



Drives Digital. Moves People.

Capabilities for Government

DIGITAL & CONTENT MARKETING | BRANDING | MARKETING & SALES ALIGNMENT



COMPANY OVERVIEW Federal, State, and local agencies and programs have increasingly specialized needs for their communications. We develop integrated marketing communications programs – for online and offline applications – to support your mission and drive desired action. As more government communications are required to be accessible online, we’ve developed a framework for building a long-term strategy that meets communication and information needs while helping to

achieve compliance. We partner with State and Federal organizations and prime contractors to distill and analyze data and consumer input to develop digital-customer facing experiences that achieve goals and mandates.

As a certified women-owned business and an Ohio EDGE company, B63 Line delivers digital marketing expertise while helping to fulfill your agency’s diversity engagement requirements.

CORE COMPETENCIES

- Digital Marketing Assessments
- Digital Media Planning
- Responsive Website Design
- Content/Copywriting (Web/Print/Email Marketing)
- Social Media Marketing
- Distills Big Data Into Usable Strategies and Design
- Market Research

UNIQUE COMPETENCIES

- Platform and Web Software Development
- Stakeholder Communications
- Program Reporting Support
- Event Marketing
- Thought Leadership Branding
- Data Synthesis

DIFFERENTIATORS

- Certified WBENC, Ohio EDGE, and SBA WOSB
- Data-Driven Creative and Marketing Approach
- Experienced On-Demand Exec Level Team (CFO, CMO, CRO)
- Experienced SBIR Sub-contractor
- Product Commercialization and Startup Advisors

PAST PERFORMANCE

U.S. Army Corps of Engineers

Translated data from shoreline protection, navigation and ecosystem restoration studies into an easily understood Costal Systems Portfolio Initiative Technical Review.



Shore Protection Improvement Initiative (S3P21)

Developed intra-program communications protocol to exchange program and project-related technical and administrative information with stakeholders.



Institute for Water Resources

Collaborated with Federal, State and non-governmental agencies as well as business and industry, academia and non-profits to support development of a community of best practices. Developed simplified communication approach to reach a broad audience using dimensional illustrations, easy-to-compare stats, and color-coded designs.



Dayton Development Coalition

Managed resources of State of Ohio Third Frontier Program. Drove outreach and community communications initiatives while spearheading economic collaboration. Facilitated relationships and venture capital deals with companies in advanced materials, IT, aerospace manufacturing and sensors.



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: 80000000, 81160000, 82000000, 83110000, 83120000, 86000000, 90150000

WBENC: 2005127879

WOSB: 170516 (Third-Party Certification; EDWOSB)

EDGE Certified: 221473

RECOGNITION

- 2019 Bronze Hermes; American Advertising Federation
- 2009-18 American Graphic Design Awards (x24); GDUSA
- 2018 Advocate of the Year; ORV Women’s Business Council
- 2013 Eclipse Integrity Award Finalist; Better Business Bureau
- 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

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