



CAPABILITIES STATEMENT

Founded in 1997, BBG&G Advertising, Inc. is a full service advertising, marketing, and public relations firm with strengths uniquely suited to the changing economy. Our communication programs are designed — and messages crafted — to effectively influence behavior and change public opinion by winning their hearts and minds.

Our single-minded purpose is to achieve our clients' objectives, regardless of the challenges they face. We are in this business to make a difference, and we accomplish this by combining our marketing savvy with our research-based creative solutions.

BBG&G is a certified woman-owned small business enterprise that is currently in process for GSA Schedule in Advertising and Integrated Marketing Solutions (AIMS) for Advertising Services, Public Relations Services, Web-based Marketing Services, Integrated Marketing Services, Commercial Photography, Graphic Design, and Other Direct Costs.

PRACTICE AREAS:

- * Brand Strategy/Identity
- * Advertising Campaigns
- * Public / Community Relations
- * Integrated Marketing Planning and Implementation
- * Web development / Banner Ads / Search Engine Optimization
- * Social Marketing
- * Media Planning & Buying

NAICS CODES: 541613, 541810, 541820, 541511, 541922, 541850, 512110, 541430, and 541890

INDUSTRY AREAS OF EXPERTISE: Current and former BBG&G clients represent a breadth of industries, including education, environmental stewardship, finance, healthcare, tourism and hospitality, and transportation. Valued clients include A&T Healthcare, Dutchess County Tourism, Historic Hyde Park, Homewood Suites by Hilton, the New York State Thruway McDonald's Operators, Inc., Panera Bread Bakery-Café, St. Luke's Cornwall Hospital, and SUNY Ulster.

ORGANIZATION:

BBG&G Advertising employs a full staff of designers, copywriters, web programmers, media buyers, and other professionals to best serve our clients. We are a diverse group of thinkers, planners, strategists, and artists. Our work is timely. Our team is talented, accountable, and easy to work with.

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