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**A Certified Business Enterprise (CBE)**  
**CBE #: LSDRE26167062024**  
**SAM.gov CAGE Code: 7LCR4**  
**A Limited Liability Company (LLC)**



## SERVICES

**Our Mission Is To Provide Strategic Results-Oriented Marketing, Websites, Apps, Advertising, Graphic Design, Public Relations & It Support To Government Agencies, Corporations, Associations, and Non-Profits.**

### WEBSITES/DIGITAL MEDIA

- Digital Advertising
- Website Design, Management, and Maintenance
- Web Hosting
- Digital Business Management
- Apps
- Social Media
- Website/Marketing Analysis
- Search Engine Optimization (SEO)
- Customer Relationship Management (CRM)
- Email Marketing
- Keyword Optimization
- Google Analytics
- Google AdWords and Remarketing
- Training

### GRAPHIC DESIGN

- Graphic Artists
- Mixed Media
- Multimedia

### DATA ANALYSIS

- Data Mining
- Artificial Intelligence Techniques
- Neural Networks
- Data Driven Decision Management

### PRINTING

- All Forms of Printing

### ADVERTISING & PRODUCTION

- TV, Radio, Print, Digital, Apps
- Public Service Announcements
- Promotion
- Outreach Services
- Video & Film Production

### MARKETING RESEARCH

- Primary & Secondary
- Focus Groups & Surveys
- A/B Testing

### STRATEGIC PLANNING

- Creative Process & Analysis
- Educational Integration
- Marketing Planning
- Marketing Consulting
- Strategic Plan Writing

### PUBLIC RELATIONS

- Media Relations/Press Releases
- Media Database Development
- Crisis and Issue Management
- Communications Training
- Advocacy & Issues Advancement

### CREATIVE DEVELOPMENT

- Logos/Branding Campaigns
- Product Services & Advertising
- Corporate Identities
- Buzz/ Grassroots Marketing
- Messaging & Positioning
- Photography

### DIRECT MARKETING

- Multimedia
- Mixed Media
- Sales Collateral

### PRODUCT PLACEMENT

- Television
- Film

### MEDIA BUYING

- TV, Radio, Print, Digital, Apps
- Outdoor/ Billboards
- Mixed Media

### EVENT PLANNING

- Special Events
- Road Shows
- Promotions
- Product/ Brand Launches
- Trade shows/ Exhibits/ Displays

## CLIENTS





- Strategic Marketing Plan
- Website Design/Development
- Logo/Branding Campaign
- Public Relations
- Brochure Design
- Event Planning



- Strategic Marketing Plan
- Market/Competitor Research
- Website Design/Development
- Advertising Campaign
- Media Buying



- Strategic Marketing Plan
- Public Relations
- Media Buying



- Strategic Marketing Plan
- Media Buying
- Public Relations
- Investor Presentations



- Strategic Marketing Plan
- Media Buying
- Public Relations



- Strategic Marketing Plan
- Media Buying
- Public Relations



- Market/Competitor Research
- Strategic Marketing Plan
- Brand Identity
- Print, Transit, Broadcast & Online Media Buy
- Public Relations



**ParkMobile**

- Strategic Marketing Plan
- Advertising Campaign
- Media Buy
- Billboards
- Bus Shelters
- LED Billboard Trucks



- Development of strategic actionable plans to insure initiatives and "Best in Class" operations.



- Strategic Marketing Plan
- Media Event Planning
- Logo/Branding Campaign
- Public Relations



- Strategic Marketing Plan
- Logo/Branding Campaign
- Brochure Design



- Strategic Marketing Plan
- Market/Competitor Research
- Website Design/Development
- Advertising Campaign
- Media Buying



- Strategic Marketing Plan
- Logo/Branding Campaign



- Strategic Marketing Plan
- Logo/Branding Campaign
- Print, Radio, TV Advertising
- Media Buying
- Event Planning



- Strategic Marketing Plan
- Logo/Branding Campaign
- Website Design
- Public Relations
- Media Buying



- Strategic Marketing Plan
- Print Advertisements
- Exhibit Design



- Strategic Marketing Plan
- Website Design
- Logo/Branding Campaign
- Public Relations Campaign
- Print & Digital Advertising
- Media Buying



- Strategic Marketing Plan
- Media Buying



- Strategic Marketing Plan
- Branding Campaign
- Website Design/Development



- Strategic Marketing Plan
- Branding Campaign
- Website Design/Development



- Strategic Marketing Plan
- Media Buying
- Public Relations

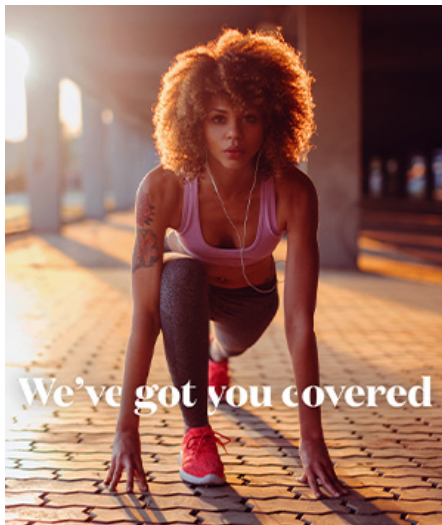
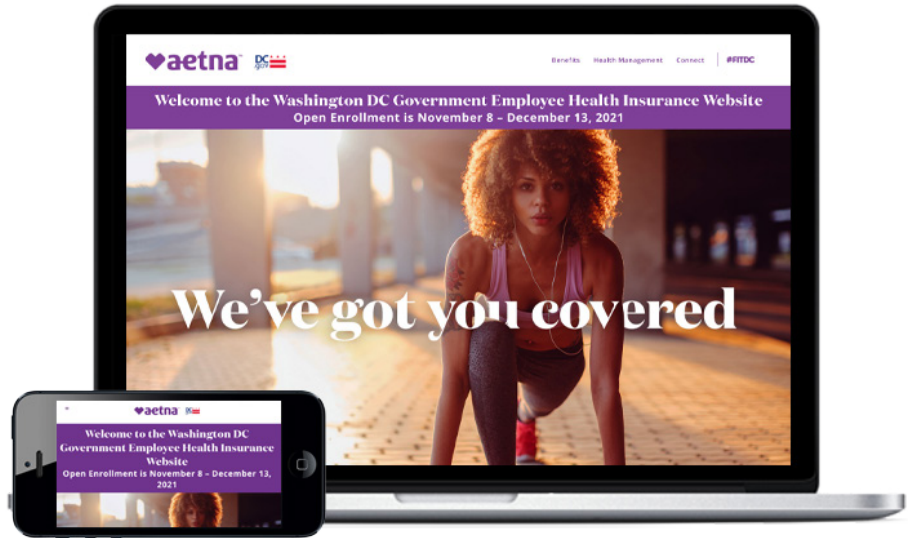
## CASE STUDY

### AETNA

www.AetnaDCgov.com

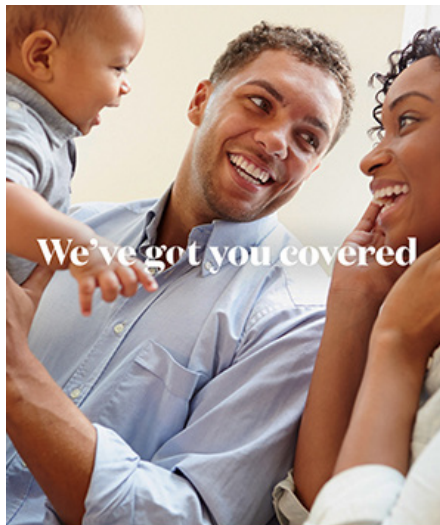
- **Strategic Marketing Plan**
- **Market/Competitor Research**
- **Website Design/Development**
- **Advertising Campaign**
- **Media Buying**

Aetna, hired The Ad Agency to design and produce a website for Aetna DC government employees. We built a modern and creative website along with a major out of home and digital advertising campaign to recruit new members and to educate and provide service to current members. Our campaign doubled the number of enrollees!



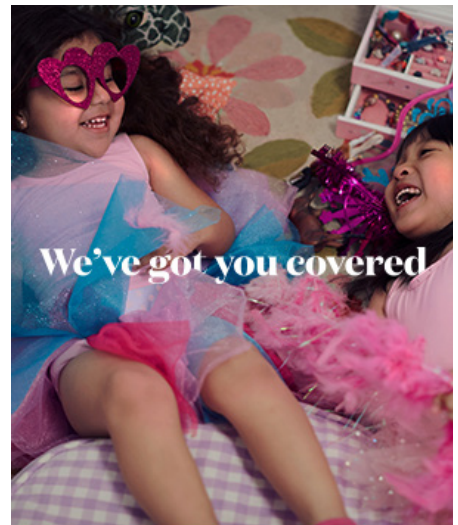
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AetnaDCgov.com

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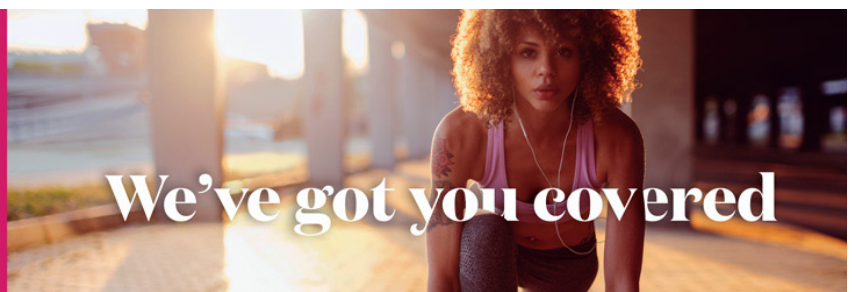


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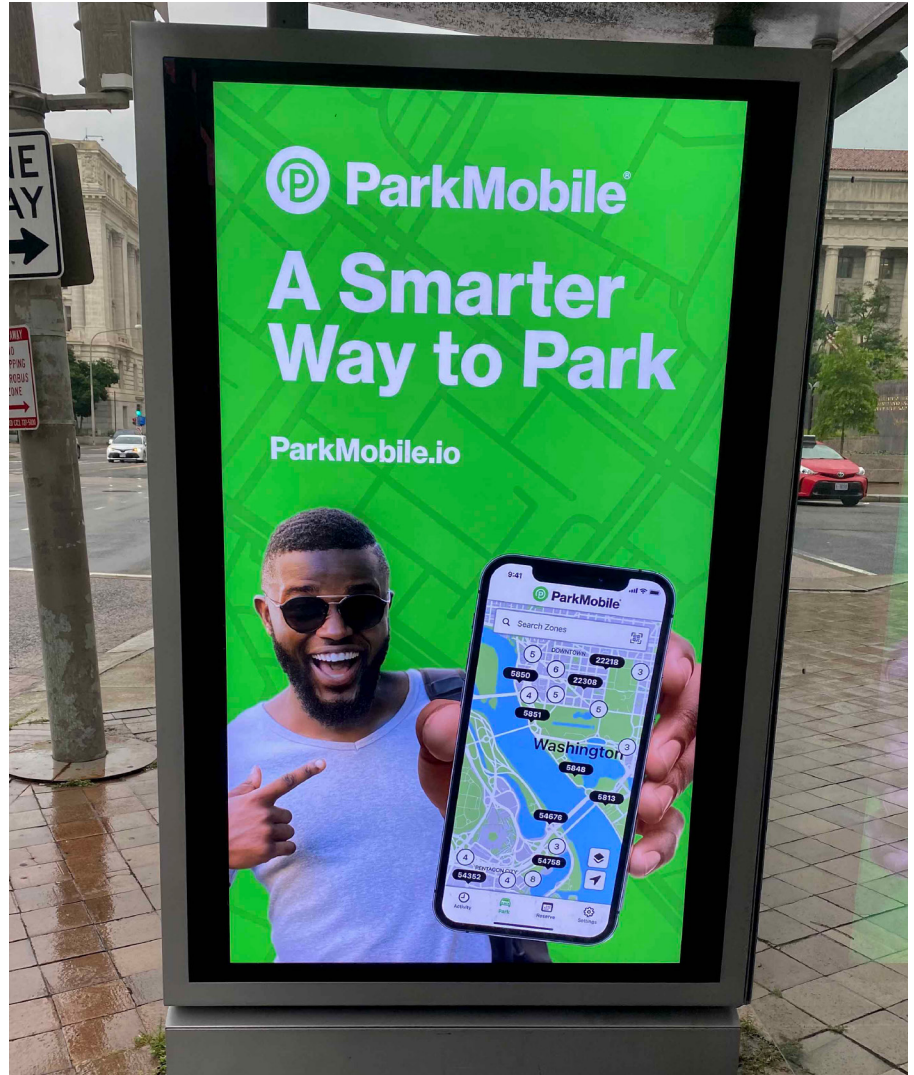
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## PARKMOBILE

- Strategic Marketing Plan
- Advertising Campaign
- Media Buy
- Billboards
- Bus Shelters
- LED Billboard Trucks





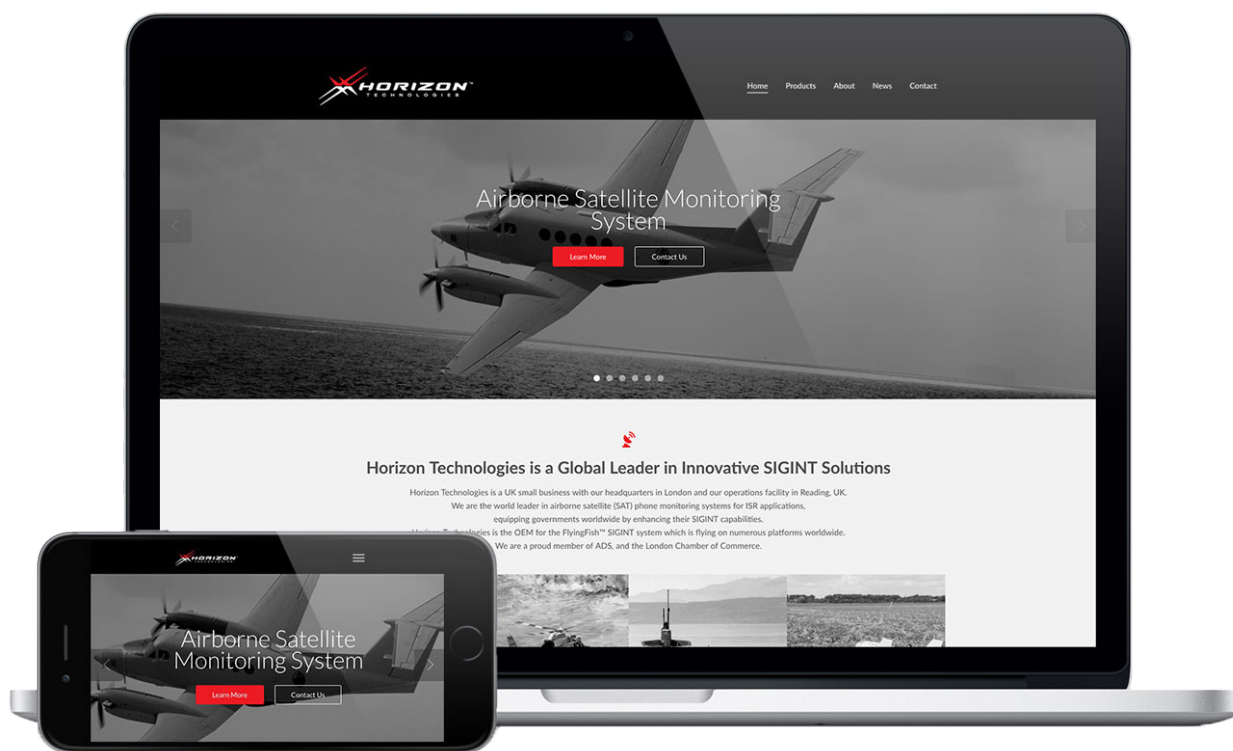
## CASE STUDY

### HORIZON TECHNOLOGIES

www.HorizonTechnologies.eu

- Strategic Marketing Plan
- Website Design
- Logo / Branding Campaign
- Public Relations Campaign
- Print & Digital Advertising
- Media Buying

Horizon Technologies hired The AD Agency to create logos for Horizon Technologies and for its new product FlyingFish™. A new interactive website was designed along with an innovative print and digital international advertising and public relations campaign.



## CASE STUDY

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### HORIZON TECHNOLOGIES

- FlyingFish™ Logo
- Advertisement/Brochure



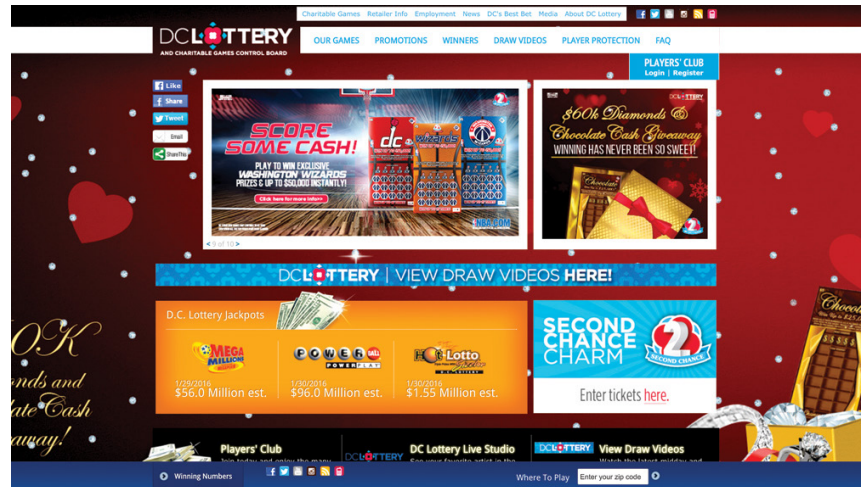
## CASE STUDY

### DC LOTTERY

The Ad Agency was hired to provide services that delivered actionable plans to assist the Office of the Chief Financial Officer with its strategic initiative to ensure “best in class” operations of the DC Lottery and appreciably increase DC Lottery profits.

Our scope of work included:

- Comparison to Best Practices.  
Analysis of:
- Organizational Structure and Positions.
- Compensation Structure and Market Competitiveness.
- Internal Controls and OCFO Risk Assessment.
- Gaming System Operations.
- Claim Center Processing.
- Draw Division Operating Procedures and Business Continuity Plan.
- Fraud Risk Associated with Non-Payment of Players Winnings.
- Customer Service Complaints.
- Financial Services Systems.
- Mission, Vision, Goals and Objectives.
- SWOT Analysis.
- Evolving Internal and External Communications.
- Competitive Landscape / Marketing and Sales Plan.
- Media Testing
- Lottery Procurement Process.
- IT Operations, Systems and Staffing.
- Internal and External Communications.
- Integrity and Security.
- Maximizing Efficiency.
- Retailer Sales Performance.
- Retailers and Account Management.
- Product and Point of Sale (POS) Materials Placement.
- Planogram/Retailer Merchandising Survey.
- POS Materials.
- The Expansion of DC Lottery Sales Network.
- Retailer Penetration.
- Retailer Recruiting Methods.
- Retailer Commissions and Incentive/Methods and Structures.
- Finance and Business Operations.
- Metric Development Program.
- Product Portfolio.
- Existing Instant and Online Game Portfolio.
- Per Capita Sales by Product
- Instant Game Launch Schedules.
- Instant Game Price Points.
- Maximizing Retailer and Player Engagement
- Retailer Education and Communication Methods and Materials.
- Diagnostic Media Audit
- PR Competitive Analysis
- Identifying and Reaching New Players
- Winner Awareness
- Use of Social Media
- Promotional Events
- Promotional Best Practices Analysis
- Draw Operations and Graphics.





**FAIRFAX GREEN ENERGY PARK**

- Brand Identity
- Market Research
- Print and Digital Ads
- Media Buy

**THE FAIRFAX GREEN ENERGY PARK  
WILL REDUCE GREENHOUSE GAS EMISSIONS  
BY 3.6 MILLION TONS.**



**TAKE ACTION! Before It's Too Late!**

**Go to [www.FairfaxGreenEnergy.com/take-action/](http://www.FairfaxGreenEnergy.com/take-action/)  
Ask the Board of Supervisors to support the Green Energy Park**

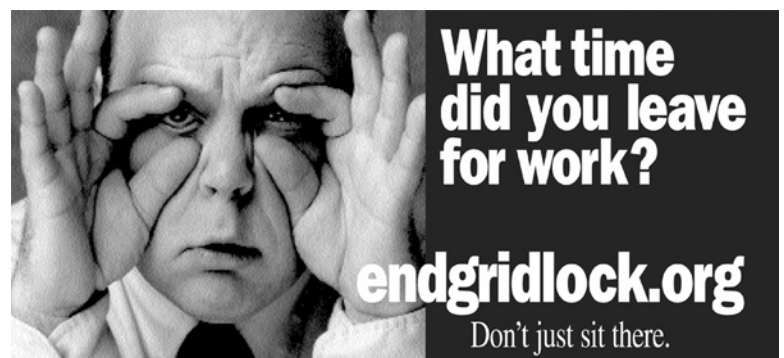


## GREATER WASHINGTON BOARD OF TRADE

- Strategic Marketing Plan
- Logo / Branding Campaign
- Media Buying
- Website Design
- Print, Radio, Online, Billboard
- Advertising Campaign

How do you motivate passive commuters to click on a website, become activists, write letters, send emails and voice opinions at meetings? Using a little "Human Contact," we developed a print, internet, radio and outdoor campaign that drove angry commuters into action.

We also named the brand, designed the logo and built the website. The results were dramatic.





## CASE STUDY

### MONTGOMERY COUNTY, MD

- Strategic Marketing Plan
- Logo / Branding Campaign
- Print, Radio, TV Advertising
- Media Buying
- Public Relations

Montgomery County realized they could save big if they could get people to recycle yard trimmings instead of bagging them for pickup at the curb. They asked The AD Agency to help them change people's behavior, which is a tall order. The County measured and quantified results at every step, so we had to get results from day one.

We decided to win friends and converts among county residents by employing a light approach — an approach that was nonetheless backed by solid information and coupled with emotional appeal. The results have enriched the soil and the pocketbook of the county.

Our multi-award winning marketing plan included full page ads in county papers, a massive composting and grasscycling campaign, 30-second tv commercial, cable TV media buy and PSA, public relations and community outreach, multiple direct mail pieces and the adorable 'Digger the Worm' which accompanied 'Wormlab' — a natural science project that we implemented into the county school system to teach students about the value of composting.

Our Public Relations efforts gained national and local recognition for Montgomery County.



Digger the Worm is a huggable six-foot costume character designed to help make composting come alive for County kids.

# YOUR MOTHER CALLED. SHE WANTS YOU TO GRASSCYCLE.

Once we thought Mother Nature needed lots of help to grow a beautiful lawn, but today new science tells us that nature really does it all on its own. Now there's a new way to keep your lawn healthy and green all year long.

**Free falling clippings mean free food.**

Leaving clippings on the lawn is the best way to keep your lawn healthy. Grass clippings are a natural fertilizer. They contain all the nutrients your lawn needs to grow. Plus, they help keep the soil moist and cool. So, next time you mow, just let the clippings fall. Your lawn will thank you.

**Mow often, mow high.**

Mowing your lawn often and high helps it grow thicker and healthier. A thick lawn can naturally suppress weeds and diseases. Plus, it looks better. So, mow your lawn every 7-10 days, and keep the blades at least 2 inches long.

**Water seldom, water deep.**

Watering your lawn deeply and infrequently encourages deep root growth. This helps your lawn withstand drought and disease. Aim for 1 inch of water per week, including rainfall.

**Relax. Don't fertilize in spring and summer.**

Over-fertilizing can harm your lawn and the environment. Instead, use natural fertilizers like grass clippings. They provide the nutrients your lawn needs without the harmful chemicals found in many commercial fertilizers.

**Fewer chemicals mean more of nature's tillers.**

Using fewer chemicals helps your lawn grow healthier and greener. Plus, it's better for the environment. So, skip the chemicals and let nature take its course.

Remember Mother's call and get a free Grasscycling kit. 202-277-2770

**GRASSCYCLE**

# COMPOSTING IS EASY. JUST ASK YOUR MOTHER.

Composting is Mother Nature's way to recycle. Every year the past grows a lot of food. But what happens to all the food scraps and yard waste? Composting is the answer. It's a natural process that turns your waste into a rich, fertile soil. And it's so easy, even your mother can do it.

**Make a pile, use a bin.**

Any type of waste can be composted. Just pile it up or use a bin. The pile should be about 3 feet high and 3 feet wide. Turn it every 2-3 weeks to keep it moist and aerated. It will be ready to use in 3-6 months.

**Leaves are basic, but why stop there?**

Leaves are a great source of carbon for compost. But you can also use grass clippings, kitchen scraps, and other yard waste. Just make sure you don't add meat, dairy, or oil.

**Add water as you go.**

Moisture is key to composting. Keep your pile or bin moist, but not soggy. Add water as needed to keep the composting process going.

**Some things you shouldn't do.**

Don't compost grass clippings that have been treated with pesticides or herbicides. Also, don't compost meat, dairy, or oil. These can attract pests and cause odors.

**Compost deserves a good turn.**

Use your compost in your garden or lawn. It will help your plants grow healthier and greener. Plus, it will save you money on fertilizer.

**Mulch also about compost.**

Mulch is a great way to use your compost. Just spread it over your lawn or garden. It will help keep the soil moist and cool. Plus, it will look great.

**COMPOSTING**

Call 202-277-2770 for a free Composting Kit.



## CASE STUDY

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### MONTGOMERY COUNTY, MD

**"ANYONE CAN COMPOST":** 30  
TV Commercial



"Anyone can compost, all you need is a small space or a simple enclosure.

Then add some leaves.



Spray on a little water to compact them, and you can compost more than twenty full lawn bags in here.

Financially, it makes sense. You won't have to buy lawn bags and you get lots of free mulch.



You can use it to grow wonderful things.

So many good reasons to compost and it's so easy anyone can do it.

Anyone."



## CASE STUDY

### THE WASHINGTON CONVENTION CENTER

- Strategic Marketing Plan
- Logo / Branding Campaign
- Website Design
- Public Relations
- Media Buying

The new Washington Convention Center (WCC) was approved on a promise of \$1.4 billion in economic impact and 15,000 new jobs by 2006 in a city where hospitality continues to be a major industry. Marketing efforts for the new center included a strategic marketing plan, new logo, print ads, website, brochures, newsletters, premiums, government and community relations, and tradeshow industry updates and support.

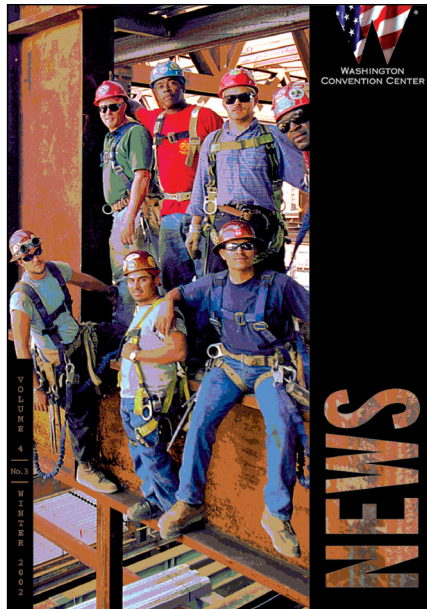
The new identity challenge was to enhance the WCC brand with a new logo that would capture and reinforce Washington, DC as America's city, while establishing a fresh new image that was a major departure from the image of the older facility. The new WCC logo was unanimously approved and successfully captured the spirit of the new convention center.

Our marketing plan included powerful print ads that established the new convention center as an architectural masterpiece and as distinctive and noteworthy as Washington's other impressive monuments.

The marketing and public relations work engaged, informed and fostered buy-in from the community, local businesses and public sector stakeholders. There were many community concerns regarding the impact of both the lengthy construction period and the completed monumental convention center that would be incorporated into one of DC's most historic and established neighborhoods.

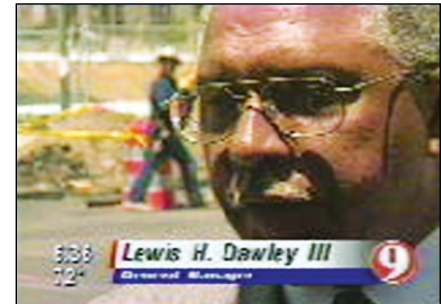


### WASHINGTON CONVENTION CENTER



Included in the campaign were many construction milestone media events, such as the ground breaking, beam signing and the big steel wrap-up. To ensure positive media coverage, the events included the participation of community leaders, and other public and private sector spokespeople representing the various stakeholders.

The campaign proved to be a documented success. In the spring of 2003, all of DC, including the local neighborhood and business communities, as well as the surrounding region, celebrated the opening of the new Washington Convention Center.



## CASE STUDY

### BLACK & INDIAN MISSION OFFICE

- Market / Competitor Research
- Strategic Marketing Campaign
- Brand Identity
- Website
- Database Management
- Public Relations

The AD Agency redesigned the Black and Indian Mission Office (BIMO) website, developed their new brand identity and developed the grant application process and database management systems. The new website gives viewers a more engaging and interactive user experience with improved search and navigation. The AD Agency also designed, produced and distributed their first press release and developed templates and systems for their email creation, distribution and social media. Google AdWords was implemented for the first time. We also applied for and received a \$125,000 yearly grant to help out the organization.

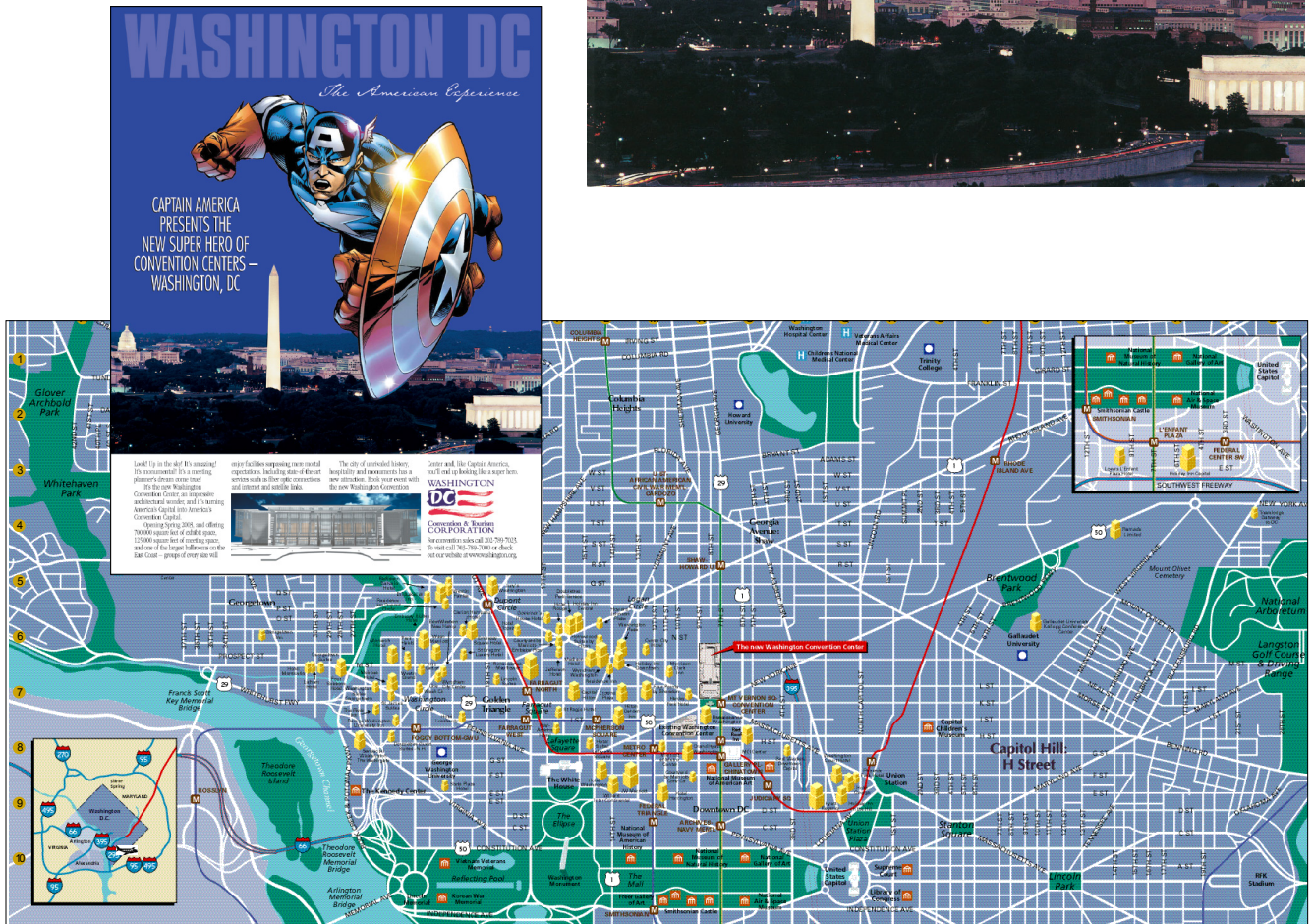
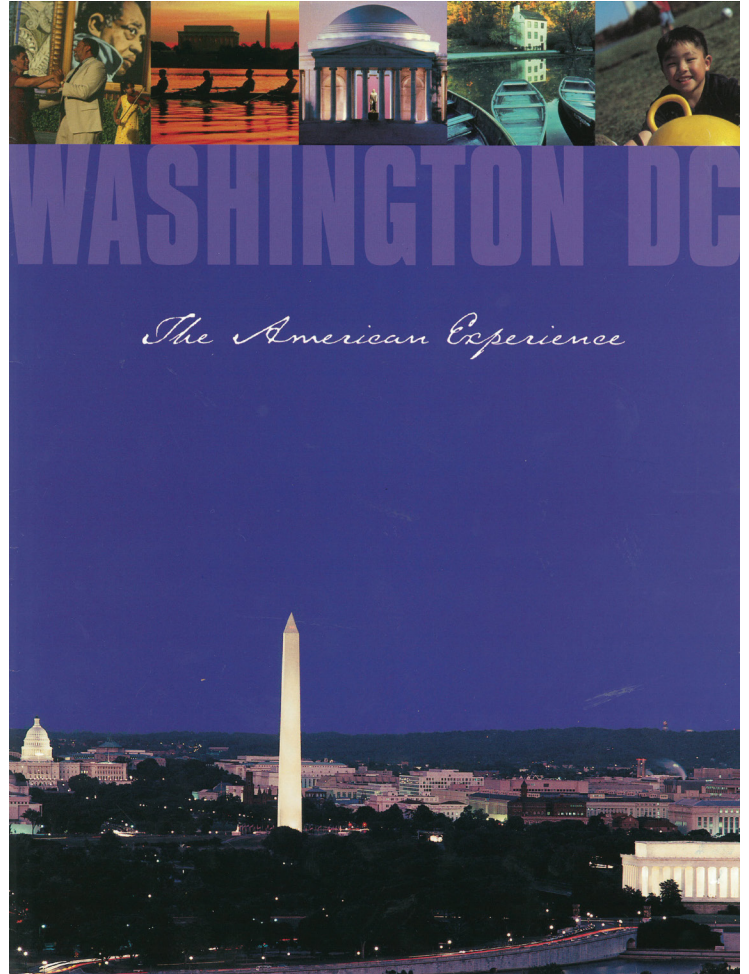




## CASE STUDY

### WASHINGTON DC CONVENTION & TOURISM CORPORATION / DESTINATION DC

- Strategic Marketing Plan
- Print Ads, Brochures, Video, Direct Mail
- Exhibit Design



## DOWNTOWN DC BUSINESS IMPROVEMENT DISTRICT

- Strategic Marketing Campaign
- Media Event Planning
- Logo / Branding Campaign
- Public Relations
- Print Ads, Brochures, Video, Direct Mail, & Trade Show Exhibit Design

Through a self-imposed tax, downtown DC property owners wanted to upgrade and revitalize their area of the city. They chose The AD Agency to develop a strategic marketing plan and brand identity for the area.

We also needed to inform the public of the group's efforts and the changes that would occur. We accomplished this by staging a media event to kick off the city's new image.

We made headlines starting with our innovative invitation—a CD containing the 1960's hit song "Downtown." On the day of the event, every local TV station, radio station and newspaper was present, including front page coverage in USA Today and a feature story on CNN.





## CASE STUDY

### OFFICE OF PLANNING & ECONOMIC DEVELOPMENT District of Columbia

- Print Ads
- Campaigns





## CASE STUDY

### THE FRED THOMPSON SHOW

- Market / Competitor Research
- Strategic Marketing Plan
- Logo / Brand Development
- Print Ad
- Website
- Public Relations

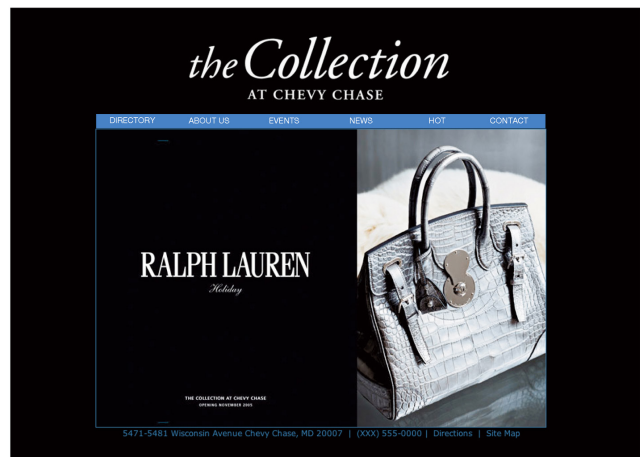
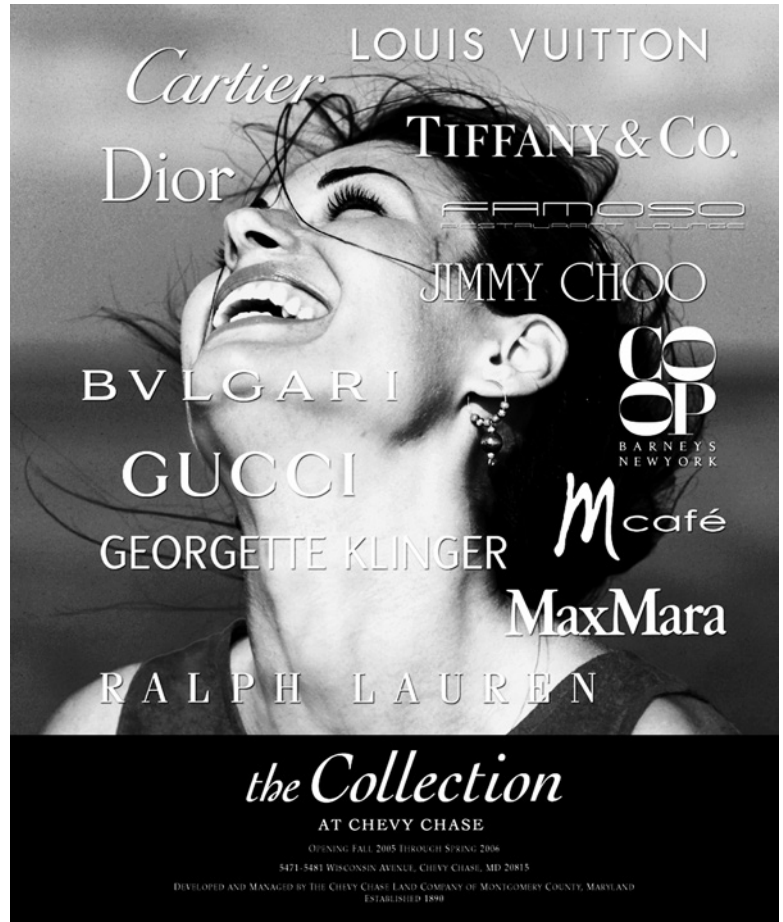


## THE CHEVY CHASE LAND COMPANY

### The Collection at Chevy Chase

The Chevy Chase Land Company tasked The AD Agency with strategically marketing and positioning The Collection at Chevy Chase to luxury brand tenants, future patrons and the general public. With advertisements, public relations, a website and direct mail, we quickly garnered attention—including over \$400,000 worth of coverage in international, national and local media.

Our efforts established The Collection as the “Rodeo Drive of the East Coast” and brought retailers such as Jimmy Choo and Louis Vuitton to DC.





## CASE STUDY

### UNIVERSITY SYSTEM OF THE DISTRICT OF COLUMBIA

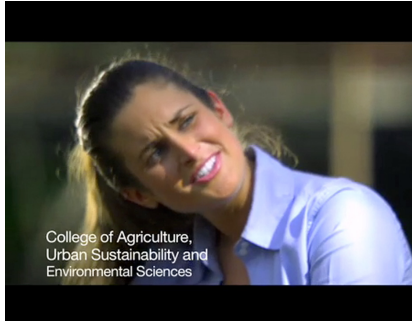
- Market / Competitor Research
- Strategic Marketing Plan
- Brand Identity
- Print, Transit, Broadcast & Online Media Buy
- Brand Identity

The University of the District of Columbia (UDC) launched the most aggressive effort in the history of the university to promote itself. The series of print, transit, broadcast and online ads was designed to highlight the substantial changes taking place at UDC, as well as improve the school's image in the community and raise awareness / enrollment.





## CASE STUDY



### **“Get to know the new UDC”: 30 TV Commercial**

Music: UDC jingle

(Cut to shot of neighbors talking at urban garden)

[Type on screen: College of Agriculture, Urban Sustainability and Environmental Sciences]

Person 1: “Did you know UDC is going green with an entirely new college called CAUSES?”

(Cut to two lawyers talking at D.A.R.)

[Type on screen: David A. Clarke School of Law]

Person 1: “Did you know the UDC law school is considered one of the best public interest law schools in the country?”

(Cut to shot of mechanics working in airport hanger)

[Type on screen: Community College of DC]

Person 1: “Did you know the Community College of DC offers an aviation technology program at Regan National?”

(Cut to Dr. Sessoms exterior shot)

Sessoms: “Get to know the new U-D-C”

(Cut to firebird background and School logo.)

Super: [udc.edu](http://udc.edu)

## CASE STUDY

### FLETCHER, HEALD & HILDRETH

- **Market / Competitor Research**
- **Strategic Marketing Plan**
- **Brand Identity**
- **Website Design**
- **Public Relations**

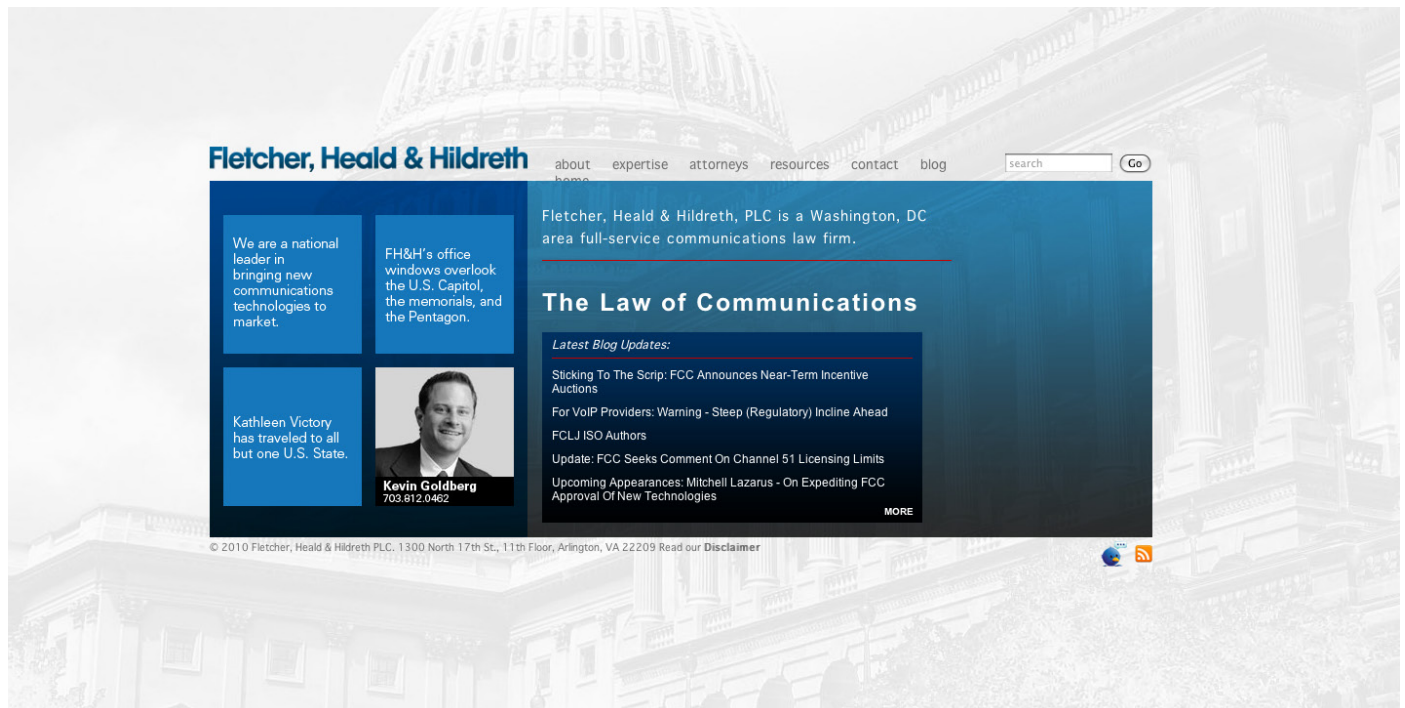
The AD Agency was hired to design and produce the new Fletcher, Heald & Hildreth logo, brand and website. The new site is slick, attractive, easy to navigate, informative, and all the good things that a law firm website should be. It introduces Fletcher, Heald & Hildreth, and lets you know who they are and what they can do.

You can read about the current team of lawyers and the firm's history. (They've been around for 74 years, almost as long as the FCC.) On the home page we've included interesting factoids about each of the attorneys. One factoid per view—just hit refresh to see a different one. Once you get started, it's hard to stop—like eating peanuts.

It's got nice photos of everyone. We debated what the photos should look like. Should they pose in faux meetings or courtroom dioramas, looking brutally hard-nosed yet supremely reasonable? Should they emphasize their softer side, dressing up in recreational garb (wetsuits? cycling outfits? camo?)? Should they pose in non-office settings looking tanned, rested, and ready? We went with down-to-earth, the way they really look—except in person they are in full color.

The website has links to their blog and their informative publications, the Memo to Clients and FHH Telecom Law. The front page also includes the headlines from their most recent blog postings, in the unlikely event that you haven't seen them elsewhere.

## Fletcher, Heald & Hildreth



Visit [www.fhhlaw.com](http://www.fhhlaw.com)





## CASE STUDY

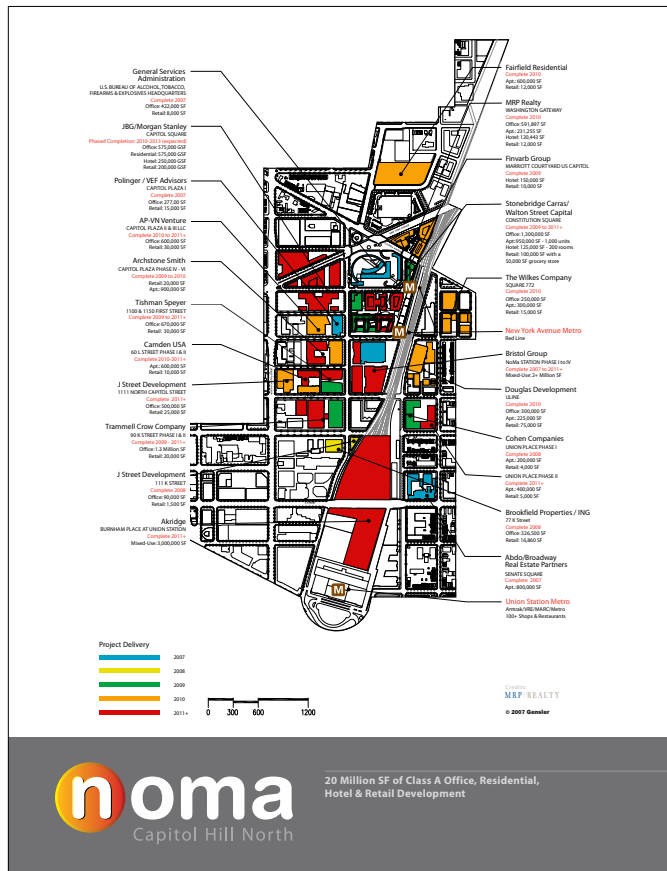
### NOMA BUSINESS IMPROVEMENT DISTRICT

- Market Research
- Brand Identity
- Mayoral Launch Event
- Brochure
- BID Map

The Noma BID asked The AD Agency to develop a powerful brand image that would position the area for tremendous growth and change over the years to come.

Our branding efforts helped to create a new logo and collateral materials that successfully reflects the vibrant, 24/7 community that Noma is becoming.

We then coordinated a BID launch event with stakeholders, developers, politicians and community members. The event helped create a buzz about the changes to come and highlighted developers' incoming projects. Mayor Adrian Fenty and Congresswoman Eleanor Holmes Norton unveiled the new logo at the launch. This event was also coordinated by the agency.



### **CAPITOL RIVERFRONT BUSINESS IMPROVEMENT DISTRICT**

- **Strategic Marketing Plan**
- **Logo / Branding Campaign**

The AD Agency was hired to brand the Southwest Waterfront BID—an area undergoing rapid development changes catalyzed by the consolidation of the Navy Yard complex and the construction of the 41,000 seat Nationals Ballpark. As one of the three areas of the city defined to accommodate the future commercial and residential growth, the area is also part of the visionary Anacostia Waterfront Plan.

Working closely with property owners and stakeholders, we developed a new name, logo, and strategic marketing plan for the new BID.



## WASHINGTON, DC ECONOMIC PARTNERSHIP


- Strategic Marketing Plan
- Logo / Branding Campaign
- Brochure Design

The AD Agency successfully re-branded the Washington, DC Marketing Center into the Washington, DC Economic Partnership and produced maps of the DC area and brochures to promote the city.

The DC Marketing Center was a misnomer and confused the retailers, businesses, non-profits and associations the organization serves. The agency arrived at a better alternative by researching the names and logos of comparable organizations in surrounding counties as well as top cities nationally and internationally. During the organization's fifth anniversary event, the new name and logo were unveiled to 1,000 annual meeting attendees.




## Washington, DC Economic Partnership



Washington, DC

Experience the World of Opportunities

### DOWNTOWN DC



AN OPPORTUNITY FOR RETAILERS TO BRIDE THE DAY

**F**our world-class theaters. Athletics and concerts at the MCI Center. Galleries on 7th Street. Museums of art, culture, sports, architecture, German and Jewish history. Irish pubs and 5-star restaurants. The FBI's headquarters and the White House. What Downtown DC offers both residents and retailers alike is a viable urban lifestyle with truly unique amenities.

The very well-educated, well-traveled, knowledge workers fueling the city's new economy increasingly desire an urban, rather than suburban, shopping experience. With so many more social and cultural amenities in the city – and busy consumers growing weary of crowded, traffic-plagued malls – the suburbs can no longer compete with Downtown DC.

#### WHO WORKS DOWNTOWN

TOTAL EMPLOYMENT:	2004	125,000
2004	200,000	
PERCENTAGE OF TOTAL DC EMPLOYMENT:	2004	568,000
2004	63%	
PERCENTAGE OF DC EMPLOYMENT:	2004	40
2004	34%	
PERCENTAGE OF DC EMPLOYMENT:	2004	40%
2004	54%	

#### WHO LIVES DOWNTOWN

Average Household Income

Primary Trade Area: 45,000 Households	2001	\$40,000
2001	\$60,000	
Secondary Trade Area: 50,000 Households	2001	\$65,000
2001	\$80,000	

Notes: 1. Within 1 mile of the T Street Corridor, including areas immediately surrounding the T Street Corridor. 2. Includes the region outside the Primary Trade Area, but within the District.

#### WHO VISITS DOWNTOWN

NUMBER OF VISITING TOURISTS IN 2001: 19 million

PERCENTAGE OF VISITING TOURISTS:	2001	45.1
2001	34%	
PERCENTAGE OF VISITING TOURISTS:	2001	\$50,000
2001	72%	

#### DOWNTOWN DC HOTELS

1998	1.2	\$10.00 (\$10.00)
1999	1.2	\$10.00 (\$10.00)
2000	1.2	\$10.00 (\$10.00)

AVERAGE DAILY RATE (ADR): \$107.19 \$106.02 \$105.03



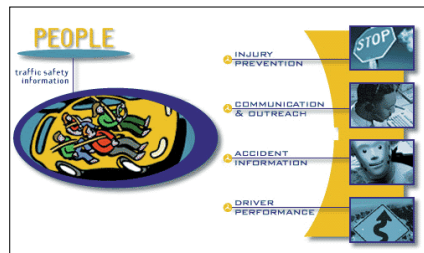
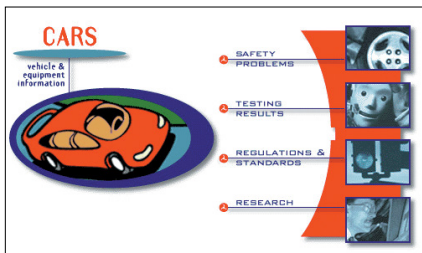


## CASE STUDY

### U.S. DEPARTMENT OF TRANSPORTATION NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)

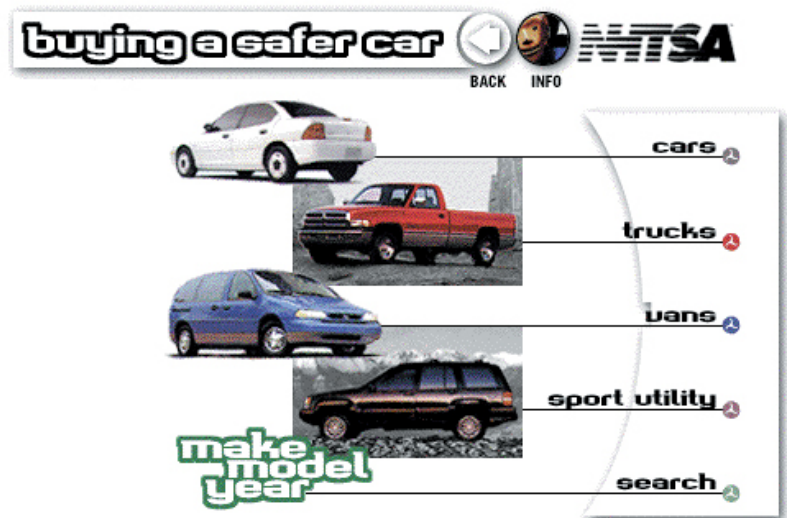
- Strategic Marketing Plan
- Website Design / Development
- Logo / Branding Campaign
- Public Relations
- Brochure Design
- Event Planning

DOT came to The AD Agency in need of a website to help spread the word about highway safety issues. We responded with a comprehensive site that included: individual vehicle and equipment safety reports, personal safety tips, news, community efforts and outreach programs, and a host of other safety related topics. The site has been a huge success.



### U.S. DEPARTMENT OF TRANSPORTATION NATIONAL HIGHWAY TRAFFIC SAFETY ADMINISTRATION (NHTSA)

The AD Agency was recruited again by the National Highway Traffic Safety Administration to create a website for its "Buying a Safer Car" division. The agency developed a home page which enabled users to access a comprehensive database related to crash test results, safety features, and other data about new and used cars. We also provided links to actual crash test footage for the different vehicle types.





## CASE STUDY

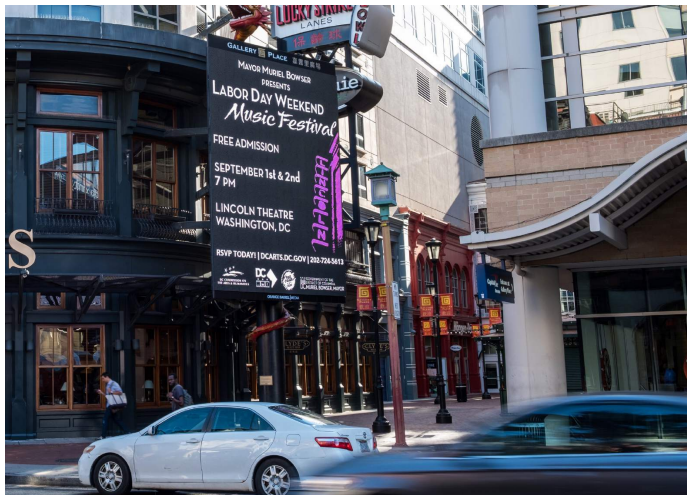
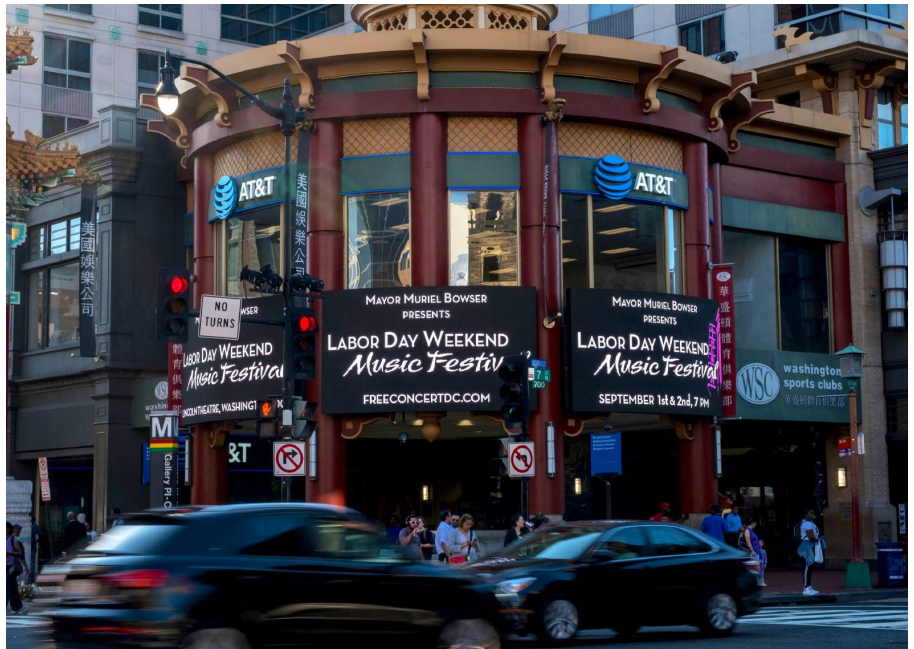
### DC COMMISSION ON ARTS AND HUMANITIES - LABOR DAY MUSIC FESTIVAL

District of Columbia

- Media Buy
- Social And Digital Media
- Website Design/Development
- Event Marketing
- Radio Advertising

The DC Commission on the Arts and Humanities hired The Ad Agency to promote the Labor Day Weekend Music Festival. The goal of the campaign was to increase attendees for both nights and we exceeded all expectations.

The campaign was focused mostly on digital advertising within Google AdWords, Facebook, Instagram and Twitter. We aggressively advertised on these platforms to reach the most amount of people in a short amount of time. The ads also ran on digital billboards and radio stations throughout the city.





## CASE STUDY

### DC COMMISSION ON ARTS & HUMANITIES - 33<sup>RD</sup> MAYOR'S ARTS AWARDS

District of Columbia

- Media Buy
- Social & Digital Media
- Event Marketing

The Ad Agency was hired to do the marketing for the 33rd Mayor's Arts Awards in DC. We marketed the event on their social media channels with posts and event pages. Digital ads ran on Google Adwords, Facebook, Instagram, and Twitter.

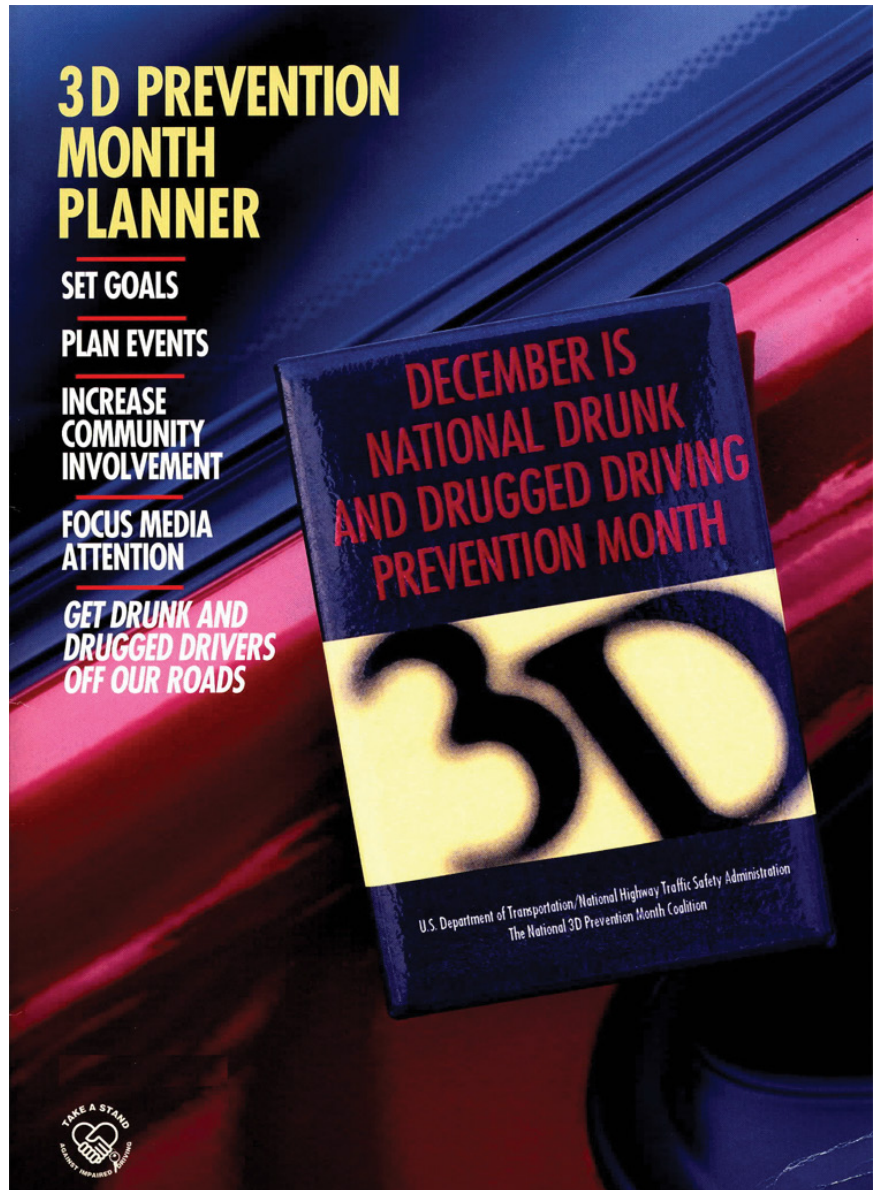
The event was a resounding success.



## CASE STUDY

### THE U.S. DEPARTMENT OF TRANSPORTATION (USDOT)

The U.S. Department of Transportation (USDOT) serves the United States by ensuring a safe, efficient, accessible and convenient transportation system that meets national interests. We have worked vigorously with many of their agencies including the National Highway Traffic Safety Administration (NHTSA), Federal Highway Administration (FHWA), Federal Aviation Administration (FAA) and the Transportation Administrative Service Center (TASC) to support their efforts. Our work for USDOT included strategic plans, annual reports, public relations, website design and development, event planning and logo design. With our help, they provided vehicle and equipment safety reports, personal safety tips, news, community educational outreach programs, etc.



### HOW TO USE THE 3D MONTH PLANNER

The enclosed materials can assist you and your organization with making your 3D Month activities a success. In it are suggestions for getting the business sector involved in anti-DWI efforts, sample media materials, fact sheets on various DWI-related topics, and information on national special events like "Lights on for Life," National Holiday Litterweek, and MADD's Red Ribbon of Memories. For those who are new to working with media, the Media Materials section has practical tips on establishing good relationships with TV, radio and newspaper reporters.

The materials in this planner are meant to serve as a starting point for your 3D month planning efforts and are intended to spur your community's imagination and creativity. Choose activities that will get the word out effectively in your area.

The key to the success of this year's 3D Month is the involvement of the local/grass-roots organizations throughout the nation. It's the combination of the local candlelight vigils, non-alcoholic beverage tasting parties, increased sobriety checkpoints and regional media campaigns that all add up to a concentrated public awareness effort.

After you are finished planning your 3D Month activities, please take a moment to fill out the enclosed 3D Month planner evaluation form. The 3D Month Coalition would like to know what materials you found most helpful and what we can do to improve the Planner for next year's 3D Month.

### WHAT IS 3D MONTH?

In the last decade, encouraging progress has been made in reducing injury and death in motor vehicle crashes involving drivers and pedestrians impaired by alcohol and other drugs. However, alcohol-related crashes still claimed 16,000 lives in 1994, about a third of them under 25 years of age, and remain a leading cause of death for teenagers and young adults. These alcohol-related crashes, injuries and disabilities cost society at least \$46 billion in lost productivity, medical costs, property damage and other direct expenditures. Over \$5 billion of these costs was for health care.

To help reduce these senseless tragedies, the National 3D Prevention Month Coalition made up of public and private sector organizations has declared December as National Drunk and Drugged Driving (3D) Prevention Month. The Coalition is encouraging community groups, government agencies, law enforcement and business throughout the nation to conduct 3D Month promotions to get the word out to their communities about the dangers of impaired driving. Groups are asked to tie their efforts into this year's campaign theme, "Take a Stand Against Impaired Driving."

The 3D Prevention Month Coalition has established a number of goals for the 1995 3D Month campaign. They are to:

#### EDUCATE THE PUBLIC ABOUT IMPAIRED DRIVING

Impaired driving is defined as a reduction in the performance of critical driving tasks due to the effects of alcohol or other drugs. Practice the following facts:

- At least one out of every 10 drivers is considered intoxicated if his or her blood alcohol concentration (BAC) is at or above the legal limit in that state (either .08 or .10 grams/deciliter).
- At least one out of every 10 drivers is considered intoxicated if either a driver or a pedestrian (including bicyclist) involved in the crash had a BAC of .08 grams/deciliter or higher.
- For some drivers, any measurable alcohol puts them at increased crash risk, and the risk increases substantially at or above .08 BAC.
- Seat belts are the best defense against an impaired driver. Eighty percent of all occupants killed in DWI crashes are unrestrained by seat belts. Research has shown that safety belts reduce the risk of fatal or serious injury to front-seat passengers by 45-50 percent.

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#### FOCUS ON THE YOUNG ADULT DRIVING DRIVER

When planning 3D Month activities, keep in mind that this year's national focus is the Young Adult Driving Driver, particularly drivers aged 21-34. Members of this population are significantly over-represented in all categories of DWI crash statistics, including fatalities.

See the Young Adult Driving Driver fact sheet in the Background Information section on page 24 for additional information.

#### EDUCATE THE PUBLIC ABOUT EFFECTIVE STRATEGIES FOR "TAKING A STAND AGAINST IMPAIRED DRIVING"

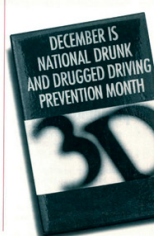
- Release and heavily promote the latest national and state statistics about the over-representation of 21-34 year old drivers in the impaired driving problem (accidents, crashes, deaths, serious injuries).
- Encourage states to pass tougher laws (BAC, .08 BAC, zero tolerance, vehicle impoundment and license plate confiscation).
- Encourage states to strengthen law enforcement efforts and improve alcohol screening and treatment of DWI offenders.

- Promote local "Red Ribbon of Memories" events.
- Promote "Lights on for Life" Day (Friday, December 15).
- Promote National Holiday Litterweek (December 15-17).
- Encourage the use of designated drivers.
- Promote tips for safe and responsible party hosting.

#### PROVIDE TOOLS FOR ENACTING 3D MONTH ACTIVITIES IN STATE AND LOCAL COMMUNITIES

- Sample media materials and proclamations are enclosed.
- Suggestions for special events and local promotions are included in the planner.

Please join us in making December 1995 an effective Drunk and Drugged Driving (3D) Prevention Month.





# The AD Agency REEL

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Videos are available at [www.theadagency.com/reel](http://www.theadagency.com/reel)



UDC - Did You Know?



Pittsburgh Zoo



Pennsylvania Tourism - Snow Angel



Pennsylvania Tourism - Gettysburg



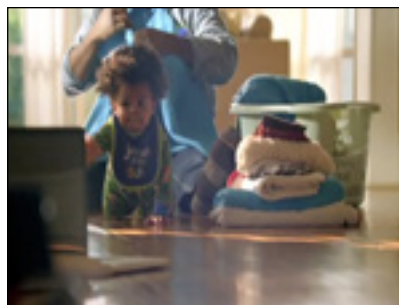
PBS - History Detective Rock



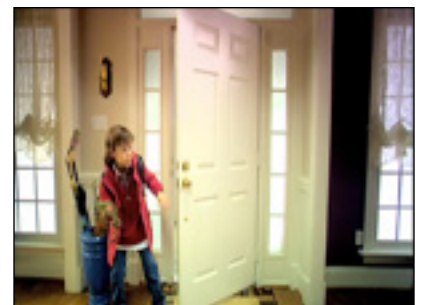
PBS - ARS Hand It Down



Discovery Shark Week



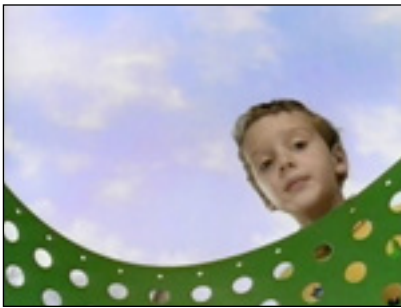
CDC - Protector



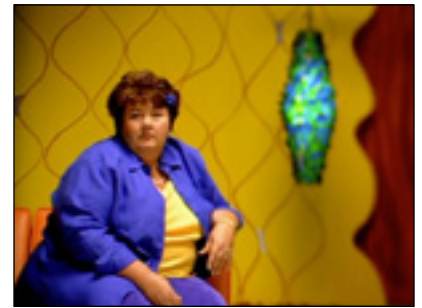
CDC - Bring It Home

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Videos are available at [www.theadagency.com/reel](http://www.theadagency.com/reel)



Montgomery County  
Anyone Can Compost



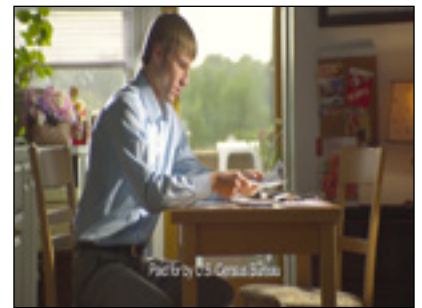
Cable One - Chicks Rule



WCTC - New Convention Center



US VA - Online Claims Made Easy



US Census - Motivation (Russian)



## PRIMARY NIGP CODES

**0372300** - Cards, Greeting (Including Recycled Types)  
**0375200** - Novelties and Advertising Specialty Products  
**0375222** - Bags: Imprinted, Printed, or Screen Printed  
**0377800** - Souvenirs: Promotional, Advertising, etc.  
**2083900** - Desktop Publishing  
**2085000** - Graphics: Clip Art, Demos, Presentation, Slide Shows, etc.  
**2085400** - Internet and Web Site Software for Microcomputers  
**2095100** - Graphics: Clip Art, Demos, Presentation, Slide Shows, etc.  
**5576200** - Signage, Advertising Type (Interior and Exterior)  
**5597000** - Signage (Incls. Destination, Routing, and Advertising)  
**7005105** - Button Making Machines, Advertising, Including Accessories  
**7151017** - Booklet/Pamphlet, Safety  
**7153030** - Electronic Publications  
**7153500** - Electronic Publications: Directories, Dictionaries, Encyclopedias, etc.  
**7154735** - Employee Handbook  
**8015600** - Signs, American Disability Act (ADA)  
**8015800** - Signs: Billboard, Advertising, etc.  
**9050500** - Aerial Photography  
**9064000** - Graphic Design – Architectural  
**9150000** - Communications and Media Related Services  
**9150100** - Advertising Agency Services  
**9150110** - Advertising Agency Services  
**9150200** - Advertising (Notice of Bid Solicitation)  
**9150300** - Advertising/Public Relations  
**9150340** - Public Relations Services  
**9150400** - Advertising, Outdoor Billboard, etc.  
**9150600** - Audio Production  
**9150700** - Audio Recording  
**9150900** - Audio/Video Production Services Complete  
**9151500** - Broadcasting Services, Television  
**9152200** - Communications Marketing Services  
**9152300** - Conference Coordinating and Planning Services  
**9153861** - Printing, Digital File Output, From Photoshop Compatible File  
**9154540** - Promotional and Education Products  
**9154800** - Graphic Arts Services (Not Printing)  
**9155100** - Information Highway Electronic Services  
**9155190** - World Wide Web (WWW) Advertising Services  
**9157100** - Newspaper and Publication Advertising  
**9157200** - Photography (Not Including Aerial Photography)  
**9157300** - Public Information Services (Incl. Press Releases)  
**9157355** - Outreach Services  
**9157400** - Radio Commercial Production  
**9158200** - Video Production  
**9158280** - Video Production, TV Related Services  
**9159600** - Web Page Design and/or Management Services  
**9180000** - Consulting Services  
**9180200** - Audio and Visual (A/V) Consulting  
**9180700** - Advertising Consulting  
**9182000** - Business Consulting, Small  
**9182100** - Business Consulting, Large  
**9182600** - Communications: Public Relations Consulting  
**9183210** - Consulting Services (Not Otherwise Classified)  
**9187500** - Management Consulting  
**9187600** - Marketing Consulting  
**9204059** - Programming For Database Web Development Environment  
**9615300** - Marketing Services (Incl. Distribution, Research, etc)  
**9615346** - Marketing and Sales Services  
**9617900** - Trade Services (Facilitation, Information, Marketing, etc.)  
**9651500** - Artwork, Camera Ready  
**9651520** - Artwork, Camera Ready  
**9653000** - Desk Top Publishing Services  
**9653049** - Layout and Graphic Design Services  
**9654600** - Graphic Design Services for Printing  
**9657057** - Pre-Press: Color Separations, Composite Film, Stripping, Chromolin or Match Print Proof, Etc.  
**9660000** - Printing and Typesetting Services

## PRIMARY NAICS CODES

541820 - Public Relations Agencies  
541820 - Public Relations Consulting Services  
541820 - Public Relations Services  
541830 - Media Buying Agencies  
541830 - Media Buying Services  
541840 - Advertising Media Representatives  
541840 - Magazine Advertising Representatives  
541840 - Media Advertising Representatives  
541840 - Media Representatives  
541840 - Newspaper Advertising Representatives  
541840 - Publishers' Advertising Representatives  
541840 - Radio Advertising Representatives  
541840 - Television Advertising Representatives  
541850 - Advertising Services, Indoor Or Outdoor Display  
541850 - Advertising, Aerial  
541850 - Billboard Display Advertising Services  
541850 - Bus Card Advertising Services  
541850 - Bus Display Advertising Services  
541850 - Display Advertising Services  
541850 - Indoor Display Advertising Services  
541850 - Outdoor Display Advertising Services  
541850 - Out-Of-Home Media (I.e., Display) Advertising Services  
541850 - Store Display Advertising Services  
541850 - Subway Card Display Advertising Services  
541850 - Taxicab Card Advertising Services  
541850 - Transit Advertising Services  
541860 - Advertising Material Preparation Services For Mailing  
541860 - Direct Mail Advertising Services  
541860 - Direct Mail Or Other Direct Distribution Advertising Campaign Services  
541870 - Advertising Material Direct Distribution Services  
541870 - Circular Direct Distribution Services  
541870 - Coupon Direct Distribution Services  
541870 - Directory, Telephone, Distribution On A Contract Basis  
541870 - Door-To-Door Distribution Of Advertising Materials  
541870 - Flyer Direct Distribution (Except Direct Mail) Services  
541870 - Handbill Direct Distribution Services  
541870 - Sample Direct Distribution Services  
541870 - Telephone Directory Distribution Services, Door-To-Door  
541890 - Advertising Specialty Distribution Services  
541890 - Demonstration Services, Merchandise  
541890 - Display Lettering Services  
541890 - Mannequin Decorating Services  
541890 - Sign Lettering And Painting Services  
541890 - Welcoming Services  
541890 - Window Dressing Or Trimming Services, Store  
541910 - Broadcast Media Rating Services  
541910 - Marketing Analysis Services  
541910 - Marketing Research Services  
541910 - Opinion Research Services  
541910 - Political Opinion Polling Services  
541910 - Public Opinion Polling Services  
541910 - Public Opinion Research Services  
541613 - Marketing Consulting Services  
541810 - Advertising Agencies  
711510 - Writers Of Advertising Copy  
561410 - Desktop Publishing  
512110 - Motion Picture And Video Production  
512191 - Motion Picture  
512199 - Booking Agencies





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