

CAPABILITY STATEMENT | SOCIAL MARKETING

CORPORATE DATA

Designated, certified woman-owned small business (W.O.S.B.)

NAICS codes: 541613; 541810; 541820; 541830; 519130

CAGE Code: 3K2R1

DUNS: 10-842-9143

GSA Schedule Number: GS-23F-0220N (Schedule 541)

Brogan & Partners is a certified Woman Owned Small Business (W.O.S.B.) employing approximately 40 full-time employees in two offices—our Michigan headquarters serving national and regional accounts, and our North Carolina office serving clients in the Southeast as well as our federal government clients.

CORE COMPETENCIES/CAPABILITIES

As a firm specializing in strategic marketing communications we provide an array of services including:

- Branding
- Advertising
- Media (traditional, interactive, and more)
- Digital (website design and development)
- Content Management Systems (Wordpress, Drupal)
- Social Media
- Mobile (responsive site/application design and development)
- Loyalty
- Inbound Marketing
- Point-of-Sale
- Packaging
- Non-traditional

We also offer interactive publishing services through a highly skilled team working out of our NC office:

- Web Accessibility (Section 508, WCAG)
- Publishing (traditional and digital)
- STM Publishing

DIFFERENTIATORS

Brogan is a certified W.O.S.B. having been woman owned and operated for more than 30 years.

Because we have provided more than 12 years of service to federal government clients, and more than 27 years of service to state agencies, we understand and deliver the professionalism and work quality expected by the Government.

We know, understand, and regularly meet 508 conformance standards.

PAST PERFORMANCE: FEDERAL, STATE, & LOCAL GOVERNMENT

Current Client List:

Michigan Department of Health and Human Services
North Carolina Department of Health and Human Services
National Institute of Environmental Health Sciences; EHP
U.S. Peace Corps
National Toxicology Program
U.S. Army TACOM
EPL, Inc. (subcontracting on a National Toxicology Program contract)

Past Client List:

National Institute of Allergy and Infectious Disease
U.S. Department of Homeland Security
Travel Michigan
Michigan Office of Highway Safety Planning
Michigan Department of Commerce
Michigan Jobs Commission
Michigan Department of Transportation
Michigan Economic Development Corporation
STEM Alliance of Michigan (funded by TARDEC)
City of Detroit
City of Alpena
Detroit Regional Chamber
Southeastern Michigan Council of Governments (SEMCOG)
Greater Raleigh Convention and Visitors Bureau

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RECENT RELEVANT WORK

Michigan Department of Community Health Obesity Initiative – Integrated Campaign

Problem: According to the CDC, Michigan is the fifth heaviest state in the nation, with 67% of its adult population overweight or obese. This costs the state billions in medical costs each year. The Michigan Department of Community Health asked us to create a comprehensive multimedia campaign to encourage Michigan residents to lose weight. Our research led us to recommend a weight loss goal of 10% of body weight—a goal that, though modest and unimimidating, would significantly improve risk factors for chronic illnesses like diabetes and heart disease.

Solution: The overall campaign, called MI Healthier Tomorrow, focused on brand engagement and was integrated across multiple channels. Promoting through television, radio and more, we asked

Michigan residents to sign a pledge to lose 10% on a specially designed website. We sent them a starter kit full of helpful tips, a shopping guide, coupons and free gifts. We engaged them with a dedicated Facebook page, inspirational and educational text messages and emails. In addition, we formed a wide-array of community partnerships to support their efforts. McDonald’s, the Michigan Association of Broadcasters, Compuware, Quicken Loans, Huntington Bank, William Beaumont Hospital, the YMCA, Meijer and others partnered with us to broaden the reach of this critical effort to improve the health of our state.

Results: Michigan has become healthier and lighter, improving from the fifth heaviest state to the 17th. To date, more than 32,000 Michigan residents have taken the pledge, most receiving starter kits and regular emails. Many have connected on Facebook to offer each other additional support and encouragement.

North Carolina Department of Health and Human Services, Quitline NC – Media Planning and Placement

Problem: North Carolina still has one of the highest smoking rates in the country. In 2010, 19.8% of adults in North Carolina smoke, compared to 17.2% of adults in the U.S. To supplement efforts by the CDC, the NCDHHS Tobacco Prevention and Control Branch needed to reach smokers and other tobacco users with hard-hitting ads to encourage cessation.

Solution: The CDC launched a campaign called “Tips from Former Smokers” in April. To supplement this, Brogan tagged the CDC campaign with 1-800-Quit-Now and www.quitlinenc.com in Radio, Broadcast and Cable TV, Interactive Online Ads, Pump Toppers, and Print. Media buys targeted adult tobacco users 25-54 and in particular African Americans, Hispanic Americans, LGBT, and remote, rural North Carolinians.

Results: The campaign was so successful, the Quitline ran out of funds before the end of the campaign. In April, the month the campaign started, NC received the most calls of any state.

PAST PERFORMANCE: SOCIAL MARKETING PROGRAM AREAS

Abstinence
African American Men’s Health Initiative
AIDS Prevention
Anti-smoking
· Adult Cessation, including smokeless product
· Employer/Employee Awareness
· Pregnant women Cessation
· African American Cessation
· Teen Cessation
· Kids Prevention
· Secondhand Smoke Awareness
Asthma Awareness
Bike Helmet Safety
Binge Drinking
Birth Defects

Cardiovascular Disease
Cervical Cancer
Children’s Special Healthcare Needs initiative
Chronic Disease Prevention
Colorectal Screening
Crime Victims Rights awareness
Date Rape Prevention
Diabetes
Domestic Violence
Ecstasy Prevention
Flu Prevention
Fish Advisory
Fetal Alcohol Syndrome
Football Injuries awareness
Genetics Screening
Gamma hydroxybutyrate (GHB) Prevention
Healthy Kids program

Healthy Living promotion
Hearing Screening
Hepatitis C Screening
HPV
Immunization of Infants and Children
Informed Consent issue
Lead Poisoning
Long Term Care awareness
Lung Cancer
Mammography Screening
Medicaid Spend Down initiative
Metamphetamine Prevention
MiChild campaign
Michigan Steps Up
Newborn Screening
Obesity
Organ Donation
Osteoporosis Screening

Partnership for Drug-Free Michigan
Patient Bill of Rights
Plan First!
Pandemic Flu
Problem Gambling
Prostate Screening
Public Health Preparedness
Rabies Prevention
Safe Sleep
Skating Safety
Skin Cancer
Stroke awareness
Volunteer Registry
Teen Gambling
Transitional Medical Assistance
West Nile Virus
WIC