



BrandQuery LLC

Brand Enhancers

Capabilities Statement

BrandQuery is a full-service creative agency differentiated by our comprehensive experience managing crisis response to promote economic recovery for our private sector and public agency clients.

For more than 24 years, BrandQuery has been a leader in the development of statewide public relations and communication strategies that are both revenue generating and award-winning. Our customers include some of the smallest and largest cities, counties and businesses seeking to enhance public outreach, citizen engagement and brand recovery.

Core Competencies

Public Relations and Media Outreach

Crisis Management

Strategic Consulting

Creative Content Development

Brand Strategy

Creative Services including Broadcast, Print and Digital Social Media

Services, including content strategy, scheduling and implementation

Motion Graphics

Aerial Photography and Video

Video Editing

Web Creation Web Hosting and Maintenance

Marketing Collateral

Media Planning and Buying

Template Development

Direct Mail Services

Past Performance

1. Skagit Bridge Collapse

Following the collapse of an Interstate bridge into the Skagit River, BrandQuery was called to action to restart the region's economy by creating an all-inclusive public relations and marketing campaign that would draw visitors back to the region - even though the main transportation corridor was literally, under water. The public response to the 'Visit Northwest Washington' campaign was overwhelming and resulted in an increase in visitor spending of nearly 14%.

2. SR530 Landslide

News of the devastating wildfires was dramatic and hindering seasonal visitor traffic to Okanogan County. BrandQuery was selected to develop an integrated campaign to challenge the perception that all was lost. On the ground and filming within 6 days, BrandQuery's campaign shifted the narrative to a 'Good News' approach that highlighted the attributes of the remaining assets, and shifted perceptions that returned tourism traffic back to the area.

3. Carlton Complex Fire

Within days of the catastrophic event that killed 43 people and cut off an entire town to thru traffic, Governor Inslee authorized funding to create a public relations and communications campaign that would inform the region that the Stilly Valley was still open for business. BrandQuery was the agency selected to create and develop the strategy and implement the campaign. 'Visit Stilly Valley' was a comprehensive effort that leveraged earned and unearned media to lure visitors into the affected community resulting in an upsurge in spending thru increased tourism traffic.



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Certifications

NAICS

- 512110 Motion Picture and Video Production
- 512191 Video Post-Production
- 519130 Broadcast Video on Internet
- 541430 Graphic Design Services
- 541511 Custom Computer Programming Services
- 541611 Administrative Management and General Management
- 541613 Consulting Services
- 541810 Marketing Consulting Services
- 541820 Advertising Services
- 541830 Public Relations Services
- 541850 Media Buying Services
- 541870 Display Advertising Services
- 541870 Advertising Material Distribution Services

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968945097

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1NPRS

Federal ID
911483708

Certifications
WBENC

WBE
D2F9620660

NGLCC
NGLCC10295

SIC

- 874213 Marketing Programs
- 874210 Travel Marketing
- 874214 Marketing Consultants

References

Julie Blazek, HKParchitects
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Doug Noblet, Skagit Bank
doug@skagitbank.com (360) 755.1505

Andy Mayer, Mount Vernon Chamber of Commerce
andy@mountvernonchamber.com (360) 428.8547

Awards

- Okanagan County:** "News Update:" **BEST OF SHOW**
- BIG M - The Marketing Awards**
- Skagit Bank: Bronze M - The Marketing Awards**
- Okanogan County:** "Country News"
- BEST OF SHOW - Silver M - The Marketing Awards**
- Economic Alliance Snohomish County:**
- "Visit Stilly Valley" - **Bronze M - The Marketing Awards**
- Skagit Regional Health: Bronze - Aster Award,**
- BEST OF SHOW BIG M - The Marketing Award**
- Skagit Valley Economic Alliance:** "Visit Northwest Washington" **Bronze M - The Marketing Awards**

Client Testimonial

Collaborating with BrandQuery on the Visit Stilly Valley campaign has been an excellent experience. Our task was monumental. Create a promotional campaign to help the economic recovery of the area and drive visitor traffic - but in a way that was sensitive to the survivors and community members in a very tight time frame. Jacque and her team were excellent listeners and phenomenal doers. The campaign developed by BrandQuery was well rounded and multi-faceted; and ultimately, very successful.

W. Becker
Economic Development Manager
Snohomish County