

Capability Statement

Campbell & Company Advertising Agency (C&C) is a traditional full-service advertising agency that has evolved into a marketing communications firm with expertise in branding, strategic planning, media, digital marketing, public relations and content development.

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.



Company Information

- Established 2007
- GSA Schedule:
47QRAA20D003S
- Unique Entity ID:
X47BSA5KEN43
- DUNS: 048105098
- CAGE: 7G7N9

Key NAICS Codes

- 541810 Advertising Agencies
- 512110 Motion Picture & Video Production
- 541611 Administrative Management
- 541820 Public Relations Agencies
- 541430 Graphic Design Services
- 541850 Outdoor Advertising

Areas of Expertise

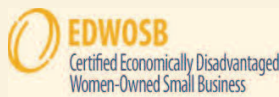
- Strategic Planning
- Branding Solutions
- Graphic Design
- Video Production
- Digital & Social Media
- Public Relations
- Event Planning
- Graphic Design
- Market Research
- Website Creation
- Photography
- Consulting Services

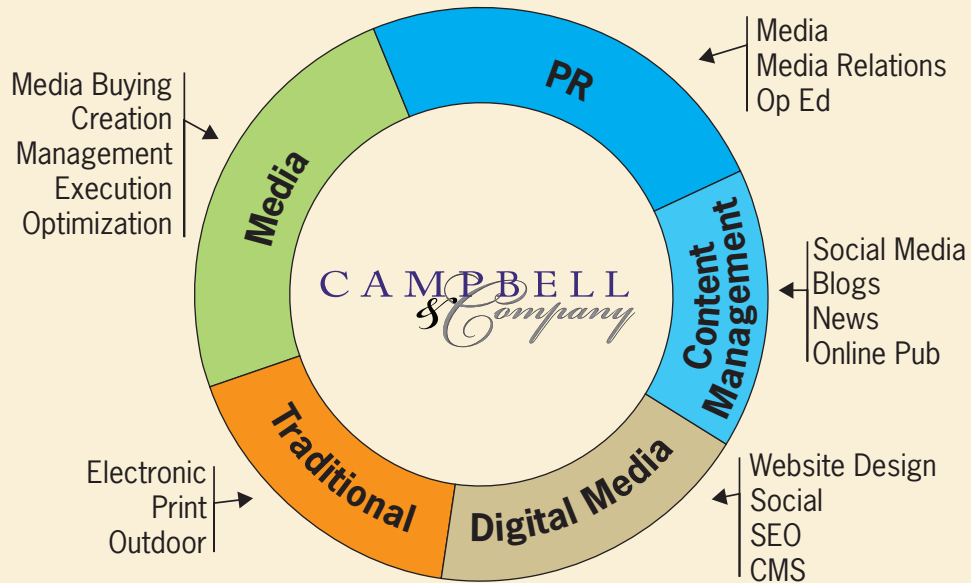
Awards

- Seven Emmy Awards
- Over 100 ADDYs including Gold and Silver level
- OAB .60 Radio Commercial of the Year
- Red Dirt Film Festival Most Inspired Filmmaker
- 62 Awards and Worldwide Distribution for Army of Frankensteins & Gremlins
- Award for Columbine Survivor Story for Oprah's OWN

Past & Current Performance

- Department of Commerce - NOAA
- Department of Energy - SWPA
- Kansas Air National Guard
- Oklahoma Air National Guard
- Mississippi Air National Guard
- Missouri Air National Guard
- Muscogee Nation





Department of Commerce NOAA - Developed the branding of the International Year of the Salmon. The creation and execution of video production for website promotions and stakeholders. Designed print collateral, digital assets and public relations media.

Department of Energy - Developing and producing a 75th anniversary video for the Southwestern Power Administration. Production included historical and accolade interviews with stakeholders and management.

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. Solved their problem under cost.

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.

Kansas Air National Guard - Media buying for radio, billboards (OOH) and digital campaigns. Platforms included Facebook, Instagram and YouTube utilizing hyper-local targeting, geo-fencing and diversity market demographics.

Muscogee 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.

