



Capabilities for Education

BRANDING | DESIGN | MESSAGING | RESEARCH

Drives Marketing. Moves People.



WEBSITE DEVELOPMENT AND CREATIVE SERVICES FOR RECRUITMENT, STUDENT ENGAGEMENT, ALUM SUPPORT

COMPANY OVERVIEW

With staff augmentation for student enrollment, fan experience and alumni engagement efforts, B63 Line serves public, private, and corporate preschool, primary, secondary and post-secondary education institutions. With distinct communication channels, targeted messages, and personalized value propositions we help schools drive marketing for recruiting, enrollment, development, diversity growth, workforce development and more.

CORE COMPETENCIES

- Market Research
- Messaging and Copywriting
- Print & Digital Design
- Recruitment Marketing

DIFFERENTIATORS

- On-Call Creative Services
- Distills Large Data Into Usable Design
- Alumni Development & Fundraising
- Environmental/Experiential Design

DESIGNATIONS

DUNS: 929687932

Cage Code: 67P65

NAICS: 323111, 323115, 323117, 511130, 511210, 518210, 541370, 541430, 541511, 541519, 541611, 541613, 541620, 541690, 541715, 541720, 541810, 541850, 541860, 541870, 541890, 541910, 561410, 711510

UNSPSC: 55120000, 80000000, 80100000, 80140000, 80160000, 81000000, 81160000, 82000000, 82100000, 82110000, 82120000, 82130000, 82140000, 83110000, 83120000, 86000000, 86130000, 90150000

WBENC: 2005127879

WOSB: 170516 (Third-Party Certification; EDWOB)

EDGE Certified: 221473

PAST PERFORMANCE

Miami (Ohio) University – Developed online fundraising portal and social media aggregator to support development during student move-in day.



Wright State University – Designed basketball arena game floor and environmental graphics for improved game-time experience.



University of Dayton Research Institute – Developed branding for State and Federal initiative, plus messaging and web development to support new service launch.



Washington State Community College – Conducted research for rebranding, developed strategic messages and recruitment campaign, and deployed new website.



Eastern Kentucky University – Supported internal marketing teams with copywriting and content development for student recruitment.



Sinclair College – Synthesized market data for new educational tracks, developed content, and designed pathway plans for workforce development.



RECOGNITION

- 2018 Advocate of the Year; ORV Women's Business Council
- 2009-17 American Graphic Design Awards (x19); GDUSA
- 2013 Eclipse Integrity Award Finalist; BBB
- 2012 CFO of the Year Honoree; Dayton Business Journal
- 2010 Forty Under 40 Recipient; Dayton Business Journal
- 2010 Rookie Business of the Year; Dayton Business Journal



Credit Card Payments Accepted

Legal entity: Baldwin Creative & Co., LLC
31 South Second St., Ste. 201, Miamisburg, OH 45342
937.490.4000 | www.b63line.com
Judy Brinegar | jbrinegar@b63line.com

