

Campbell & Company DC is known for creating campaigns that get noticed. And get results. We focus on issues that disproportionately affect vulnerable populations. Yet, time and time again, our work motivates people to act by clicking, texting, or calling. Campbell & Company's repeated success reflects nothing short of our exceptional ability to use research to craft messages, strategies and visuals that resonate with each intended audience

## NIGP CODES

- 918-26-00
- 918-26-20
- 915-01-10
- 915-04-00
- 918-07-00
- 965-30-49
- 715-00-00
- 915-23-00

## CERTIFICATIONS

- CBE
- DCSS

## OUR AREAS OF EXPERTISE

- Strategic Planning
- Creative Services
- Digital Marketing
- Community Engagement
- Research & Evaluation
- Media Planning & Buying
- Events & Logistics
- Advertising

## OUR WORK



### Office of the People's Counsel

Devised the strategy to secure participation in the agency's inaugural virtual conference on climate change. Elements included community engagement in partnership with CBOs, civic associations, and other DC government agencies. Created paid advertising that included transit, outdoor, radio and social media.



### OSSE, Career & Technical Education (CTE)

Rebranded CTE to increase student participation and educate parents and stakeholders about the program's benefits. Wrote and designed 50+ career-specific fact sheets and a website that promotes the requirements for these in-demand careers.



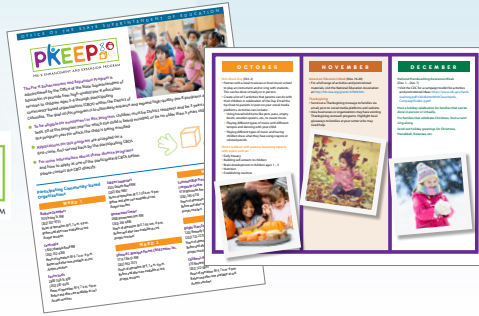
### OSSE, DC Tuition Assistance Grant (DCTAG)

Since 2017, created integrated advertising campaigns to raise awareness of changes to DCTAG, a program that provides grants for college. Revised advertising strategy and updated messaging to reflect the impact of COVID-19 on students, parents and other adult influencers.



### DC Office of the Tenant Advocate (OTA)

For the past 3 years, increased attendance at OTA's annual summit through impactful branding, targeted advertising, and community engagement. Partnered with elected officials, CBOs, and other District agencies. Also, managed all earned media and onsite logistics.



**OSSE, Preschool Development Grant**

Rebranded the District’s universal pre-K program by creating a new logo, transit advertising, and outreach materials in seven languages. Helped 23 local centers raise their profile through tailored marketing plans, which included a competitive analysis, creative audit, community outreach strategies, and COVID-specific messaging.



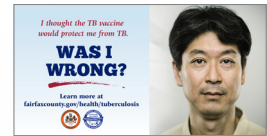
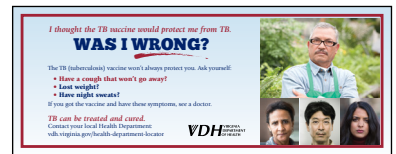
**Office of the Deputy Mayor for Education**

Stimulated conversation about truancy and generated more than 53 million media impressions for the Deputy Mayor for Education’s school attendance initiative.



**DC Public Library**

Created the iconic campaign that elevated the importance of early literacy activities at DC Public Library. Increased the number of visits to learnDC.org/earlychildhood by 750 percent in one month.



**Fairfax County Health Department**

Created a social marketing campaign for Northern Virginia to highlight TB symptoms and encourage testing. Used geotargeting to reach specific immigrant communities with high rates of TB.

**SELECT CURRENT & FORMER CLIENTS**

- DC Health
- DC Office of the State Superintendent of Education
- DC Office of the Tenant Advocate
- DC Office on Aging
- DC Public Library
- Fairfax County Health Department
- Office of the People’s Counsel
- Virginia Department of Behavioral Health & Developmental Services
- Virginia Department of Health
- Centers for Disease Control and Prevention
- Centers for Medicare & Medicaid Services
- National Institutes of Health
- US Department of Agriculture
- US Department of Health and Human Services
- US Department of Housing and Urban Development
- US Office of Minority Health
- White House Office of National Drug Control Policy



**For More Information:**

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