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MORT CRIM COMMUNICATIONS, INC.

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SIN CODES

541-2 Public Relations Services
541-3 Web Based Marketing Services
541-4B Video/Film Production
541-1000 Other Direct Costs

NAICS

512110 Motion Picture and Video Production
512191 Teleproduction and Other Post Production Services
512199 Other Motion Picture and Video Industries
519130 Internet Publishing and Broadcasting and Web Search Portals
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
541830 Media Buying Agency
541850 Outdoor Advertising
541890 Other Services Related to Advertising

PSC CODES

R426 Support – Professional: Communications
R499 Support – Professional: Other
R701 Support – Management: Advertising
R708 Support – Management: Public Relations
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 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 relations
- Digital advertising
- Graphic design
- Public & media relations
- Public outreach
- 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
- Presentation training
- Event management
- Crisis planning, training & management
- Email marketing campaigns
- Community relations
- Strategy & creative direction
- Media training



CLIENTS/REFERENCES



National Oceanic and Atmospheric Administration (NOAA)

NOAA Great Lakes was challenged with telling its unique regional story in maintaining and managing the Great Lakes basin's economic and environmental impact. MCCI was contracted to transform the agency's image assets into an easy-to-follow, visually representative video story. The video succinctly explains the region's overall role and responsibilities to regional citizens, national agency staff and administrators in Washington D.C. and to elected officials. As a result of the 2018 Silver Telly award-winning production, MCCI was also contracted to provide general awareness collateral design services and have since produced a similar overview video for the NOAA Central Region.



Environmental Protection Agency (EPA)

EPA's SmartWay program helps companies advance supply chain sustainability by measuring, benchmarking and improving freight transportation efficiency. Smartway contracted MCCI to analyze current marketing and communications materials (audit content, conduct phone interviews/surveys with current/prospective/former partners and influencers), and provide strategic recommendations to increase partner retention and engagement.

The contract also included post-production editing of four long-form educational webinars into digestible shorter videos. As a result of the successful program, SmartWay contracted again with MCCI to conduct shipper "pulse check" interviews with program partners, facilitate a message evaluation process, create a writing style guide, develop a content development strategy and produce success story videos.



Argonne National Laboratory

Argonne oversees the EcoCAR program - the Department of Energy's North America's premier collegiate automotive engineering competition - and MCCI has been supporting the program for the last decade.

Beginning with the EcoCAR NeXt challenge in 2009 and continuing through EcoCAR 2, EcoCAR 3 and the EcoCAR Mobility Challenge (scheduled through 2022), MCCI has partnered with Argonne team members, university program managers and student engineers, and sponsor representatives such as MathWorks and General Motors to tell stories from the perspectives of these many participants.

At locations including Yuma, Ariz., Los Angeles, Detroit, and Washington D.C., the contract includes production of the annual event ceremony and the development of multiple videos produced, edited and shown on-site throughout the competition.