy of the contract to this exhibit.

5. ☐ There is no formal written contract between the registrant and the foreign principal. The agreement with the above-named foreign principal has resulted from an exchange of correspondence. If this box is checked, attach a copy of all pertinent correspondence, including a copy of any initial proposal which has been adopted by reference in such correspondence.

6. ☐ The agreement or understanding between the registrant and the foreign principal is the result of neither a formal written contract nor an exchange of correspondence between the parties. If this box is checked, give a complete description below of the terms and conditions of the oral agreement or understanding, its duration, the fees and expenses, if any, to be received.

7. What is the date of the contract or agreement with the foreign principal? 01/22/2024

8. Describe fully the nature and method of performance of the above indicated agreement or understanding.

See attached copy of written agreement.

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9. Describe fully the activities the registrant engages in or proposes to engage in on behalf of the above foreign principal.

Providing technical assistance to inform and support the efficacy and impact of the Delegation's social media efforts.

10. Will the activities on behalf of the above foreign principal include political activities as defined in Section 1(o) of the Act[1].

Yes ☒ No ☐

If yes, describe all such political activities indicating, among other things, the relations, interests or policies to be influenced together with the means to be employed to achieve this purpose. The response must include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

All activities will be undertaken in order to communicate information about the principal and its issues of concern to interested parties in the public sector. At the request of the principal, meetings with members of the media and non-governmental organizations may be arranged.

11. Prior to the date of registration[2] for this foreign principal has the registrant engaged in any registrable activities, such as political activities, for this foreign principal?

Yes ☐ No ☒

If yes, describe in full detail all such activities. The response should include, among other things, the relations, interests, and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored, or delivered speeches, lectures, social media, internet postings, or media broadcasts, give details as to dates, places of delivery, names of speakers, and subject matter. The response must also include, but not be limited to, activities involving lobbying, promotion, perception management, public relations, economic development, and preparation and dissemination of informational materials.

Set forth below a general description of the registrant's activities, including political activities.

Set forth below in the required detail the registrant's political activities.

Date	Contact	Method	Purpose

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12. During the period beginning 60 days prior to the obligation to register[3] for this foreign principal, has the registrant received from the foreign principal, or from any other source, for or in the interests of the foreign principal, any contributions, income, money, or thing of value either as compensation, or for disbursement, or otherwise?

Yes ☐ No ☒

If yes, set forth below in the required detail an account of such monies or things of value.

Date Received	From Whom	Purpose	Amount/Thing of Value

13. During the period beginning 60 days prior to the obligation to register[4] for this foreign principal, has the registrant disbursed or expended monies, or disposed of anything of value other than money, in connection with activity on behalf of the foreign principal or transmitted monies to any such foreign principal?

Yes ☐ No ☒

If yes, set forth below in the required detail an account of such monies or things of value.

Date	Recipient	Purpose	Amount/Thing of Value

1 "Political activity," as defined in Section 1(o) of the Act, means any activity which the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting, or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

2,3,4 Pursuant to Section 2(a) of the Act, an agent must register within ten days of becoming an agent, and before acting as such.

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EXECUTION

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Date	Printed Name	Signature
02/01/2024	Kimberley Fritts	/s/Kimberley Fritts

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Date	Printed Name	Signature
1-30-24	Kimberley Fritts	

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Service Contract

IBF International Consulting SA
Avenue Louise 209A
1050 Brussels
Belgium
VAT BE 0417 827 795

(hereinafter referred to as "**IBF**"),

on the one part,

and

Cogent Strategies LLC
2550 M Street NW, 3rd Floor
Washington, DC 20037
United States
EIN 82-3355541

(hereafter referred to as the "**Service Provider**")

on the other part,

have agreed as follows:

(1) Subject

This Service Contract is for **Enhancing EU Presence on Social Media – Phase One: Audit** in the framework of the project "**EU Policy and Outreach Partnership in the US and Policy Dialogue Support"**; financed by the "**European Commission**", and implemented by the EU Delegation in the United States, hereinafter referred to as the "**Contracting Authority**". The Service Provider shall execute the tasks assigned to them in accordance with the Terms of Reference annexed to this Contract (Annex 1).

(2) Structure of the Contract

The Service Provider will carry out the services on the terms and conditions set out in this Contract, which also comprises the following annexes:

Annex 1: Terms of Reference
Annex 2: Budget

(3) Contract Value

This agreement, established in Euro, is a **global price contract** with no minimum value. The maximum value for this contract amounts to EUR 20,600.00.

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(4) Term

The term of this contract runs from 16th January 2024 through 23rd Febraury 2024.

(5) Delivery Date

The Report of the Audit of Delegation's Social Media Activity will be delivered by 23rd February 2024.

(6) Services and Deliverables

A detailed description of the services and deliverables to be provided by the Service Provider is listed in the Terms of Reference, Budget and Methodology (Annexes to this Contract).

(7) Non-Exclusivity

The Service Provider acknowledges that **IBF** may, at any time, procure or acquire the same or similar services from another supplier.

(8) Service Price

EU Policy and Outreach Partnership in the US And Policy Dialogue Support			
ENHANCING EU PRESENCE ON SOCIAL MEDIA			
FEES			
	Nr of days	**Fee rate**	**Total**
Will Bohlen	10	700 €	7.000 €
Ben Fischbein	8	650 €	5.200 €
Katie Sansone	10	600 €	6.000 €
Kaitlin Tunstall	10	200 €	2.000 €
Madi Banks	2	200 €	400 €
TOTAL			**20.600,00 €**

The rates are fixed and not subject to any price revision. The above stated fees include all expenses directly related to the required services (such as delivery, professional taxes, communication costs, transportation etc.). No extra costs will be paid to the Service Provider unless agreed otherwise. Only services with approved deliverables will be paid,

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(9) Cancellation of Services

In case of request by the **Contracting Authority** for modifications to the services of this contract, or cancellation of the services, **IBF** is entitled to modify or cancel the present agreement.

(10) General Conditions and Terms of Payment

a. The agreement shall be exempt from all duties and taxes, including VAT. The service provider recognizes that **IBF**, acting on behalf of the **European Commission** is, as a rule, exempt from all taxes and dues, including VAT, pursuant to the provisions of Articles 3 and 4 of the Protocol on the Privileges and Immunities of the European Communities (except invoices for Belgian companies which may invoice with VAT).

b. The invoice needs to be sent to IBF by email to the following address: minelli@ibf.be

c. Payment will be executed only after receipt of the invoice and approved by **IBF** and the **Contracting Authority**.

d. The payments to the Service Provider shall be executed in Euro and payable into the bank account specified by the Service Provider to **IBF**, in line with the tentative schedule as per Article 11.

e. The following information has to be included in the invoice:
   - *Invoice issue date*
   - *Service Provider's name, full registered address, phone number, EIN number*
   - *Contract reference (title of the project)*
   - *Services/ items supplied*
   - *Bank details: name, full address, bank account number (IBAN format), SWIFT or BIC code and complete bank references*
   - ***IBF's** VAT number (BE 0417 827 795)*

(11) Particular Conditions and Terms of Payment

Invoices shall be issued after approval by IBF of the relevant output in accordance with the following tentative schedule:

By 26th January 2024	**advance**	10,300.00 EURO
By 15th March 2024	**Balance upon approval of delivered services**	10,300.00 EURO

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(12) Compliance with Foreign Agents Registration Act and Other Applicable Laws

a. **Service Provider** and **IBF** shall comply with any and all restrictions and requirements of the Foreign Agents Registrations Act, and any other applicable laws and regulations of the United States.
b. **IBF** represents and warrants that it has supplied **Service Provider** with accurate and complete information concerning its operations, objectives, and personnel, recognizing that **Service Provider** will be required to complete and file public disclosure forms in connection with this engagement. **IBF** agrees that it will immediately notify **Service Provider** in the event of any changes to this information.

(13) Law and Language of the Contract

a. The laws of Belgium shall govern all matters not covered by the contract.
b. The language of the contract and of all written communications between the **Service Provider** and **IBF** shall be English.

(14) Subcontracting

Subcontracting is not allowed.

(15) Dispute Settlement

Any disputes arising out of or relating to this contract which cannot be settled amicably shall be referred to the exclusive jurisdiction of the courts of Brussels, Belgium.

(16) Suspension of the Contract

IBF reserves the right to suspend the present Contract for the following reasons:

a. Failure of the Service Provider to meet the quality standards provision of the requested services;
b. Incapacity of the Service Provider to deliver the final product in the specified timeframes;
c. Gross negligence in the performance of the services by the Service Provider;
d. Severe mistakes of the Service Provider in the performance of this Contract;
e. The invoices of the Service Provider not submitted on time or incorrectly.

(17) Duration/Termination of the Contract

IBF reserves the right to terminate the present Contract with 7 days' notice due to:

a. Failure of the Service Provider to meet the quality standards provision of the requested services;
b. Gross negligence in the performance of the services by the Service Provider;
c. Severe mistakes of the Service Provider in the performance of this Contract;
d. Submission of untrue information by the Service Provider;

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e. Decision from **IBF** or the **Contracting Authority** to re-launch the tender procedure;
f. Force majeure.

*Completed in English in two originals: one original for **IBF** and one original for the **Service Provider**.*

For the Service Provider	**For IBF**
Name:	Name: Philippe Madry
Title:	Title: Director
Date:	Date: 12/01/2024

Annex 1: Terms of Reference
Annex 2: Budget
Annex 3: Methodology

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Annex 1: Terms of Reference

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TERMS OF REFERENCE N. 37

FPI/2022/441-490 EU POLICY AND OUTREACH PARTNERSHIP IN THE US AND POLICY DIALOGUE SUPPORT

ENHANCING EU PRESENCE ON SOCIAL MEDIA

Number and Title of Request for Assignment	**№ 37 approval request for Enhancing EU Presence on Social Media – Phase One: Audit**
Areas of Activity as per Proposal	Providing technical assistance through the PDSF to inform and support the efficacy and impact of the Delegation's social media efforts.
Target Audience	EU Delegation to the US
Dates and location	December 2023 – February 2024 United States
Maximum total cost of the activity	**30,000 EUR** **3 KE2 days**
Maximum total fees	**0 EUR**
Total incidental expenditure	**30,000 EUR**
Outputs/Deliverables	Report of the Audit of Delegation's Social Media Activity

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SUMMARY

Services of the Policy Dialogue Support Facility are requested to research and hire a communications agency to assist EUD in evaluating and improving its social media activities. As a first step, the Delegation would contract a communications agency with strong social media expertise to audit and assess the Delegation's existing social media activity and messaging to key audiences. The Delegation would request these analytics to be delivered in a report early 2024 in order to inform the subsequent task of preparing a package of carefully crafted, evergreen social media campaigns for the Delegation to execute in 2024.

BACKGROUND

The EU Delegation to the US maintains an active social media program as a key component of its efforts to reach American audiences and advance its communications and outreach objectives. The social media field evolves rapidly, and a periodic audit of an organization's current activities is a key ingredient of an effective and impactful program. Up-to-date methods and messages enable the maximum gain from social media activity and funding.

The upcoming months will also be an important period for messaging work, and it will be efficient to ask at the same time for a package of campaigns for the year ahead with strategic guidance on implementation techniques to maximize impact. This strategic guidance on campaigns, provided through a strategy playbook, will also enable the Delegation to continually improve its future campaigns.

OBJECTIVES, EXPECTED RESULTS, & TARGET AUDIENCE

Overall Objective

This action would indirectly advance the overall objectives of POP/PDSF by providing technical assistance to support the EUD's social media outreach and messaging to American audiences. In doing so, it would help to advance the project's overall objective of strengthening collaboration to address global challenges, promote EU interests and demonstrate the EU's impact and global reach as a preferred partner of the US. [By maximizing the impact of the Delegation's social media activities, this Activity would help to advance OC3 OP1, OC2 OP1 and OC3 OP2]

Specific Objective

Social media campaigns and platforms are an essential tool for the execution of the EUD's public diplomacy work. Increasingly fundamental to wider outreach. As such, a regular evaluation of the EUD's target audiences, what messages resonate, and how best to improve the use of this tool are important elements of the EUD's outreach success and the impact its resource allocations are achieving. Assessing and adapting the Delegation's social media work is an investment in advancing the overall Communications and Outreach Strategy of the Delegation.

Expected Results – Outputs

In this Action, the selected communications agency would be asked to conduct a deep-dive review of the EUD's social media activity and to provide an evaluation report along with recommendations for improvement. This Action is envisioned to be followed by work of the same firm (under a separate TOR) to develop a package of 3-5 evergreen social media campaigns for onward use in 2024.

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Target Audience

EU Delegation to the US

WORK TO BE PERFORMED

Brief Activity Description

The European Union Delegation to the United States seeks to hire a communications agency to evaluate its social media presence and provide recommendations for improvement, to develop a package of social media campaigns for the year ahead, and to develop a sustainable strategy playbook that can be used by the Delegation to maximize its campaigns in the future.

The service request is timely. The Delegation is aiming for the delivery of the first component, the audit of existing presence and traction, preferably by the end of January and no later than mid-February. The intent is to gather insights from that audit to inform the development of social media campaigns, the first of which could be launched by the end of March 2024.

Candidates matching the profile and quality being sought will be invited to submit proposals and price estimates for the conduct of these activities. The contract for the first phase - the evaluation and audit of the Delegation's current social media program - will be launched immediately, with the second phase (the delivery of campaigns and a strategy playbook) anticipated in early 2024.

Deliverables/Outputs

This TOR requests authorization for the first phase of the Activity: the contracting of an audit and assessment of the Delegation's social media activity. A report with these analytical results will be requested for delivery by the end of January 2024, or latest mid-February 2024.

The report is expected to provide an evaluation of the Delegation's existing social media presence as well as how greater US audiences utilize them, along with general recommendations for improvement.

Additional detail:

- This audit is expected to produce a deep breakdown of the Delegation's demographic and geographic data, with specific concentration on EUD's US-based audience. What content do these audiences like the most? The least? Do they click on certain posts more than others? Do they interact with EUD's videos? These questions would also be analyzed, on each platform, in terms of the wider US audience.

- The audit should cover the following platforms: the Delegation's Twitter/X, Facebook, Instagram, LinkedIn accounts -- plus the Head of Delegation's official Twitter account. The agency will be asked to concentrate on the US audience; the audit will not be global in scope. The development of in-depth audience profiles/archetypes is not anticipated.

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- The Delegation team includes an in-house social media expert who could further instruct and/or liaise in project implementation.

Profile Sought

The Delegation seeks a high-quality US-based communications agency with reputable experience in the field of social media analysis and campaigns. The agency should have the ability to complete the task within the requisite timetable. Previous work with governments is strongly preferred. Likewise, strong preference for an agency with experience working with international clients whose target is US audiences. Experience working with messaging of European actors to US audience is considered advantageous.

The agency selected must have the capacity to service all three deliverables of the overall task, to include: the phase one audit deliverable mandated here, and a future phase 2 task for delivering 3-5 evergreen media campaigns (alongside a strategy playbook) in the spring of 2024. A candidate unable to deliver all components of the comprehensive task by early 2024 will be excluded from consideration.

ACTIVITY TIMELINE AND MILESTONES

The proposed time of activity is December 2023 – February 2024.

LOCATION:

Washington, D.C.

MONITORING, EVALUATION, AND FOLLOW-UP

All outputs will be regularly supervised by the Team Leader, and in coordination with the EUD Program Manager. IBF will prepare a final report summarizing its services delivered and supporting role in the Activity.

RESOURCE ALLOCATION

KEs 1 and 2 will serve as liaison for the EUD lead officer, in close collaboration with the PDSF Program Manager. 3 WDs of KE2's time is estimated to be used to develop and launch this activity

FEES

None anticipated.

INCIDENTAL EXPENDITURE

IBF will execute a tender for competitive proposals between invited candidates for proposed implementation of the project. From the result of this tendering process, IBF will allocate up to $30,000 for a contract to be signed with the social media expert(s), or their home organization, to execute these terms of reference.

WORK PLAN, TIMESHEET AND REPORTING

KE2 will record her time allocation through the standard timesheet reporting procedure for POP/PDSF.

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Annex 2: Budget

EU Policy and Outreach Partnership in the US And Policy Dialogue Support			
ENHANCING EU PRESENCE ON SOCIAL MEDIA			
FEES			
	Nr of days	**Fee rate**	**Total**
Will Bohlen	10	700 €	7.000 €
Ben Fischbein	8	650 €	5.200 €
Katie Sansone	10	600 €	6.000 €
Kaitlin Tunstall	10	200 €	2.000 €
Madi Banks	2	200 €	400 €
TOTAL			**20.600,00 €**

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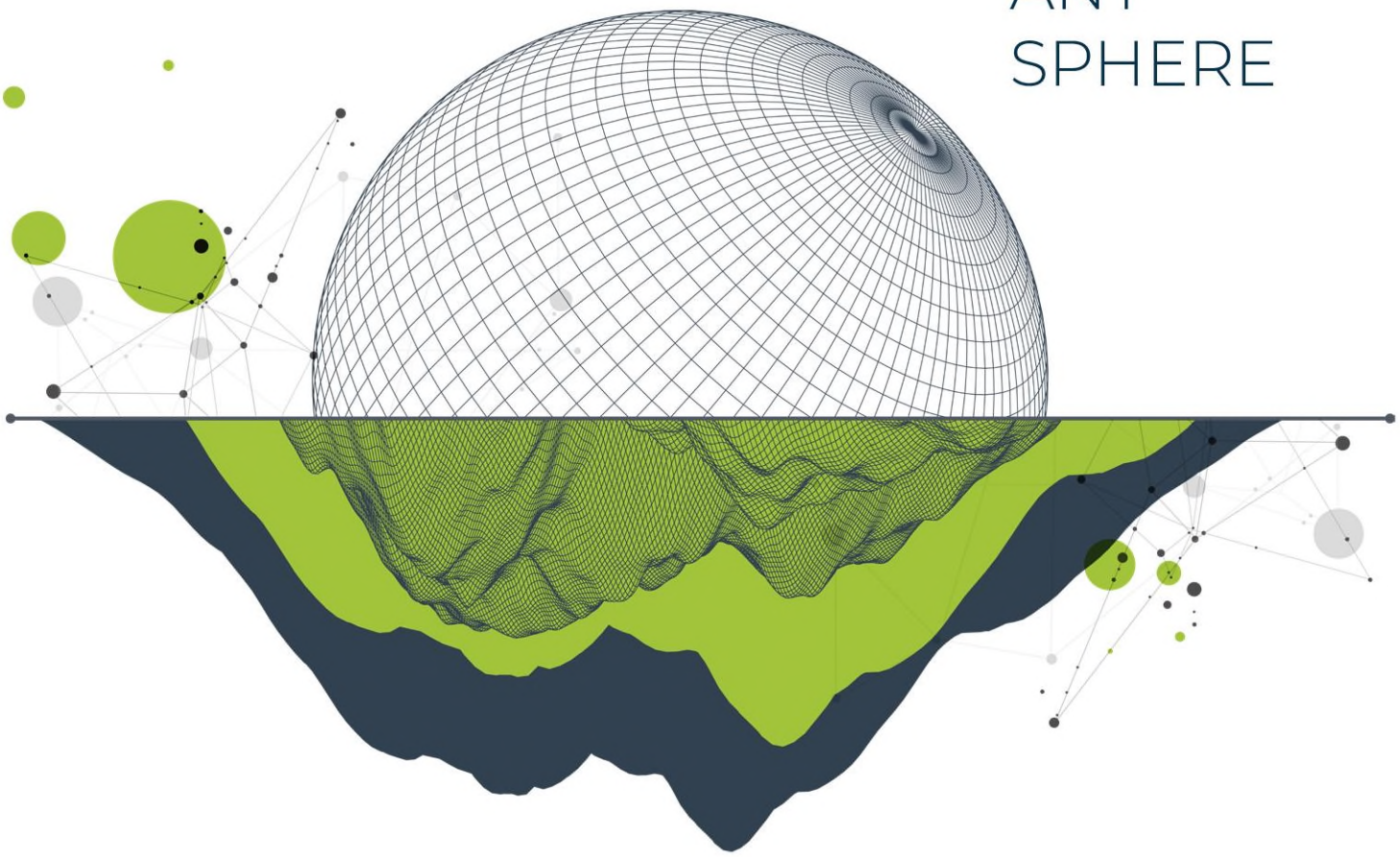
INTERNATIONAL CONSULTING

Annex 3: Methodology

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INFLUENCE
ANY
SPHERE



COGENT

TENDER FOR:
Delegation of the European Union to the United States of America

December 29, 2023

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Certified SBA WOSB Woman Owned Small Business

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RATIONALE

As a top-flight communications and digital advocacy firm, Cogent Strategies (Cogent) is well-positioned to help the Delegation of the European Union to the United States of America (EUD) with a social media audit. This audit will inform a forward-looking social media strategy that can better reach key U.S. audiences with the goals of promoting the EU as the preferred partner of the United States, showcasing our shared values and interests and strengthening the transatlantic allies' abilities to collaborate on the many global challenges.

Reaching American audiences online has become increasingly challenging in recent years with the proliferation—and degradation—of social media platforms, news sources, and other digital channels. People's attention is now split across countless platforms and apps, making it difficult for an organization like EUD to cut through the noise to reach its target audiences. Where once a few major television networks and publications held sway, now American media consumption is fragmented into specialized niches and echo chambers across social channels. This poses difficulties for communicators trying to reach broad—and even narrow—audiences. That is why a social media audit that incorporates both content and audience is critical so that EUD can put its best foot forward with tight messaging to reach the American public and influential subsets.

Cogent, an independent certified Woman-Owned Small Business, is no stranger to the international community, having worked with members of the diplomatic corps, embassies, ambassadors, foreign governments and ministers as well as global companies since its inception. Our senior strategists have represented countries ranging from India to Iraq, Kosovo to Kenya, South Korea to South Sudan, always advocating in the United States for policies and positions favorable to their countries.

The work for EUD would be directed by Will Bohlen, a former communications director for the transatlantic think tank the German Marshall Fund of the United States, who has worked in both Brussels and Washington. He will leverage his deep experience communicating and messaging to American audiences from a European perspective.

Cogent has extensive expertise analyzing audience demographics and content performance as well as developing data-driven recommendations to enhance engagement and strategic impact. More importantly, we marry our digital and social media analytics work with our communications and messaging expertise to provide our clients with actionable insights. Cogent's social media audit and messaging work has included trade associations, non-profits, private companies and international clients alike, formulating data-driven plans to increase their digital engagement and visibility among key constituent demographics.

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METHODOLOGY

Our approach to meeting EUD's needs on its Twitter/X, Facebook, Instagram, LinkedIn accounts—and the Twitter/X account of the head of the Delegation—involves leveraging our proprietary social listening and analytics tools to provide insights and recommendations tailored to EUD's goals, platforms and target U.S. audiences, including a detailed review of:

- EUD's content and the U.S. audience's engagement with the content;
- each embassy channel with specific insights to different channels; and
- the Ambassador's Twitter/X account and the use of that account to establish thought leadership and influence.

The specific steps involved include:

- **Audience Identification & Segmentation Analysis.**
  - Collecting historical social media data from EUD's Twitter/X, Facebook, Instagram and LinkedIn accounts and the Head of Delegation's Twitter/X account. (Requires Cogent to receive administrator access to the analytics for each channel.)
  - Conducting, when possible, analysis of audience demographics; gender, age groups, locations, languages, device types, interests, behaviors and more.
- **Historical Performance Analysis.**
  - Conducting content analysis by post type, topics and formats. Evaluating historical performance including impressions, engagements, clicks, reactions and shares.
  - Identifying highest and lowest performing content across platforms and audiences, when possible. Determining optimal posting cadence per platform.
  - Examining audience growth and retention rates over time, when possible.
- **Competitor Analysis.**
  - Analyzing and comparing EUD to benchmarks from similar governmental and international organization accounts. For example, we might choose the U.K. Embassy and Ambassador as similarly positioned American allies looking to influence the U.S. public.
- **Strategic Recommendations.**
  - Defining actionable recommendations for improving overall strategy, messaging resonance with target demographics, platform content mix optimization, and more, with a focus on maximizing U.S. audience reach and engagement.
  - Pinpointing platform-specific and demographic-specific content gaps and opportunities.

During the proposed six-week engagement, Cogent would host an initial kick-off meeting, and in week three or four would provide an interim progress report and clarify any questions from either party. We will keep the lines of communication open through e-mail, phone and Zoom as needed throughout the entire project.

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DELIVERABLES

The key deliverable will be an audit report in the form of a slide deck potentially containing:

- An executive summary of analysis methodology and key insights;
- Granular demographic, content, and performance analysis by platform;
- Graphical snapshots of channel analytics and top content examples;
- An analysis of audience interactions with channels;
- A comparison of performance against the chosen competitor(s); and
- Strategic recommendations for enhancing awareness and engagement goals, potentially including guidance on messaging, visual brand identity, creative approaches, community management and measurement strategies.

At the conclusion of the project, members of the Cogent team will present the social media audit report to EUD (either in person or virtually, as needed) and will be prepared to answer questions and provide any follow-up insights.

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TIMELINE AND CONCLUSION

We anticipate a January 8 kick-off meeting and completion of the social media audit by February 16. A presentation of our analysis and recommendations would take place at a mutually convenient time that day or the following week. Should we not be able to access back-end data in real time, it could potentially delay conclusion of the project.

Thank you for the opportunity for Cogent to present its qualifications for consideration for this important project. We are excited by the opportunity to showcase our social analytics expertise to advance EUD's digital diplomacy goals. Should you need additional information on our approach or qualifications for this project, please contact Will Bohlen at wbohlen@cogent-strategies.com or +1 202 558 8644.

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TEAM

One of the hallmarks of Cogent client service will always be to engage the most senior team members and arm them with the newest tools to do what they do best—deliver results for clients. Cogent has assembled strategists who know how to engage those who matter, on the platforms they care about, and with the messages and messengers that will move them. Unlike the culture at many other public affairs firms, the team is deeply steeped in client work and are not restricted by silos from participating in the firm's wide array of client projects. While Cogent's clients have access to the entire team, we've assembled the team below to best address the EUD's needs.

See attached CVs for Will Bohlen, Katie Sansone, Ben Fischbein, Kaitlin Tunstall and Madison Banks.



WILL BOHLEN
Managing Director



BEN FISCHBEIN
Senior Vice President



KATIE SANSONE
Vice President



KAITLIN TUNSTALL
Research Associate



MADISON BANKS
Associate

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REFRENCES

Moore Charitable Foundation
Robin Bates, Chief of Staff, robin@pure-energy-partners.com, +1 917 805 0055

A national foundation focused on conservation efforts turned to Cogent for help raising its digital profile to ensure its voice was part of the online conversation around its core principles. Our team conducted a social media audit, designed an informative website and developed content, including op-eds and online ads, to increase followers and boost engagement. This tightly coordinated PR and digital campaign was a success—attracting and mobilizing a much broader online audience to support the client's call to action.

Facing History and Ourselves
Lara James, Chief Officer, Marketing and Communications, lara_james@facinghistory.org, +1 413 519 8792

A national nonprofit leading the fight against antisemitism, racism and anti-LGBTQ+ hate asked Cogent for a deep-dive investigation into the threats posed by the "culture wars." Cogent audited the organization's online presence, identified the most problematic social media actors and uncovered state-level legislation that carried the most potential to affect its ability to operate and thrive.

American Association of Motor Vehicle Administrators
Ian Grossman, President and CEO, Igrossman@aamva.org, +1 703 439 7365

Cogent was brought in by a trade association representing the motor vehicle and law enforcement community to assess how Americans viewed departments of motor vehicles (DMVs) and if a public image campaign could help change commonly held stereotypes. In addition to conducting an audit of how the trade association and its members presented themselves to the public, we used our proprietary software to examine the online discussion about DMVs. Our team identified commonly held public attitudes and pinpointed the communication channels and messaging DMVs were most often using to define themselves. Armed with this research—and in combination with a series of in-depth interviews—we designed and presented a comprehensive, scalable campaign that included a variety of tactics for the organization. The research and campaign recommendations were compiled into a white paper and presented to leaders of North American DMVs as a proposed strategy for improving local and national opinions about the important work their organizations do.

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FINANCIAL BID

See accompanying budget form.

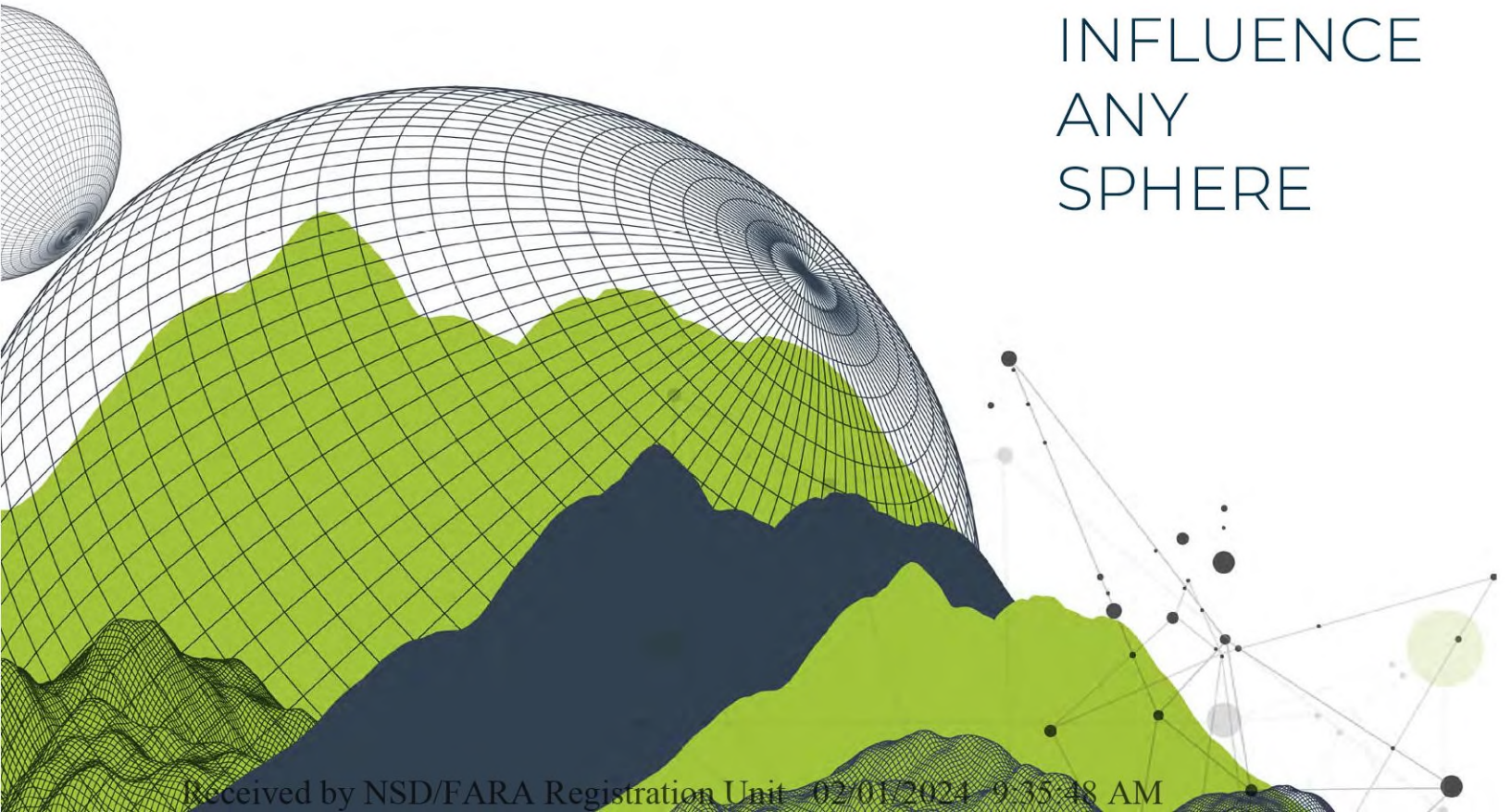
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