

# KEENLOGIC

Right-Brained Creative Professionals

## KeenLogic Marketing.

*The place where Madmen Meets Spielberg... highly creative, yet entirely focused on impact and delivery. How our audience will receive our work is always the question that steers our content creation.*

Whether your organization is a federal or commercial entity, our creative teams are here to establish your vision in the minds of your target audience. From conceptualization to final product, we bring your creative objectives to life by capturing what matters most and expressing it through creative media that commands attention and connects with users on a level that is both felt and understood.

KeenLogic is CVE certified Service-Disabled Veteran Owned Small Business (SDVOSB) operating out of Fredericksburg, VA. We build and deploy **highly qualified creative services teams** in support of the government marketing and communications initiatives across the U.S.A. **Our focus** is on driving originality and creative content for our customers that elicits continual response and involvement from industry.

## OUR CREATIVE SERVICES CAPABILITIES INCLUDE:

### STRATEGIC COMMUNICATIONS - *The details matter*

- Marketing planning and strategy development
- Original copywriting and editing
- Conceptualization of graphic design and layout
- Social media content implementation
- Web content and digital management

### MARKETING - *Delivering results and driving your relevancy across communication channels*

- Marketing dissemination and Public Relations
- Campaign development
- Live and virtual conference support

### DIGITAL PHOTOGRAPHY - *Helping you sell more of your brand's professionalism*

- Monitoring and maintenance of photographic imaging systems
- Original photography for digital media distribution
- Production of custom photographic prints

### CUSTOMER SERVICE - *Supporting you in navigating complex customer support solution ecosystems*

- Multi-channel customer response center management
- Online research and taxonomy support services
- Web content update and posting support
- Program management and shared services coordination

## PAST PERFORMANCE

*The marketing and creative services work we are doing in support of Government projects highlights our strong creative expertise, mission focus, and agility. Our current creative services work as a prime contractor include:*

- **Creative direction** and concepting
- **Data Analytics** – metric reports and testimonies
- **Digital advertising** copy and design
- **Original data visualization** — graphics, diagrams, animations, and more to communicate a message.
- **UX and UI** website design
- **PowerPoint** Presentation Development
- **Print** design and **marketing**

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