

Creating Powerful Marketing Programs

AWARD-WINNING FULL-SERVICE INTEGRATED MARKETING COMMUNICATIONS AGENCY

WHO WE ARE

We deliver fully integrated marketing solutions on time and on budget. We specialize as an omni-channel Market Research, Creative, Digital and Experiential agency with all the downstream Public Relations (PR), social media, branded video content production, digital advertising and performance, web, UX/UI and mobile app solutions derived from data, analytics, and consumer insights. As an agency committed to supporting our client's growth, we also provide leadership training, process improvements and team efficiency workshops.

KEY DIFFERENTIATORS

Former U.S. Air Force veteran led marketing agency with over 15 years' experience in working with the Department of Defense (DoD).

- Extensive advertising experience delivering local, national, and global campaigns.
- Metrics-driven approach to developing and accessing marketing effectiveness.
- Winner of numerous awards for creative marketing campaigns and website design.
- Expert Training Curriculum in Digital Marketing and Social Media.
- Fully integrated communications specialists delivering 100% results and 0% excuses.
- Hands-on service, dashboard reporting, and immediacy expected from smaller agencies with the expert staff across 9 cities and 3 countries to support national and global solutions.

CONTACT

Bastion Government

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CAGE: 9JQJ2

UEI: YEYGJXN8JUC5

Business Size: Small Business

Service-Disabled Veteran-Owned Small

Business (SDVOSB)

We Accept Credit Cards

CORE COMPETENCIES

- Public Affairs, Public Outreach, Crisis Communications, Community Relations.
- Market Research, Consumer Insights, Data & Analytics.
- Quantitative & Qualitative Research, Ad Tracking, Segmentation, Attitudes & Usage.
- Digital Media, Digital Marketing, Social Media, Content Development.
- Video Production, Podcast Programs, Thought Leadership.
- SEO, SEM, PPC, Website and Mobile App Design & Development, Web-based Marketing Services.
- Advertising, Branding, Graphic Design, Media Buying, Earned Media.
- Management Development Training and Leadership Development Training.
- Staff Skills Assessment and Professional Development Courses.
- Domestic & International Event Marketing, Experiential Events, Trade Show & Events.

NAICS CODES

512110	Motion Picture and Video Production	541830	Media Buying Agencies
541430	Graphic Design Services	541840	Media Representatives
541511	Custom Computer Programming Services	541890	Other Services Related to Advertising
541611	Administrative, Management, and General	541910	Marketing Research and Opinion Polling
541613	Marketing Consulting	611430	Professional and Management Training
541618	Other Management Consulting Services	511199	All Other Publishers
541810	Advertising Agencies	561920	Convention and Trade Shows
541820	Public Relations Agencies	516210	Social Networks, Content

PAST PERFORMANCE



United States Air Force / Air Education Training Command

Recruitment and Branding: Comprehensive research around current Air Force recruitment assets and strategies with recommendations on how to achieve greater brand awareness and recruitment performance in rural locations throughout the CONUS (continental United States).

Date: 2019-2019 | **Contract Value:** \$28,000 | **Contact:** Col. Kenyatta H. Ruffin / White House Fellow



Phillips 66 Company

Brand and Communications tracking: Ongoing brand and communications tracking for all Phillips 66 brands, including Phillips 66, Conoco and 76. We measure the health of their brands as well as competitive brands, along with response to their advertising communications.

Date: 2011-2022 | **Contract Value:** \$4,000,000+ | **Contact:** Sarah Bolding / Senior Director of Brands



Avocados From Mexico

Branding, Advertising, Media Buying & Public Relations: Ongoing branding, advertising, media buying and public relations services for the world's largest avocado grower.

Date: 2016-Present | **Contract Value:** \$5,000,000+ | **Contact:** Alvaro Luque / President & CEO



VOX Media

Ad Testing: We conduct a series of projects testing hundreds of pieces of their branded content with a goal in understanding how it's driving an increase in key brand metrics for their partner brands including but not limited to Allergan, Capital One, ESPN+, Novartis, Hilton and Microsoft. The goal is to always understand how their branded content resonates with the audience in terms of content likeability, differentiation, intent to share and intent to transact.

Date: 2019-Present | **Contract Value:** \$1,000,000 | **Contact:** Edwin Wong / SVP Media Insights & Innovation



Commonwealth of Massachusetts / Statewide Contract

Marketing, Advertising, and Events: Statewide Contract holder with the State of Massachusetts for marketing, advertising and events, PRF-70. Awarded the categories of web-based social and emerging media and marketing services, PR and advertising.

Date: 2020-2025 | **Contract Value:** \$5,000,000+ | **Contact:** Ann-Maria Bennett