



CONTRACT HOLDER
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Small Business

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INTEGRATED MARKETING

MORT CRIM COMMUNICATIONS, INC.

Contact: Todd Haight thaight@mccicorp.com

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
- 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+ year’s 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



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 content development strategy and produce promotional videos.

Contact: Tracie Jackson-Hall, Director of Content Marketing

P: (734) 214-4871 **Email:** jackson-hall.tracie@epa.gov



National Oceanic and Atmospheric Administration (NOAA)

NOAA Great Lakes tasked MCCI with telling the story of its role in maintaining and managing the basin's unique economic and environmental impact. MCCI transformed the agency's image assets into an easy-to-follow, visually representative 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 has been contracted to provide general awareness collateral design services and has been engaged by the NOAA Central Region for a similar video production.

Contact: Jennifer Day, Regional Coordinator

P: (734) 741-2266 **Email:** Jennifer.Day@noaa.gov



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



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