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UNISON LAUNCHES BREAKTHROUGH WEB PRESENCE FOR BAHRAIN'S MINISTRY OF FOREIGN AFFAIRS

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Unison, a Washington, DC-based full-service brand agency, is proud to announce the launch of an ambitious web initiative for the Ministry of Foreign Affairs (MOFA) of the Kingdom of Bahrain. The new site (www.mofa.gov.bh) unites the Ministry's external communication machinery with those of all its 30 embassies throughout the world.

All content on any of MOFA's network of sites across the globe can be updated in multiple languages from the Ministry's headquarters in Manama, yet, through a tiered, easy-to-use content management system, designed and developed by Unison, staff at the many embassies across the world can update information pertinent to them and their host nations.

"With a single stroke, MOFA has centralized control of its global external messaging apparatus," noted R. Julius Talvik, creative director and co-founder of Unison, "while entrusting to the embassies command of a vast amount of content relevant to their very specific audiences throughout the world—in multiple languages, by the way. It is a powerful combination that sets the standard for foreign ministries everywhere."

To achieve this, Unison implemented a scalable content management system with tiered levels of administrative access for easy, secure, and centralized management of content across the planet. The public enjoys access to a suite of services across all government agencies from a single platform. These include the latest MOFA news and information, electronic consular services, and a comprehensive directory of contact information, among many powerful features.

The visual identity of MOFA, the most outward facing of all Bahrain's ministries, was a direct outgrowth of the "Bahrain, Open Society" campaign developed by Unison for MOFA's embassy in Washington, DC. The result is a unified, consistent brand across the world and an efficient, cost-effective communication machinery uniting to create a worldwide web presence that is, in every sense of the term, worldwide.

The site further solidifies Bahrain's status as an attractive business, investment, and tourist destination. Above all, however, the site reaffirms Bahrain's role as a peacemaker and a leader in international cooperation as a member of the Gulf Cooperation Council, the United Nations, and NATO.

New features of the MOFA site include:

- News – provides updates on speeches, statistical reports, and press releases issued by MOFA
- Search – an enhanced search tool that will enable the public to locate information and electronic services that meet their needs
- Directory – a centralized online directory for contact information on all key members of MOFA
- Embassy Map – an interactive map providing contact information for all Bahraini embassies worldwide
- Consular – links to electronic forms for passports and visas, as well as important information for Bahrainis traveling abroad, ex-patriot Bahrainis, and foreign nationals traveling to Bahrain
- About Bahrain – a place to find general information on Bahrain, ranging from the history of the country, its people and culture, to human rights

“The MOFA initiative represents a significant step forward for Unison,” said Robert Fardi, president and co-founder of Unison. “It is both amazing and satisfying what two years of planning, discussion, creativity and passion can produce. We are exceedingly proud of this effort and look forward to future engagements with Bahrain and the Ministry of Foreign Affairs.”

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ABOUT KINGDOM OF BAHRAIN MINISTRY TO FOREIGN AFFAIRS

The Ministry of Foreign Affairs is responsible for coordinating and implementing all matters related to the nation's foreign policy, Bahrain's relations with other countries and international organizations, and protecting the interests of Bahraini citizens abroad.

To learn more please visit www.mofa.gov.bh.

ABOUT UNISON

Unison delivers design, branding, interactive and strategic communication services to help companies develop unique and effective brands. Unlike many creative-only or strategy-only agencies, Unison's multi-talented team of strategists, designers, writers and technical developers provides a broad, 360-degree vision of each communications challenge.

Unison's industry expertise includes: Financial Services, Public Sector, Retail, Manufacturing, Real Estate, Publishing, Pharmaceutical, High Fashion, Entertainment and Media, and Consumer and Beauty Products.

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