

CAPABILITIES STATEMENT

CORE COMPETENCIES:

Advertising and Integrated Marketing Services

Strategic Planning	Advertising (TV, radio, print)	Direct Marketing
Newsletters & Brochures	Marketing Automation	Media Planning & Buying
Public Relations	Social Media & Blogs	Website Development
Digital Advertising	SEO / SEM	Event Planning

DIFFERENTIATORS:

Founded in 1997, BBG&G Advertising, Inc. is a full service advertising, marketing, and public relations firm with strengths in strategic planning and implementation. Our communication programs are designed — and messages crafted — to effectively influence behavior and change public opinion by winning the hearts and minds of your target market.

We are in this business to make a difference, and we accomplish this by combining our marketing savvy with our research-based creative solutions. Our mission is simple: to help our clients succeed beyond their expectations, and to have fun doing it! Our clients enjoy working with us because we love making their jobs easier.

PAST PERFORMANCE:

DUTCHESS COUNTY TOURISM
Advertising / Web Development

SUNY ULSTER
Television

WEST POINT
Fundraising Campaign

Our expertise includes work in these industries:

- Education
- Banking and finance
- Healthcare
- Tourism and hospitality
- Transportation

CONTACT INFORMATION:

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CERTIFICATIONS: Small business, NYS WBE, GSA Contract

CURRENT CONTRACTS: Dutchess Tourism, Dutchess County EDC,

NAICS CODES: 541810 and 541820 SINS CODES: 541-1 and 541-2