

our focus.

We solve complex public affairs challenges with fully orchestrated, elegantly crafted content.

- Rooted in Washington, D.C., with a global reach
- Skilled in creating opportunities to inform, influence, and advocate
- Focused on localized, measurable impact

Packed with punch and wit, intelligence and style, we are the agency of choice for clients that desire the rare blend of public policy expertise and best-in-class content.





the power of diversification.



increase in engagement

SOURCE: MCKINSEY



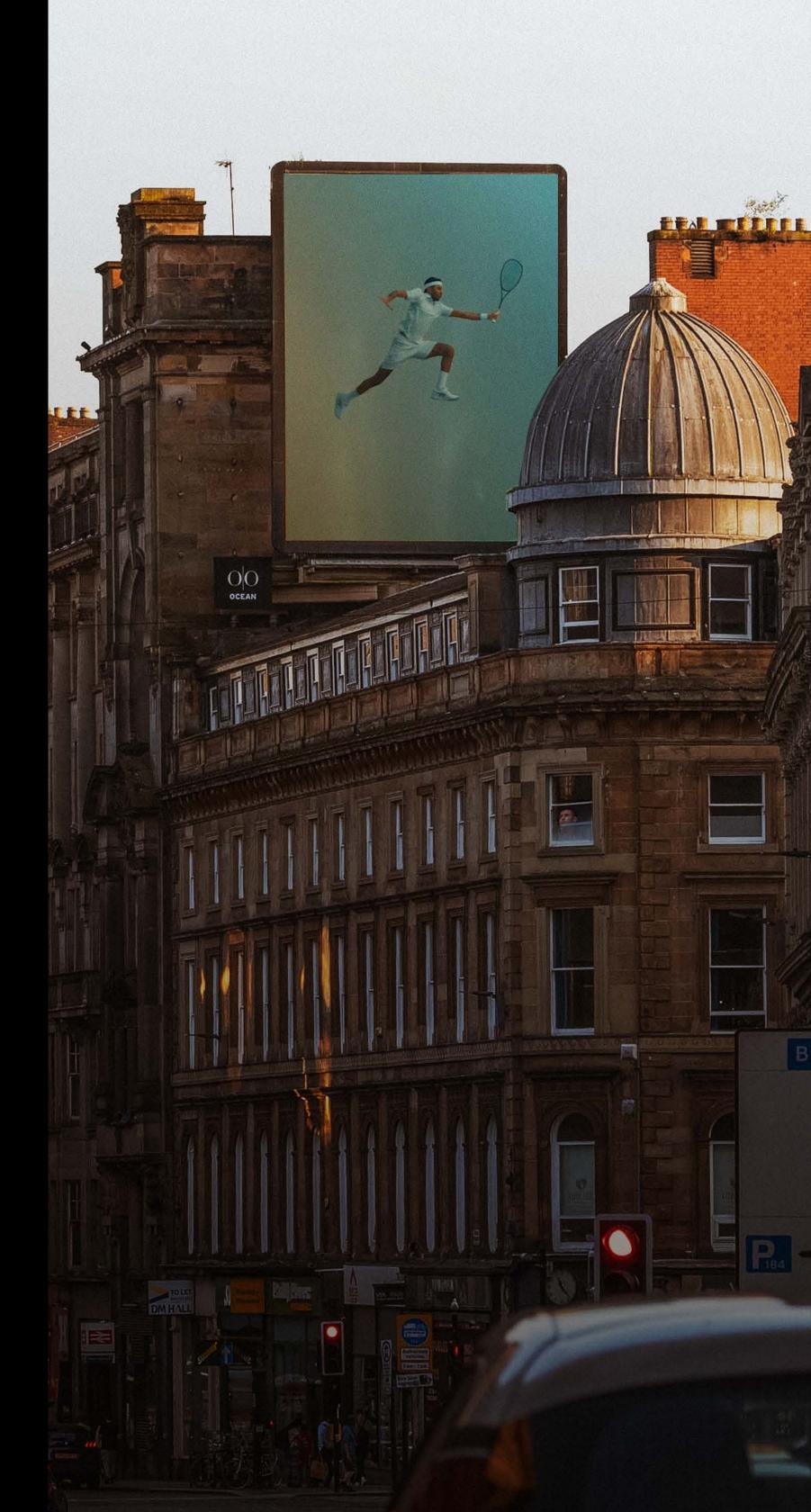
higher conversion rates

SOURCE: HARVARD BUSINESS REVIEW

7

exposures for an ad or activation to resonate

SOURCE: MARKETING RULE OF 7



intuit.

raise and refine a brand profile in policy circles

the goals

Showcase Intuit's broad portfolio of financial services companies and build positive sentiment among US and UK policymakers.

the process

Understand brand portfolio nuances and identify opportunities to stretch creatively while honoring the company framework.

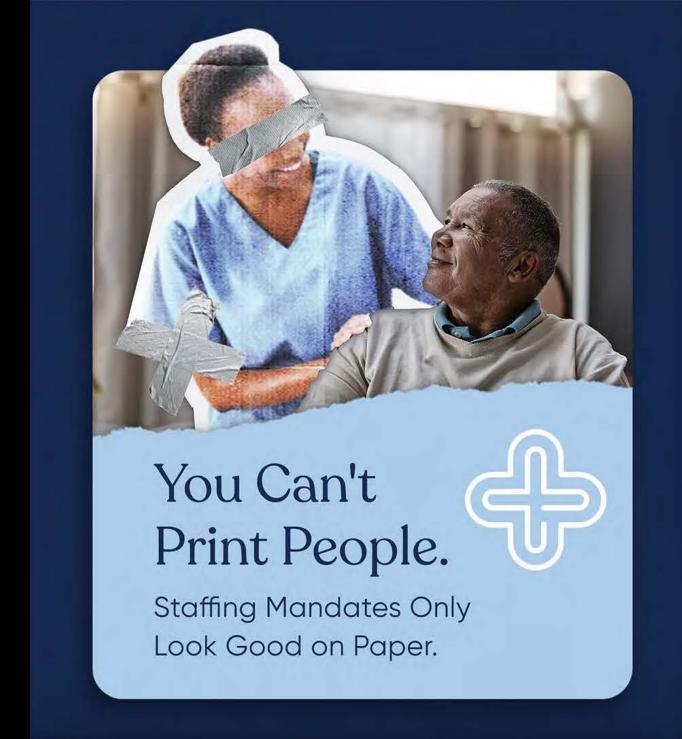
the outcomes

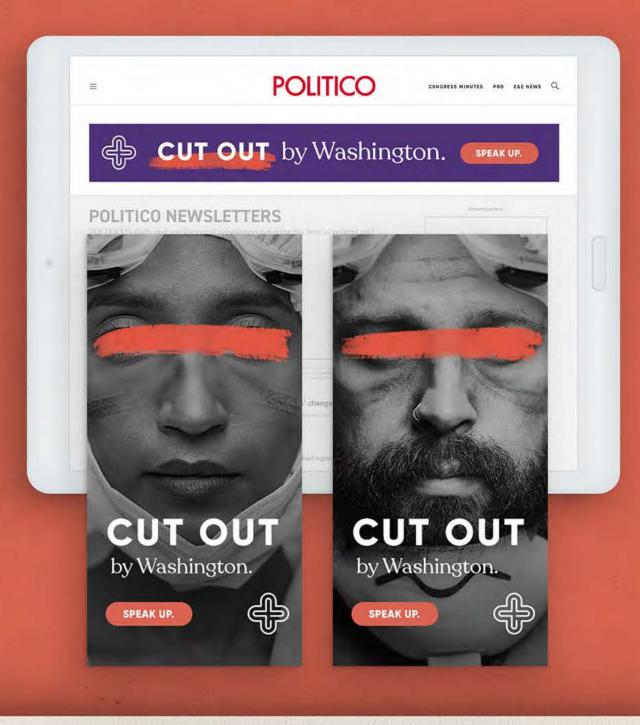
Achieved measurable increases in positive sentiment among policymakers and exceeded industry benchmarks in key paid media.



direct supply.

emergency-response paid campaign





the goals

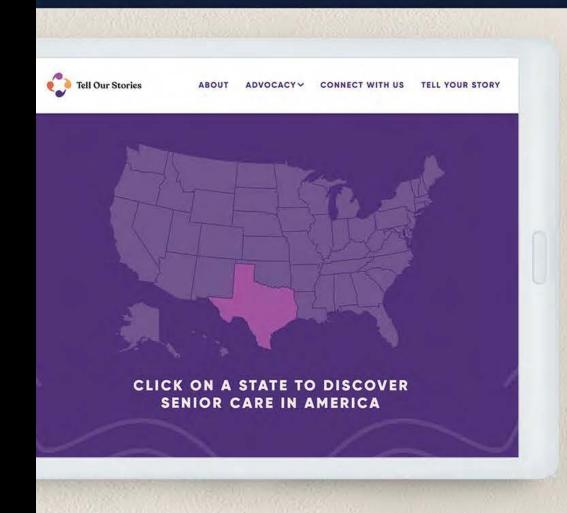
Amplify senior living advocacy public policy priorities with Federal policymakers. Emphasize critical issues affecting industry funding and regulation.

the process

During the peak of the pandemic, deploy targeted campaigns, publicly and privately, amplifying the positive or negative impact of Hill decision-makers.

the outcomes

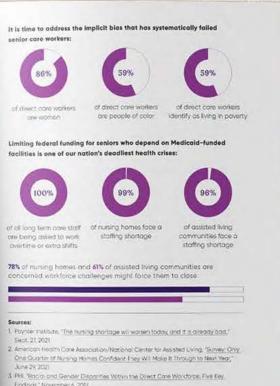
Mobilized rapid digital deployment to support advocacy efforts, which resulted in protecting the release of \$44 billion in PRF funding during reconciliation.

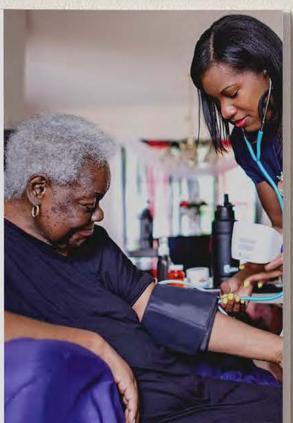














of policymakers engage more with regional content

SOURCE: GLOBAL PUBLIC AFFAIRS INSTITUTE



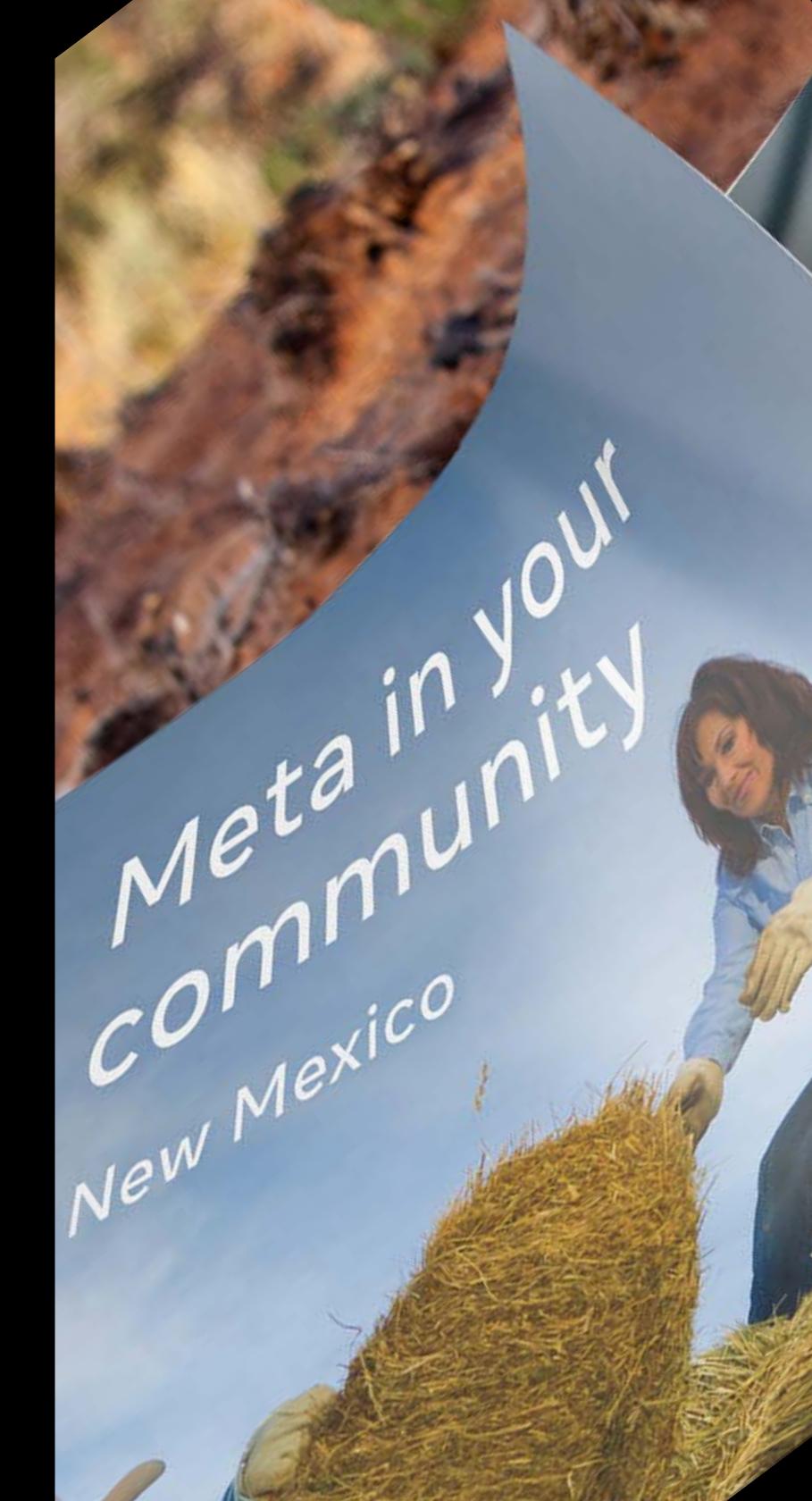
higher engagement among journalists with localized content

SOURCE: CISCO



of industry professionals find localized content more influential

SOURCE: CONTENT MARKETING INSTITUTE



meta.

hyper localizing a global brand

the goals

Campaigns that scale globally yet resonate locally within complex, multifaceted policy environments.

the process

Leverage a deep understanding of the company's evolving brand to develop creative approaches that are adaptable across cultures.

the outcomes

Creative ecosystems that span Meta's brands, support diverse assets, and facilitate flexibility across hundreds of markets.



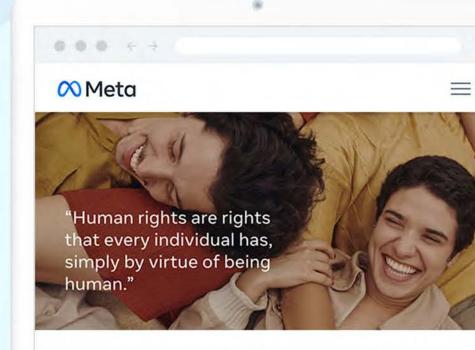












We use Meta's Corporate Human Rights Policy, the United Nations Guiding Principles on Business and Human Rights and the International Bill of Rights to guide our work—and to help Meta teams analyze, prioritize, and act in ways that respect human rights and minimize the misuse of Meta technologies.









qatar.

public diplomacy through international media

the goals

Develop a people-focused, global campaign to pique curiosity through cinematic-inspired creative.

the process

Craft distinct stories of individual Qataris with vastly different interests and talents. All are connected through an epic visual design inspired by the traditions, colors, history, and music of the country.

the outcomes

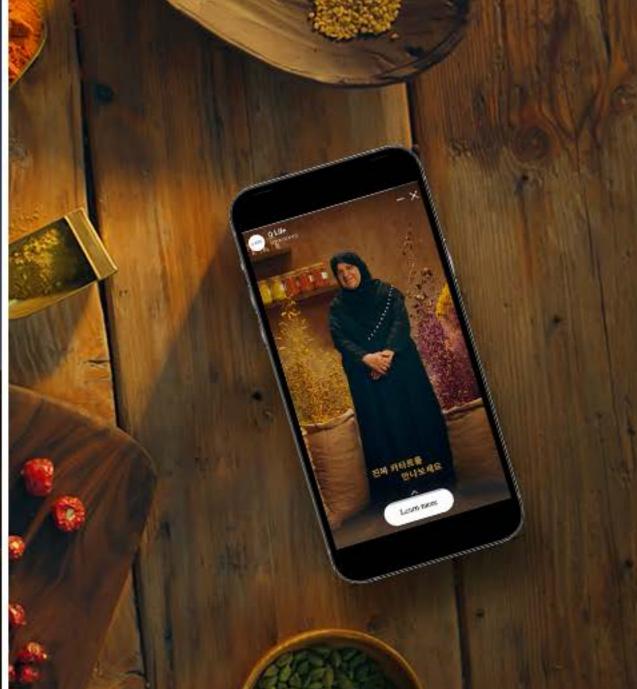
Final campaign assets localized in numerous languages across the world for digital, print, broadcast, and out-of-home placements.

Performance metrics exceeded every benchmark, on every platform, and in every country.











more views for visual content vs. text-based

SOURCE: NIELSEN



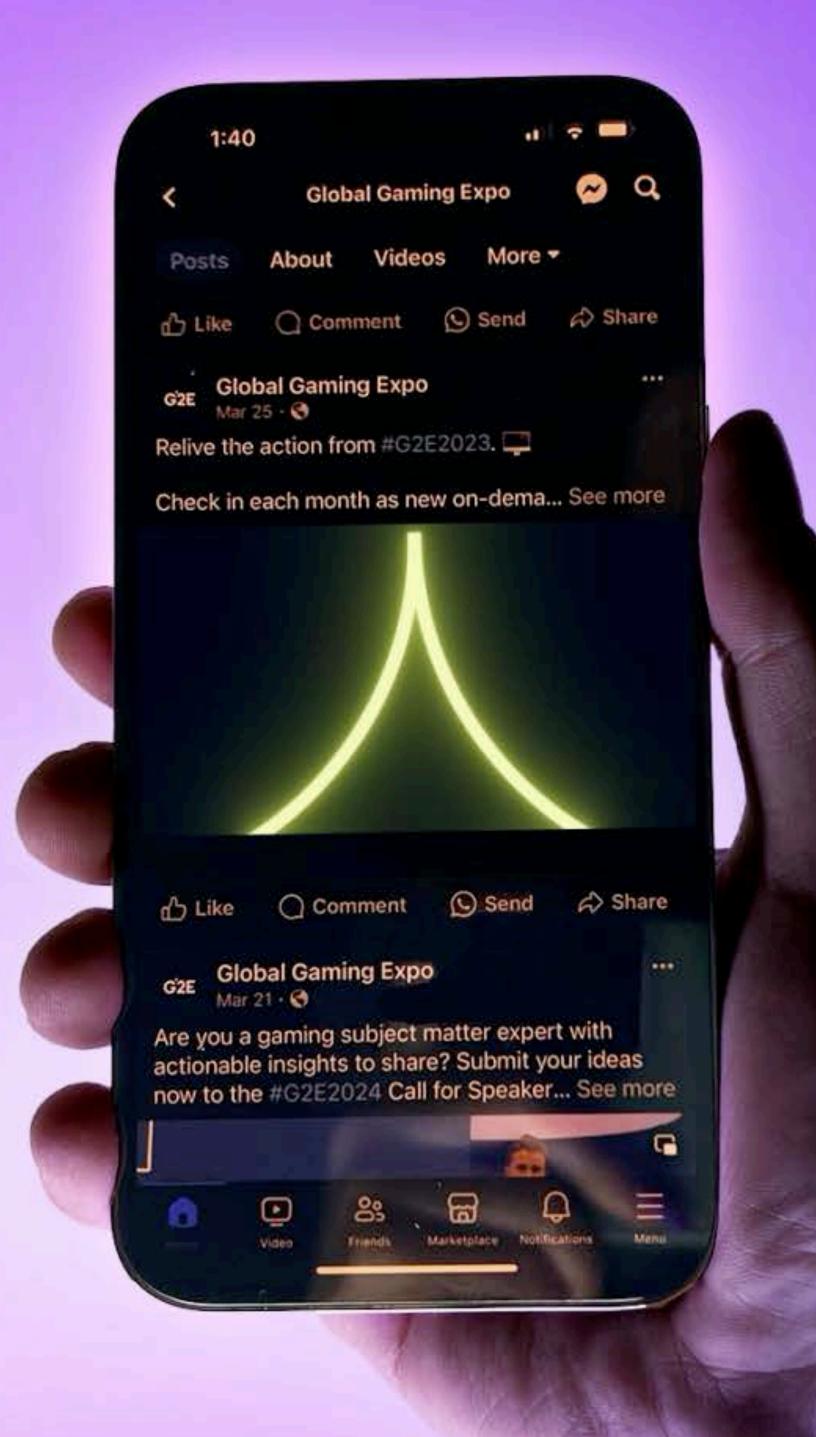
higher search results for video content vs. text

SOURCE: CISCO



more engagement with interactive features

SOURCE: CONTENT MARKETING INSTITUTE



the home depot.

government relations team support

the goals

Create impactful resources for federal and state policy teams. Drive store-level engagement in public policy advocacy efforts among associates, including PAC participation.

the process

Distill the GR team's work and objectives into a clear, digestible message, showcased in often playful or unexpected ways.

the outcomes

Increased visibility of GR team impact at HQ and with key senior leadership. Expanded engagement by PAC leaders in issue-focused advocacy efforts and GOTV campaigns.





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Distill the GR team's work and objectives into a clear, digestible message, showcased in often playful or unexpected ways. We crafted custom illustrations to tell the story of THD's work to combat organized retail crime.

the outcomes

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general electric.

illustrate emerging technologies

the goals

Showcase GE's innovative solutions for healthcare and aerospace with compelling illustrations for industry insiders and select public audiences.

the process

Creative moodboards and collaboration with GE experts to refine a vision for three distinct illustrations that convey complex technologies with elegant simplicity.

the outcomes

Visual assets enabled GE to promote its innovations online and across other channels, earning a Pop Science Innovation of the Year Award.



technology supports better patient outcomes

GE's groundbreaking deep-learning technology solves a key dilemma—how to make MRI scans faster without sacrificing quality. Since its launch in 2020, AIR™ Recon DL has revolutionized MR imaging for more than 5 million* patients globally by improving image quality while reducing scan time, making the process easier on patients who need care and on clinicians who are working harder than ever before. Here's how this GE technology works:

How GE's deep-learning

1

ACCESS

AIR™ Recon DL is compatible with the vast majority of GE's 16,000 installed systems worldwide and can be used for all anatomies

REDUCED SCAN TIME

By leveraging the raw MR image data, up to 50% reduction in scan time allows for shorter exam times and more patients scanned each day

PATIENT EXPERIENCE
Less time spent in the machine without sacrificing image quality improves overall patient experien

sharper, clearer MR images tha

are faster and easier to read

November 2022; average of 20 scans per day, 5.5 working days per week



Born of power and efficiency The world's largest and most powerful certified commercial aircraft engine, the GE9X is also GE Aerospace's most efficient engine built per-pounds-of-thrust. Incorporating advanced technologies, GE9X is designed to deliver up to 10% greater fuel efficiency than its predecessor, with emissions of nitrogen oxides (NOx) 55% below current regulatory requirements.

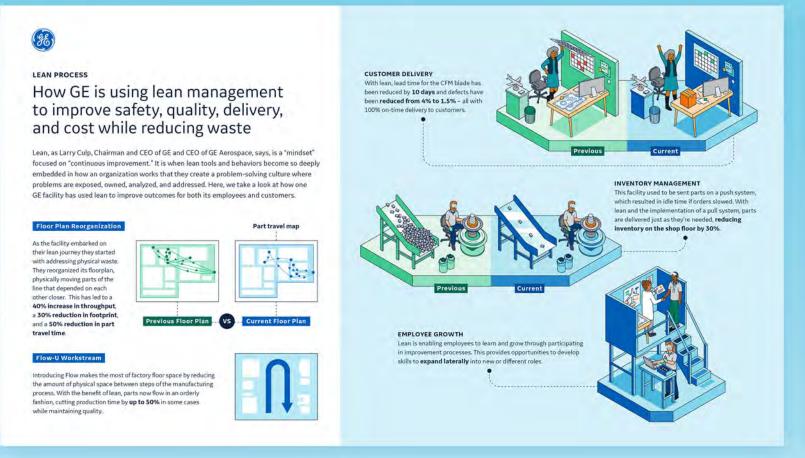


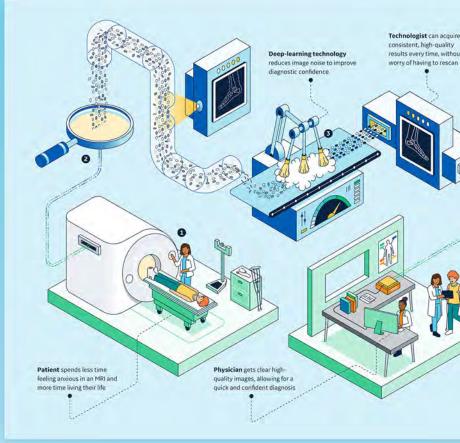


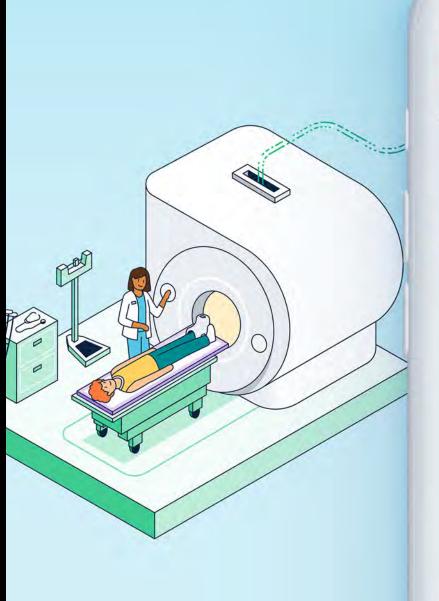
Advanced Materials
The GESX engine contains GE Aerospace's
latest generation of carbon fiber composite,
Ceramic Matrix Composite (CMC) and additivelymanufactured components. Composite and
additive parts are lighter than the traditional
metal parts they replace. CMCs are also stronger

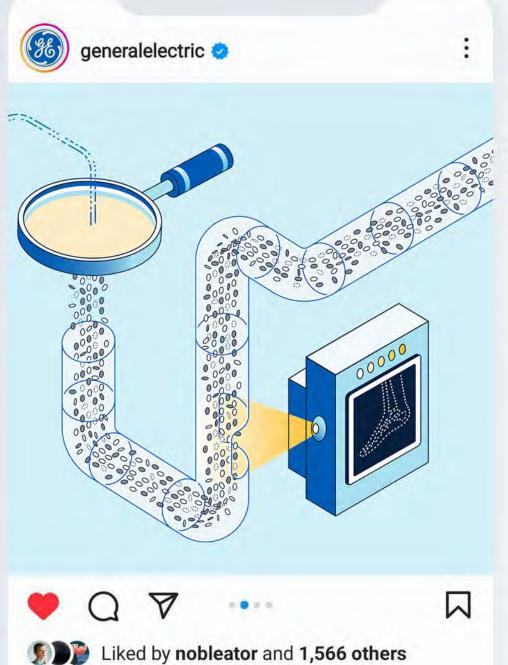


Sustainable Aviation Fuel (SAF) All GE Aerospace engines, including the GE9X, can operate on approved SAF. SAF is made from partially or completely renewable sources that reduce net CO2 emissions over its lifecycle

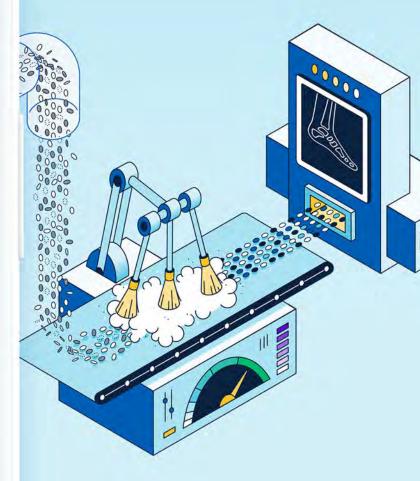








generalelectric Had an MRI before?



world wildlife fund.

educate and activate global audiences

the goals

Educate policy influencers globally about the direct relationship between zoological spillover and pandemic outbreaks.

the process

Incorporate scientific material through the lenses of visual storytelling to connect with policy influencers across countries with diverse vegetation and animal populations.

the outcomes

High engagement across social platforms and websites in the US and select non-English-speaking countries featuring local translations.



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