

# CAMPBELL & Company



## Capability Statement

### Company History

- Established 2007
- HUBZone Certified
- 8(a) Business Development Program Certified
- Economically Disadvantaged Women Owned Small Business (EDWOSB)
- Women Owned Small Business (WOSB)
- DUNS: 048105098 CAGE: 7G7N9
- GSA Schedule 47QRAA20D003S

### Areas of Expertise

- Strategic planning
- Branding solutions
- Public relations
- Event planning
- Graphic design
- Market research
- Website creation
- Economic development
- Executive coaching
- Social media
- Photography
- Digital advertising
- Video production
- Integrated marketing
- Consulting services
- Professional training
- Workforce development
- Workforce assessment & strategy

### Key NAICS Codes

- 541810 Advertising Agencies
- 541820 Public Relations Agencies
- 541830 Media Buying Agencies
- 541840 Media Representatives
- 541850 Outdoor Advertising
- 541860 Direct Mail Advertising
- 541870 Material Distribution Services
- 541890 Other Advertising Services
- 541430 Graphic Design Services
- 541611 Administrative Management
- 541922 Commercial Photography
- 512110 Motion Picture and Video Production
- 512290 Other Sound Recording Industries
- 541612 HR Consulting Services
- 541613 Marketing Consulting Services
- 541614 Logistics Consulting Services
- 926110 Economic Development Assistance
- 561312 Executive Search Services
- 611430 Professional Development Training
- 813319 Social Advocacy Organization

Campbell & Company Advertising Agency (C&C) is a traditional full-service advertising agency that has evolved into a marketing communication firm with expertise in branding, strategic planning, new media, digital marketing, public relations and content development. C&C is a 100% female owned LLC, classified as a Minority Owned Small Business by the SBA.

C&C is essentially a creative and strategic all-star team, comprised of the nation's best and brightest practitioners — seasoned experts who plan, create, produce and implement breakthrough brand messages and creative campaigns that are impossible to ignore.

### Past & Current Government Performance

- Department of Commerce - NOAA
- Department of Energy - SWPA
- Oklahoma Air National Guard
- Kentucky Army National Guard Recruiting & Retention
- Kentucky Air National Guard
- Muscogee (Creek) Nation
- Oklahoma Crime Victims Compensation
- Central Oklahoma Tourism Frontier Country

*National Oceanic and Atmospheric Association* - Developing and implementing marketing strategy, social media campaigns, video production and public relations.

*Department of Energy* - Developing and producing a 75th anniversary video for the Southwestern Power Administration

*Oklahoma Air National Guard* - Designing and building out a 153-page printed piece for the House, Senate and Congressional Districts utilizing photos, pie charts and maps

*Kentucky Army National Guard* - Created, managed and maintained campaigns across Facebook, Instagram and Google AdWords, including a video campaign for Facebook, as well as utilizing hyper-local targeting and geo-fencing

*Muscogee (Creek) Nation* - Tourism Department Video, 5 minute long-form video, three day on-location shoot with 16 locations, pre-production, strategic planning, shot list, location planning and scouting, and post-production

