

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. Through content development and innovative brand strategies, we are committed to helping organizations enhance their value proposition, connect with the people and communities they serve, and ultimately grow their companies with clear intent and purpose. We have specific expertise in strategic content development and marketing to diverse audiences.

INTEGRATED BRAND COMMUNICATIONS

We help organizations engage their stakeholders so they can build awareness, spur conversation and compel them to action. We provide the following services:

- Brand Strategy
- Advertising/PR Campaigns
- Content Development
- Brand Identity & Collateral
- Search Engine Marketing
- Search Engine Optimization
- Strategic Messaging/Voice
- PolyCultural Marketing

CERTIFICATIONS/LICENSES

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

NAICS CODES

- 541613
- 541618
- 541820
- 541910
- 541870
- 541611

CONTACT INFORMATION

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HIGHER EDUCATION/MULTICULTURAL MARKETING

The University of the District of Columbia is a Historically Black College based in Washington DC. TBG conducted market research to develop a new brand narrative for internal and external stakeholders to support enrollment and marketing efforts. Using data and research we launched a comprehensive multi-platform marketing and communications campaign. Additionally, we launched a grassroots advocacy campaign to secure \$146 million in funding from the District of Columbia to support university-wide initiatives – an endowment that has not increased in over 10 years.

BROADCAST/DIGITAL MEDIA

State of Play Successfully developed and led the brand position and digital strategy for State of Play program – originally a live video podcast – now a one hour television show that airs weekly on Black News Channel with access to 52 million consumers, and World TV in 177 markets. State of Play conducts a weekly “deep dive” into touchstone issues in America enriched with insights from special guests. State of Play considers the underlying forces shaping the issues and how they disproportionately impact marginalized communities.

SOCIAL IMPACT

Service Coordination, Inc (SCI) Worked with SCI to successfully develop crisis communications plan to manage potential reputational threats. Developed key messaging and strategy to deploy appropriate narrative to all stakeholders. Consulted senior leadership to develop an action plan to quell existing crisis and deepens relationships with partners. Simultaneously used crisis as an opportunity to develop a long term narrative that positioned the client as an industry leader and an advocate for impactful policies that save money and increase customer care across the state. New positioning allowed client to begin to build coalition with other stakeholders within their space to elevate their brand position.

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

Special Olympics Inc. is a global nonprofit based in Washington, DC. Served as Executive Producer of major event at The White House, hosted by President and Mrs. Obama, to celebrate Special Olympics and kick off the countdown to the Special Olympics World Games. Developed strategic positioning and messaging platforms for the event. Secured Katy Perry as lead talent and served as primary point of contact and coordination for Perry team, White House staff, production company and Special Olympics.

Pack H₂O Served as CEO of Pack H₂O, a social innovation company based in Columbus, OH, founded by industrial packaging company GREIF (GEF, NYSE) to address the global need for access to clean water in water-stressed and disaster-prone countries. Created strategic business and fundraising plans, and managed implementation of those plans during start-up phase. Built integrated support from key leaders across municipal government, water agencies and local organizations, creating a replicable model program for Pack H₂O to scale globally.