

MediaForce PR

10427 North Street, Suite 201
Fairfax, VA 22030
info@mediaforcepr.com • www.mediaforcepr.com
703.229.1200



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smartphone

MediaForce PR, a Certified Woman-Owned Small Business, is a social marketing firm providing national public service messaging and public education campaigns for government agencies and nonprofit organizations.

MediaForce PR designs integrated campaigns that utilize a mix of traditional, new media and social marketing tactics to change consumer thinking, drive behavioral change and provide a dialogue with the target audience. MediaForce PR is also the exclusive Federal source for PSN (The Public Service Network), a national media pipeline created exclusively for government agencies and nonprofit organizations to provide *guaranteed* delivery of public service/public education content.



Contract Vehicles

GS-07F-0546U & GS-07F-0547U

DUNS

186503640

CAGE Code

47WN7

NAICS Codes

- 512110 - Motion Picture and Video Production
- 512191 - Teleproduction and Other Postproduction Services
- 512240 - Sound Recording Studios
- 512290 - Other Sound Recording Industries
- 541430 - Graphic Design Services
- 541511 - Custom Computer Programming Services
- 541613 - Marketing Consulting Services
- 541810 - Advertising Agencies
- 541820 - Public Relations Agencies
- 541830 - Media Buying Agencies
- 541840 - Media Representatives
- 541850 - Outdoor Advertising
- 541870 - Advertising Material Distribution Services
- 541910 - Marketing Research and Public Opinion Polling
- 541930 - Translation and Interpretation Services

MediaForce PR Services

- Strategic Communications
- Public Awareness Campaigns
- Public Education Campaigns
- Branding
- Sponsorship Development
- Partnership Development
- Multicultural Outreach
- Print Collateral
- PSA Production (audio/video/print)
- Web Development
- Social Media
- Audio/Video News Releases
- National Media Buying
- Specialty Distribution (via PSN)

Government Client Examples

Agency for Healthcare Research and Quality (AHRQ)

MediaForce PR grew an initial audio PSA into AHRQ's *Healthcare 411* Web channel for syndicating content repurposed across multiple platforms, integrated to support a single message, and offered to various audiences and partners for use on their sites. Tactics include program development and management, video/audio PSA production, PSN In-Store point-of-purchase distribution, media tours, podcasting, comprehensive Web development and marketing, and media tracking.

U.S. Customs and Border Protection (CBP)

MediaForce PR ran multiple simultaneous national campaigns for CBP to educate consumers and motivate behavior. Tactics included advertising strategy, integrated campaigns, national media buys (airport dioramas, in-flight magazines/PSAs, in-store point-of-purchase), audio PSAs, brand development, Web sites, marketing, metrics.

Food and Drug Administration (FDA)

MediaForce PR developed and launched multi-media public education/information campaigns. Tactics included PSAs across print/video/audio, national media buys (PSN In-Store point-of-purchase distribution, PSN PharmaNet), marketing and metrics.

Department of Veterans Affairs, Clinical Research Pharmacy (CRPCC)

To help the client grow its customer acquisition/retention function, MediaForce PR developed strategic communications and brand plans that addressed program management, CRM, marketing and outreach, Web site planning, print collateral, developed trade show exhibits and staff training materials.

Distribution Channels

MediaForce PR offers PSA distribution to 150,000+ outlets nationwide and growing.

Traditional Media: Network of several thousand English and Spanish radio stations and hundreds of health-sector partner organizations.

PSN In-Store: Audio PSAs over in-store audio network at 13,000+ grocery and pharmacy stores nationwide; guaranteed hourly/twice-hourly placement.

PSN PharmaNet: Print PSAs packaged with prescription drugs at 10,000 pharmacies nationwide; guaranteed delivery.

PSN WaitingRoom: Two strategies, print and video, for reaching up to 323,500 physicians, 120,000+ medical offices and 194 million annual patient visits.

PSN ScanNet: 2-D barcodes on print PSAs link users to Web content via Smartphone.

Portfolio and samples of audio and video productions are available at

http://www.mediaforcepr.com/mediaforcepr_onlineportfolio.html