

# U.S. Department of Veterans Affairs

## Women's Health Services

### Client's Goal

Prepare the far-reaching VA system to effectively serve the growing population of women veterans

### Akoya's Role

Support culture change communications to ensure women veterans are welcomed and well-served in the VA system

### Highlights

- Thought-provoking campaigns for VA staff
- Tools for VA leadership
- 4X increase in representation of women veterans on VA websites
- 2X increase in women veterans using VA health care (2000 to 2012)



2014 Communicator Award of Excellence  
2012 VA Certificate of Appreciation  
2010 VA Ace Achievement Award

# U.S. Department of Energy

## Builders Challenge

### Client's Goal

Accelerate market demand for energy-efficient new houses that far outperform the typical home

### Akoya's Role

Create tools for builders to use in differentiating and marketing their most energy-efficient offerings

### Highlights

- Print ad campaign concepts
- Program website
- Videos featuring major homebuilders