



A Behavior
Change and
Cause Marketing
Agency

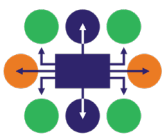
ABOUT US

Founded in 1995, **Creative Marketing Resources, Inc.** (CMRignite) is a strategic marketing communications agency that strategizes and executes social marketing (behavior change) initiatives to cross-cultural audiences. CMRignite is an SBA-certified **Small Disadvantaged Business (SDB)** and **Women-Owned Small Business (WOSB)**.

CMRignite has consistently received “Excellent” Contractor Performance Assessment Reporting System ratings over its 10+ years of experience contracting for federal clients, such as HHS, CDC, EPA, HUD, DOJ, DoD, and USDA.

We employ a behavior-change model molded from behavioral economics and fueled by science-backed research. The result: communications that create real, positive change.

CAPABILITIES



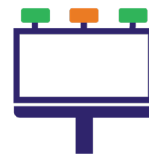
STRATEGIC
PLANNING



RESEARCH



BRAND
CONSULTING



ADVERTISING



GRAPHIC
DESIGN



MEDIA PLANNING
& BUYING



DIGITAL &
SOCIAL MEDIA



PUBLIC & MEDIA
RELATIONS



CAMPAIGN
EVALUATION



WEB
DESIGN

FEDERAL GOVERNMENT EXPERIENCE

FDA OFFICE OF WOMEN'S HEALTH (OWH)

CMRignite creates social media, digital messages, video content, and print media for OWH's diverse audiences of women, healthcare providers, and health stakeholders. Major digital paid media campaigns achieved click-through rates of 9.9%, significantly outperforming the industry benchmark of 2%.

USDA FOOD AND NUTRITION SERVICE (FNS)

CMRignite provides technical support services to develop content and design new or update existing program materials for FNS. Types of materials include cookbooks, posters, infographics, original photography, and social media graphics.

HHS ASSISTANT SECRETARY OF PUBLIC AFFAIRS (ASPA)

CMRignite partners with the Fors Marsh Group to support HHS's COVID-19 Public Education Campaign, a \$250 million initiative. CMRignite is responsible for leading all efforts reaching Black Americans, including research, strategy, creative development, media planning and buying, earned media, and partnership development.

CDC FOUNDATION

To increase vaccine confidence and uptake among BIPOC Americans, CMRignite supports the CDC Foundation by assessing and combatting social media misinformation that targets communities of color. CMRignite has created over 400 social media assets, yielding over 9.1 million impressions across all forms of media and over \$20K in Advertising Equivalent Value.

FOODWISE

FoodWise is SNAP-ed and EFNEP funded program that delivers direct nutrition education to over 65,000 Wisconsinites. CMRignite manages a statewide digital marketing campaign that informs eligible audiences that FoodShare benefits can be used at farmers' markets.

NIH/NATIONAL INSTITUTE OF NEUROLOGICAL DISORDERS AND STROKE (NINDS)

Alongside the Fors Marsh Group, CMRignite supports Mind Your Risks, an awareness campaign about reducing the risk of stroke and cognitive decline through blood pressure control. CMRignite is responsible for communications planning, media relations, and community engagement specific to African American males between ages 28-45.

WOMEN, INFANTS, AND CHILDREN (WIC)

Since 2007, Wisconsin WIC has contracted with CMRignite to develop outreach communications to raise awareness among eligible audiences, with a focus on underserved women between ages 18-35. As a result, CMRignite has led Wisconsin to become one of the highest WIC enrollment states in the nation.

FOODSHARE EMPLOYMENT AND TRAINING (FSET)

FoodShare is Wisconsin's federal Supplementary Nutrition Assistance Program (SNAP). Since 2017, CMRignite has developed an integrated, multimedia outreach campaign to increase awareness and motivate audiences to enroll in FSET.

USDA FOREIGN AGRICULTURAL SERVICE (FAS)

CMRignite supports USDA with international efforts for virtual social media training and instruction on how best to use globally relevant social media platforms (e.g. Facebook, Instagram, YouTube) to establish engagement with current and new customers, analyze and respond to metrics, and notice consumer trends.

INTERESTED IN PARTNERING? LET'S TALK.

David Bowles

President

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