

# The Baskin Group Capabilities Statement



The Baskin Group (TBG) is an accomplished full service marketing and communications firm that creates multi-platform campaigns that assist organizations and companies with elevating their agendas and achieving their business objectives in the marketplace. We are committed to helping organizations enhance their value proposition and connect with people and communities they serve. We have specific expertise in strategic content development and marketing to diverse audiences.

## We help organizations engage their stakeholders through the following services:

Brand Strategy	Web Development
Advertising/ PR Campaigns	Social/Digital Strategy
Content Development	Strategic Messaging/Voice
Brand Identity & Collateral	PolyCultural Marketing
Search Engine Marketing	Mobile App Development
Mobile App Development	Web Development
	Social Media

## CERTIFICATIONS/LICENSES



- WOSB
- WBE
- MBE
- 8a Certified
- District of Columbia Business License
- Maryland Business License
- Delaware MBE/WBE



## NAICS CODES

541511 541611 541690 541820 541990  
541519 541613 541810 541910

## CONTACT INFORMATION

Tanya Baskin  
202-664-0465 [tanya@tbgstrategies.com](mailto:tanya@tbgstrategies.com)  
[tbgstrategies.com](http://tbgstrategies.com)

## SAMPLE PROJECTS

### MARKETING - STRATEGIC COMMUNICATIONS - MEDIA

#### The University of the District of Columbia

Conducted market research to develop a new brand narrative for internal and external stakeholders to support enrollment and marketing efforts. Applied data and research to launch a comprehensive multi-platform marketing and communications campaign. Also launched a grassroots advocacy campaign to secure \$146 million from the District of Columbia for university-wide initiatives.



#### State of Play

Successfully developed and led the brand position and digital strategy for *State of Play* program. Originally a live video podcast, *State of Play* was transformed into a one-hour television show that aired weekly on World TV in 177 markets and the former Black News Channel, bought by The Grio TV, with access to 52 million consumers. *State of Play* conducted a weekly "deep dive" into touchstone issues in America and how they impact marginalized communities.



#### Service Coordination, Inc (SCI)

Successfully developed crisis communications plan to manage potential reputational threats. Developed key messaging and strategies to deploy appropriate narrative to all stakeholders. Developed action plan to quell existing crisis and deepen relationships with partners. Simultaneously used crisis to position SCI as an industry leader and an advocate for impactful policies that save money and increase customer care statewide. New positioning allowed client to begin building coalition with stakeholders to elevate its brand position.



#### Cancer Support Community (CSC)

Developed a communications strategy, brand development and visual identity for the deployment of CSC's Center for Health Equity in Oncology. The Center is focused on creating actionable solutions to advance cancer health equity for the most vulnerable communities. Additionally, the Center will serve as a platform for the coordination of all of CSC's health equity programming onsite and serve as a model throughout their entire network.



## FEDERAL GOVERNMENT

**SCORE** Collaborated with leadership of the largest national network of free volunteer small business mentors to develop positioning and tactical messaging for national mentor recruitment campaign targeting the African American market. Developed media relations strategy to align with SCORE's organizational objectives. Secured national and regional placements in African American outlets, coordinated interviews with key executives and SCORE advocates, and connected SCORE with leading African American organizations for partnership opportunities.



#### Consumer Financial Protection Bureau

Worked as a subcontractor to support the CFPB's campaign to share resources to families negatively impacted by the pandemic and are at risk of foreclosure and eviction. TBG focused on securing media in target markets and outlets that focused on marginalized communities. Overall we secured media in over 30 outlets which garnered more than 3 million impressions.

