





Global

ADVOCACY CAMPAIGNS

“Impact your environment”

Campaign services

-  We solve your problems with **discretion**; low visibility actions that avoid compounding the problem.
-  We bring a unique perspective; decades of **expertise** from the national security and private sectors.
-  FRDA personnel deploy in-region to carry out the campaign and measure **results** on the ground.
-  We craft bespoke solutions that are 100% **compliant** with FCPA and other international regulations.

Who is FRDA?

FRDA has provided sensitive services to US Defense and Intelligence clients for almost 20 years. Our commercial solutions practice offers the same boutique services for select clients. With ongoing engagements in 17 countries we continually prove our effectiveness. Our employees have backgrounds in business, Intelligence, and Special Operations, with decades of experience solving the most pressing national security problems.

Non-Attributable Option

If requested, FRDA will conduct all activities in a manner that is not attributable to our clients. We have decades of experience managing sensitive operations in international settings. FRDA was forged from a no-fail culture, expert in low-visibility and discreet assignments.

More than marketing: Effecting Change

Don't let the environment control you. Control the market and learn how to manage the behaviors of your key stakeholders. FRDA is not a PR firm, we are niche problem solvers who formulate low-visibility and non-attributable solutions outside the scope of PR and influence marketing. We use holistic, integrated, and multi-faceted methods to target very specific problems. Rather than occasional trips to the region, we provide a persistent presence to validate effects and adjust as needed. We understand brand sensitivities and we are adept at hiding the hand, not the message.



Desired results, every time

We know how to work within each culture by establishing on-the-ground relationships with the right influencers from day one. FRDA was built on a no-fail culture and we take a rigorous approach to messaging measurement. We use well tested Measures of Performance (MOP) and Measures of Effectiveness (MOE) as key performance indicators (KPIs) that drive our maniacal focus on results.