

Capabilities Statement



WHO WE ARE

Founded in 1997, BBG&G is a full-service, digitally-savvy agency that thrives on client victories. Our multicultural, multi-generational team brings unrivaled expertise and enthusiasm to ever-evolving marketing challenges. We challenge the status quo, imagine new solutions, and empower your brand to not only meet its goals—but surpass them—whether we are working with you in a Tier One or Tier Two capacity. We are a nimble, flexible, and responsive partner.

We carefully design, craft and implement strategic advertising and marketing communications to reach and engage your audiences and influence behaviors. While we represent clients from all sectors, we possess significant experience in B2C, B2B, tourism, technology, government, healthcare, banking, education, real estate, retail, and automotive.

WHAT WE DO

Strategic Planning	Branding & Creative	Lead Generation	Build Relationships
SWOT & Competitive Analysis	Brand ID & Guidelines	Media Planning & Buying	Social Media & PR Strategy
Market Research & Strategy	Positioning Strategy	Digital Marketing	E-commerce
Audience Segmentation	Naming, Logos & Taglines	Television, Radio & Print Campaigns	Thought-Leadership (B2B, B2C) Campaigns
Message Development	Website Development	Automated Marketing	Storytelling/Ghostwriting
Product/Brand Launches	SEM/SEO Optimization	Direct Marketing	Event Planning
Collaborative Projects	Collateral Development	Content Marketing	Social Media & Blogging
Campaign Plans & Budgeting	Multi-media presentations	Emarketing	Influencer Campaigns
KPI Tracking/Reporting	Signage	Video Production	Media Outreach
Account Management	Trade Show Displays	Media Analytics	Employee Communications

HOW WE DO IT

BBB&G routinely wins awards for the quality of our creative work and its ability to successfully persuade intended targets to act. We take the time to understand your organization and the environment in which it operates, embrace your marketing and communications objectives as our own, and develop brand communications strategies and collateral that result in tangible quantifiable outcomes.

We achieve this by marrying our marketing communications strategic acumen with our research-based creative solutions. We partner with your team to deliver high-impact, KPI-based, communications solutions that get results. We are also part of a larger agency collective, Titanium Worldwide, that expands the breadth of expertise, brainpower, and services we bring to the table.

OUR CREDENTIALS

Certifications: Small Business, WBE, WOSB, DBE
NAICS Codes: 541810, 541820, 541613, 512110, 541511
SINS Codes: 541-1 and 541-2
DUNS #: 024365376

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Member: Titanium Worldwide, a national collective of certified, diverse marketing agencies.

RECENT AWARDS

Summit Marketing Effectiveness - Platinum Winner (highest level)
- B2B LinkedIn ads

Summit Marketing Effectiveness - Silver - Videos

Service Industry Awards - Gold (highest) - Integrated Marketing

Service Industry Awards - Gold (highest) - Website

Service Industry Awards - Gold (highest) - DEI Promotion

AVA Digital Awards - Platinum (highest) - Website

AVA Digital Awards - Gold - Ecommerce Store

Davey Awards - Silver - DEI Social Media Content

MarCom Awards - Gold Winners - Website & Instagram Reels

