



THE INTEGRATED MARKETING GROUP

U.S. Government Certified Contractor

Who We Are:

- TIMG is an integrated marketing solutions firm with years of experience in strategic planning, advertising, public relations, community outreach, media, corporate responsibility programs, video productions, conference/meeting events, promotions, productions, mobile marketing and research.
- TIMG works with both the private and government sectors. Some examples are, the Defense Intelligence Agency, U.S. Customs & Border Protection, U.S. Air Force, USDA, Army National Guard, U.S. Army, U.S. Navy, Anheuser-Busch Companies, DIAGEO, P&G, Pepsi Cola, New York Life, among many others.
- TIMG has established strategic relationships with key multinational agencies for potential teaming alliances to fulfill customer requirements.



The Strategic Integrated Approach:

Through effective integrated strategies, TIMG will secure positive results from our marketing services thus generating millions of impressions and massive awareness.

Advertising



Media/Tours



Media Outreach



Online/Web



Video Production



Mobile Marketing



Outreach/Publicity



Conference/Events



Who We Work With:



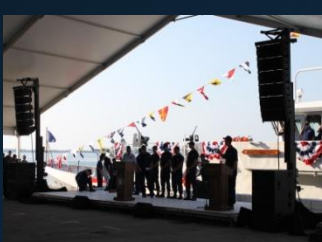
USCG Cutter Bernard C. Weber Commissioning Ceremony - Production

Project Overview:

TIMG was selected to assist with the Bernard C. Webber, Commissioning Ceremony .

Involvement:

- The commissioning ceremony required three days of set up, rehearsal and Showtime. TIMG worked closely with the point of contact and adhered to the specific requirements of the statement of work and the onsite meeting. TIMG worked an additional day to insure that everything was on target.
- TIMG worked closely Coast Guard Alaska TV show, Disney and the Coast Guard Public Affairs to provide and facilitate audio hook up needs. We worked close with the USCG Band director to insure that audio was perfect for performers singing the national anthem and Coast Guard song.
- TIMG worked very closely with USCG master of ceremony and Commander to insure that audio microphones were tested and tested for all the dignitaries, such as congressional, mayoral, Commandant, family of Bernard C. Webber were heard perfectly clear.



Florida Army National Guard FLARNG Landing Pages

Project Overview:

The Project Objective was to design and the development web landing pages which link to fnationalguard.com

Involvement:

- TIMG created flexible, informative pages geared towards a target audience 17-24 year olds (secondary market of 25-34 year olds). Developed pages that delivered information to key audiences with the purpose of providing information on the National Guard.
- The Pages were used for lead generation and surveys to track viewer's behaviors and movements within the landing pages.
- All landing pages integrated into the Recruiting & Retention mission through an overall appealing marketing strategy designed to reach 17-42 year olds converting them from visitors of the site into qualified leads.
- Team TIMG is also providing the potential for analytics to analyze individual pages effectiveness.
- TIMG was awarded a second contract for the following year.



National Guard Bureau - Video Production Environment Management Systems



Project Overview:

The Army National Guard EMS under the National Guard Bureau needed to produce a training/marketing videos that would provide environmental training to installation personnel in support of military operations and in compliance with environmental laws and regulations.

Involvement:

- In support of this mission, the ARNG has contracted TIMG primarily required to update the 2004 EMS Awareness video and the 2004 EMS Shop Operations video.

- Specific tasks to complete this effort have been outlined in detail and TIMG is complying with each one.

- TIMG captured all the EMS and other relevant shots from various military facilities in different states to be incorporated in the video products.

- TIMG working with the ARNG POC's and with other key staff have captured video of several Generals and senior officers as well as enlisted personnel for the video.



USCG Cutter Richard Etheridge, Commissioning Ceremony – Production

Project Overview: TIMG was selected to produce various elements of the 2012 USCG Fast Response Cutter Richard Etheridge in Port Everglades, Florida.

- TIMG produced all the tent structures, audio/sound, staging, fans, seating, LED video screen among other requirements.
- TIMG in a period of four days, built the structure, set up audio and sound equipment with it qualified audio engineers, prepare, organized and executed all the requirement ready for the scheduled rehearsal day.
- TIMG executed as required flawlessly and provided the venue set up with seating and audio sound for approximately 1000 guest and dignitaries.
- TIMG in the execution of the assignment worked closely with the USCG POC, Senior Staff, Port of Miami Directors, USCG Band Director, Public Relations personnel, among others.
- TIMG provided electronic media with audio hook up their news coverage at the ceremony.



Bud Bowl 2007, 2008 & 2010 National Media Relations

Project Overview:

The Anheuser-Busch Companies get behind Bud Bowl in a big way placing their resources to make sure that everyone knows that they are the “King of Beers”.



Involvement:

- TIMG supported A-B's Bud Bowl as the agency of record for Bud Bowl public relations efforts in the United States generating over 23 million household impressions.
- TIMG developed and executed one of the most aggressive media tours in South Florida targeting TV networks, radio stations, print and internet media.
- TIMG toured the media outlets generating positive publicity for Bud Bowl, the Clydesdales, Busch Gardens, the Bud Select Speedboat, Drink Responsibly programs, and the VIP-invitation concert events in Miami.
- TIMG coordinated & documented the series of media and community relations activities including the Mayors presentation to A-B proclaiming Bud Bowl Day.

USAF – Air Force Week Integrated Media & Production

Project Overview:

TIMG was selected the agency of record to support the United States Air Force for the launching Air Force Week – Sacramento 2009.

Involvement:

- The production consisted of TV and radio spots, scripting, narration, addition of music and editing English and Spanish spots, production of web banners and the production of thirteen digital rotary billboard ads.
- The media planning, negotiation and placement required follow through with media to secure that the budget would not only cover cost of but enable an adequate schedule from paid and added value media.
- TIMG secured and monitored all web banners, streamline videos, and radio spots.
- The primary objective was to promote Air Force Week – Sacramento, it's properties such as Tops In Blue, Aaron Tippin Concert, the USAF Band of the Golden West, the USAF Aerial Demonstration Squadron, and the Thunderbirds.



USCBP – Recruitment Advertisement TV, Radio, Outdoor, Online & Outreach



Project Overview:

The Department of Homeland Security – U.S. Customs & Border Protection launched a national initiative to recruit 6,600 U.S. Border Patrol Agents by December 31, 2008.

Involvement:

- TIMG supported U.S. Customs & Border Protection by launching a recruitment media campaign initiative.
- Based on the Statement of Work, TIMG planned and developed an integrated media strategy that consisted of television, radio, out-of-home and internet. In addition, TIMG diligently organized a media tour of two of the key markets with the approval of USCBP.
- TIMG's approved integrated media plan, was extremely aggressive due to its use of combined media.
- The U.S. Customs & Border Protection campaign was documented to provide samples of the media campaign and media tour examples.

US Army –IOWA Army National Guard NMTC Training Video



Project Overview:

TIMG was selected in 2009 and again in 2011 as the agency to produce a training video for the Iowa Army National Guard, National Maintenance Training Center. The objective of NMTC is to train general maintenance companies. NMTC is an environment where soldiers train to repair and maintain the latest force – Mod Equipment in the Army's Inventory. NMTC is a place where unit commanders can develop and conduct a training program to support their mission-essential task list.

Involvement:

- The TIMG production team coordinated with the CO and POC to program the best timeframe to schedule the three days of shooting at the Camp Dodge NMTC facilities.
- The key objective for the video is to utilize the final product for training purposes and outreach to military personnel. The Iowa NMTC facility a one of a kind in the entire world.
- The Integrated Marketing Group filmed three days in high definition and photographed over six hundred digital images in high resolution of the facilities.

FBI 2009 Youth Academy - Media Outreach



Project Overview:

The FBI Youth Academy program consists of classroom, laboratory, outdoor and field trip activities. Students gain full awareness of the required education and training for specific careers within the FBI and the law enforcement arena. Students become fully immersed in hands-on modules and learn about how FBI agents using expert investigation techniques solve crimes.

Involvement:

- TIMG supported the 2009 FBI Youth Academy by developing and implementing an integrated publicity effort to build awareness.
- TIMG with approvals distributed to the targeted media press releases in English and Spanish.
- TIMG held an extremely successful press conference event at Miami Dade College – North campus where media like CBS, NBC, FOX, UNIVISION, MEGA TV and Genvt were present.
- TIMG secured Television coverage in the top English and Spanish TV local stations. In addition, TIMG secured b-roll and photography for the 2010 publicity efforts.

USDA – FSIS Mobile Marketing Campaign May 2010 – November 2015

Project Overview:



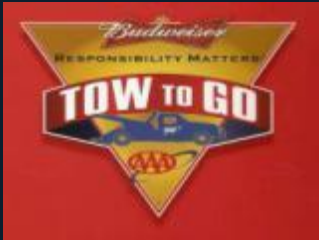
FSIS launched the new USDA Food Safety Mobile Program in 2010 to support local food safety education efforts and reach consumers where they live. The USDA Food Safety Mobile is traveling throughout the country visiting local community events to educate consumers about food safety and the four key messages that are Clean, Separate, Cook and Chill.

Involvement:

- The USDA Food Safety Mobile appears at events such as: state and local county fairs, schools, conventions, and at USDA/FSIS events.
- The vehicle is stocked with FSIS publications, a grill, various visuals and related hardware used to demonstrate food safety.
- TIMG transports and maintains the USDA Food Safety Mobile for extensive travel throughout the continental United States and activates each of the events nationwide.
- TIMG staff members are with the vehicle at all times to assist the USDA, Department of Health Services staff and volunteers.

A-B Corporate Social Responsibility Programs – Drink Responsibly

Project Overview:



The Tow To Go program offers consumers the opportunity to get a free ride home for themselves and their automobile. A-B understands that major events and holiday weekends are the most awaited party weekends of the year, and consumption tends to be higher, and the “Drink Responsibly” message needs reinforcement.



Involvement:

- Executed aggressive media tours at key South Florida and network television and radio stations; general market as well as Hispanic. Many of the interviews were on the most popular live television and radio programs in South Florida.
- TIMG secured an official proclamation for the Tow To Go Program with the office of the Mayor Carlos Alvarez.
- TIMG held an extremely successful press conference event with the Miami Dade Mayor who received national coverage on the major networks.
- TIMG executed a radio media tour of the top 17 English and Spanish stations in the market.



A-B Corporate Social Responsibility Programs – Designated Driver

Project Overview:



SAFE, is a non-profit organization of paramedics and fire fighters that conducted presentations concerning safe driving habits and poor choices. Anheuser-Busch, in conjunction with SAFE, the I-95 Corridor Coalition, kicked off the campaign. The Integrated Marketing Group, the agency of record for A-B public relations, provided support at a local private school.



Involvement:

- Conducted media relations for the official kick-off event.
- Coordinated PSA's to be run throughout the local broadcast media.
- Coordinated the official press release of *Street Smart* and premiums for the media and those attending the official kick-off press conference.
- Media tours were conducted in both the general and Hispanic markets to help promote Anheuser-Busch's message of “Drink Responsibly.”
- Media coverage included television, radio, print, and online.



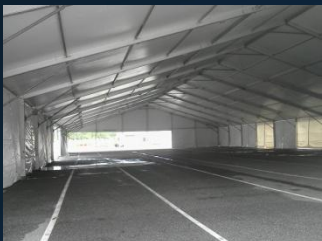
Defense Logistic Agency – Production Deposition Services – 20,000 Square Ft.

Project Overview:

DLA needed a 20,000 square feet tenting for outdoor storage at Robbins AFB during a de-contamination process for a two months period

Involvement:

- TIMG was selected for the erecting of a 20,000 sq ft warehouse tent, including delivery, set up and breakdown/retrieval of tent term completion.
- TIMG's term for sixty days is occurring and DLA personnel are satisfied and impressed with the quick set and execution of responsibilities.
- TIMG built the tent to specifications and currently waiting for a potential extension.
- TIMG production team collaborated with the CO and POC to coordinate a prompt set up to meet the short timeline that existed.
- TIMG had just completed a commissioning ceremony and at the same time coordinated the quick turnaround that DLA need.



USCG Academy - Production Commencement Ceremony

Project Overview:

The 2012 United States Coast Guard Academy commencement ceremony required audio and sound for the graduation.

Involvement:

- TIMG was selected to provide the Audio/Sound for the 2012 Commencement Ceremony.
- TIMG coordinated the USCG Academy to produce the audio sound for the commencement event.
- TIMG with its team arrived on schedule and produced the audio/sound prior to the scheduled date and was able to conduct a sound check with the Lt . Commander in charge.
- TIMG as scheduled was on schedule for rehearsal and was on standby until the go or no go advisory due to heavy rains.
- TIMG continue to be on standby with all equipment ready during heavy rain and was notified of a no go. The Lt Commander was extremely pleased with TIMG and did have a sound check prior to bad weather.



New York Life - Business Symposium

Project Overview:



New York Life's key objective was to launch its marketing campaign reaching the Hispanic consumer market in South Florida. To accomplish their objective, they selected TIMG to assist them. A key objective was for New York Life to key influential's and organizations so they could begin to develop business relationships.



Involvement:

- TIMG, selected as the agency of record assisted in developing relationships with media, chambers of commerce and the movers & shakers.
- TIMG was responsible for the execution and activation of more than 30 events and programs that supported New York Life agents in developing sales leads and the recruitment of new agents.
- TIMG was responsible for the execution, coordination, production, and public relations of one of the most successful symposium events in 2007.



DA – Defense Intelligence Agency – Leadership Workshop

Project Overview:

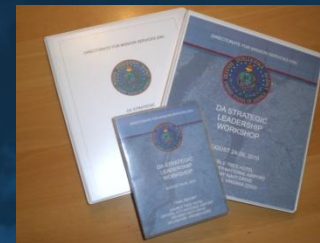


The Defense Intelligence Agency's Directorate for Mission Services selected TIMG to assist in the planning of a meeting for the Senior Leadership in an offsite facility. TIMG conducted research for the offsite strategic planning and suggested and developed content; provided an agenda and facilitation for the offsite meeting.



Involvement:

- TIMG assisted the DA Leadership to help ensure all offices were aligned with the same strategic goals. Through face-to-face interviews, TIMG received feedback from Office Chief's to facilitate discussions on process improvement and shared objectives.
- TIMG also developed Leadership Workshop content and materials based on DA discussions and interviews, to prepare the agenda, events and activities for the Leadership Workshop.
- Fifteen days after the off-site meeting, TIMG submitted a written summary report detailing the meeting results, workshop evaluation and results



Company Information & Government Certifications:

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- ✓ Cage Code: 4PG63



THE
INTEGRATED
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GROUP

• US Small Business Administration

- ✓ Section 8(a) Certification – Expiration: April 4, 2017, Case # 302507
- ✓ SDB Certification – Expiration: April 4, 2017, Case # 302507



• 2010 - Open Ratings Certified Score of 93%

• GSA Schedules –



GS-07F-0051V / GS-07F-0052V

• SEAPORT Enhance Contract: N00178-09-D-5713



• DOT Certification / Miami Dade County, Small Business Development

- ✓ ACDBE & DBE Certifications – Expiration: November 30, 2013, Cert. # 12109
- ✓ Micro/SBE – Expiration: November 30, 2013, Cert # 12110



• National Minority Supplier Development Council (NMSDC)

- ✓ MBE Certification – Expiration: September 01, 2012, Cert. # M001328

