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INTEGRATED MARKETING

MORT CRIM COMMUNICATIONS, INC.

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www.mccicorp.com

155 W. Congress, Detroit, MI 48226

O: 313-481-4700 **C:** 248-561-5888 **F:** 313-731-1728

SIN CODES

- 541-2 Public Relations Services
- 541-3 Web Based Marketing Services
- 541-4B Video/Film Production

NAICS

- 512110 Motion Picture and Video Production
- 512191 Teleproduction and Other Post Production Services
- 519130 Internet Publishing and Broadcasting and Web Search Portals
- 512199 Other Motion Picture and Video Industries
- 541430 Graphic Design Services
- 541490 Other Specialized Design Services
- 541511 Custom Computer Programming Services
- 541613 Marketing Consulting Services
- 541810 Advertising Agencies
- 541820 Public Relations Agencies

PSC CODES

- R708 Support – Management: Public Relations
- R701 Support – Management: Advertising
- R426 Support – Professional: Communications
- R499 Support – Professional: Other
- T001 Photo/Map/Print/Pub.-Arts-Graphics
- T006 Photo/Map/Print/Pub.-Film/Video
- T013 Photo/Map/Print/Pub.-Technical Writing
- T015 Photo/Map/Print/Pub.-Gen. Photographic: Motion
- T016 Photo/Map/Print/Publication-Audio Visual

MCCI is an award-winning, full-service marketing communications agency with nearly 25 years’ experience. MCCI solves complex client challenges, with expertise in targeting both business and consumer audiences nationally and globally. We’re your left-brain/right-brain partner: Strategic thinking blended with creative implementation.

GOVERNMENT EXPERIENCE INCLUDES:

- U.S. Department of Veterans Affairs (VA)
- U.S. Department of Energy (DOE)
- U.S. Environmental Protection Agency (EPA)
- National Oceanic and Atmospheric Administration (NOAA)

CORE COMPETENCIES

- Branding
- Community involvement
- Community relations
- Graphic design
- Public & media relations
- Social media
- Technical writing & editorial services
- Video production & editing
- Web-based marketing services
- Web design
- White papers

WHAT MAKES US DIFFERENT?

- Very responsive, flexible
- Tracking to stay on time & budget
- Highly technical staff

ADDITIONAL SERVICES

- Animation
- Crisis communications
- Crisis planning, training & management
- Email marketing campaigns
- Event management
- Executive training
- Media training
- Multimedia services
- Presentation training

CLIENTS/REFERENCES



GM

MCCI has provided internal communications and video support to General Motors (GM) for 20 years – 17 of that on location at the GM Headquarters in Detroit, where we have an office and meet regularly with the internal teams. We work with the GM Communications team across the company, from Internal Communications and Product Development, to Engineering and Human Resources. We tell stories of the company's leadership in the automotive industry, manufacturing, technology and the community. From tales of a rich past to a glimpse into the future of possibilities and challenges, we help share the General Motors vision with the world.



Synovos

Synovos provides technology-driven supply chain services for clients in the U.S., Canada, Puerto Rico, Mexico and Singapore. Originally named Storeroom Solutions, Inc., the firm turned to MCCI for help in rebranding to match its global reach. MCCI developed brand assets including a new name – Synovos, Latin for new integration. The agency also created a new logo, collateral and interactive website with video. To be sure messaging was consistent, we provided media training for company executives.

Contact: Michael Weinberg, Chief Marketing Officer & SVP, Corporate Development
P: 610-293-5565 *Email:* mweinberg@synovos.com



Institute for Supply Management (ISM)

ISM is the first and largest non-profit professional supply management organization in the world. Founded in 1915, ISM has trained more than 60,000 professionals in 30 countries. Education is critical, so ISM put its annual conference in the hands of MCCI. The agency developed a micro-website for the event, along with a digital/social media campaign, media relations and media training. We shot video for a daily newsfeed that we produced. The result? In 2017, ISM experienced the most paid registrations and the most media attention ever in conference history.

Contact: M.L. Peck, Chief Content & Engagement Officer
P: 480-752-6276, ext. 3133 *Email:* mlpeck@instituteforsupplymanagement.org



The Michigan Coalition for Advanced Manufacturing

M-CAM was created when eight Michigan community colleges collaborated to provide students with training, skills and employer connections to create careers in advanced manufacturing, the result of a \$24.9 million U.S. Department of Labor grant. MCCI provided key communications support to create a pipeline of workers into these in-demand careers. We developed videos for each school and program, collateral including a 20-page brochure and a micro-website focused on the certification programs.

Contact: Gerri Pavone, Executive Director, Macomb Community College
P: 586-445-7242 *Email:* pavoneg@macomb.edu