

OUR AREAS OF EXPERTISE

- Social Marketing
- Community Outreach
- Creative Services
- Meetings & Logistics
- Research & Evaluation
- Media Planning & Buying

Campbell & Company DC is known for creating campaigns that get noticed. And get results. We focus on tough issues and hard-to-reach audiences. Yet, time and time again, our work motivates people to act by calling, writing or going online. CCDC's repeated success reflects nothing short of our exceptional ability to use research to craft messages, strategies and visuals that resonate with the intended audiences.

OUR WORK

We are proud to lay claim to several of the District's most attention-getting public education campaigns. Each one generated buzz and raised awareness of critical issues such as truancy, developmental disabilities, early literacy and tenants' rights.



For the agency's 10th anniversary, increased attendance by 34 percent over 2016 through impactful branding and targeted advertising, social media and community outreach. Also, produced the 2017 annual report.



Elevated the importance of early literacy activities for DC Public Library and increased the number of visits to learnDC.org/earlychildhood by 750 percent in one month.



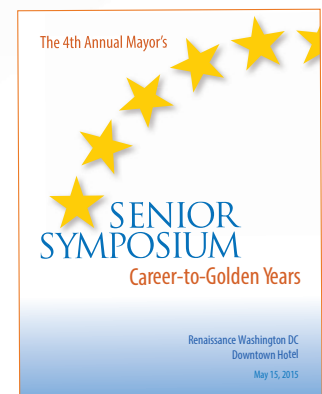
Increased the number of "eligible" children enrolled in the OSSE's early intervention program by 100 percent in 6 months.



Through a strategically placed media buy, increased the number of applications submitted to My School DC, the city's public school lottery, by 10 percent.



Stimulated conversation about truancy and generated more than 53 million media impressions for the Deputy Mayor's school attendance initiative.



Provided creative, programmatic and logistical support for the 4th Annual Mayor's Senior Symposium hosted by the DC Office on Aging—an event that attracted nearly 1,000 participants.

CURRENT & FORMER CLIENTS

- Office of the State Superintendent of Education
- Office of the Deputy Mayor for Education
- DC Department of Health
- DC Public Library
- DC Office of the Tenant Advocate
- DC Office on Aging
- Far Southeast Family Strengthening Collaborative



Campbell & Company DC is a certified CBE and is also on the **District of Columbia Supply Schedule**



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