

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, 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:



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 is 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:

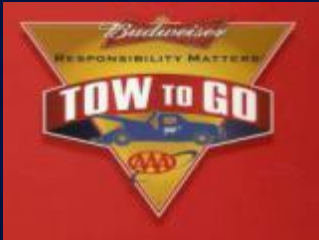
FSIS launched the new USDA Food Safety Mobile Program in 2010 to support local food safety education efforts and reach consumers where they live. The USDA Food Safety Mobile is traveling throughout the country visiting local community events to educate consumers about food safety and the four key messages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



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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THE
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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

- ✓ DBE Certification – Expiration: November 30, 2012, Cert. # 12109
- ✓ Micro/SBE – Expiration: November 30, 2012, Cert # 12110



- National Minority Supplier Development Council (NMSDC)

- ✓ MBE Certification – Expiration: September 01, 2011, Cert. # M001328

