

Engage. Campaign. Convert.

Using Data to Influence Creativity,
Content, and Culture



Isom Global Strategies

Our Unique Selling Proposition

Engage

Messaging
Storytelling
Advertising
Social media

Campaign

Earned media
Paid media
Shared media
Owned media

Convert

Data
Analytics
Tribes
Micro-tribes

Our Unique Selling Proposition

We understand our audience, we know how they feel, and we know how to relate to them. As a result, we know representation, perception, and engagement have been evasive within advertising, branding, and marketing for communities of color.

- We know how they want to be represented.
- We know how they want to be perceived.
- We know how they want to be engaged.



Our Services

IGS has extensive experience in the following areas of expertise:

- Marketing and strategic communication
- Brand identification and visual communication
- Public relations
- Advertising
- Digital marketing and social media
- Multicultural marketing
- Market research (data mining tribe marketing)
- Running micro-campaigns



Why Isom Global Strategies?

- Minority Woman-owned small business.
- WBENC and CBE Certified.
- Ranked among Inc. 5000 fastest-growing companies.
- PRSA award-winning public relations firm.
- Expertise in both traditional and digital marketing.
- Ethnically and culturally diverse staff representing several races, ethnicities, generations, and cultures.



Our Value Proposition

- As an agency, IGS is often called upon to support large and small federal, corporate, and nonprofit clients. IGS is an award-winning marketing firm specializing in micro-campaigns for military and health initiatives, tribe campaigns, and multicultural marketing (brand activations, amplifications, and advertising campaigns).
- We offer fully integrated campaigns from research, strategy, messaging, creative development, deployment, and tracking. What sets us apart is our ability to message with intent, engage with creative, convince with passion, and convert with gratitude.

Our Approach

Message with Intent

- We listen
- We learn
- We launch in this order

Engage with Creativity

- We message
- We connect
- We create a visual impact

Convince with Passion

- It's true
- It's relevant
- It's authentic to the tribe

Convert with Gratitude

- We activate
- We revise
- We amplify the influencers

Our Unique Branding Proposition

Relevant

- We ensure the content is what the audience would say.
- We communicate shared value between the project's message and audience.
- Our creative tells the audience's story authentically in the audience's tone of voice.

Relatable

- The messaging is real and personal to the audience.
- The creative provokes emotion because we intimately know the audience.
- Our messaging is compassionate, not condescending.
- Words, images, and color are intentional to the audience.

Represented

- I see myself, my peers, friends, family, and community in the content.
- More than stock photography, I see myself in the creative.
- My life is better: in terms of access, opportunity, and resources because of this initiative.
- My tribe and micro-tribe and our nuances were clearly considered.



Relevant Projects

We are known for our iconic and compelling marketing concepts, experienced leadership, credible work with federal and commercial brands, and disruptive campaigns that move KPIs. We know how people want to be represented, perceived, and engaged.

Representation Branding

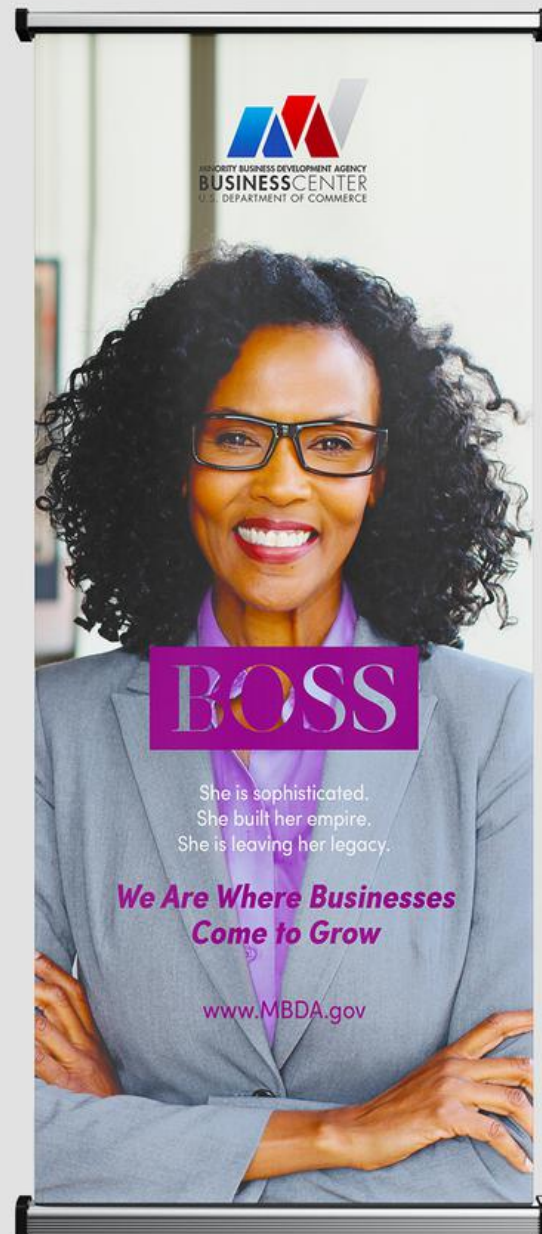
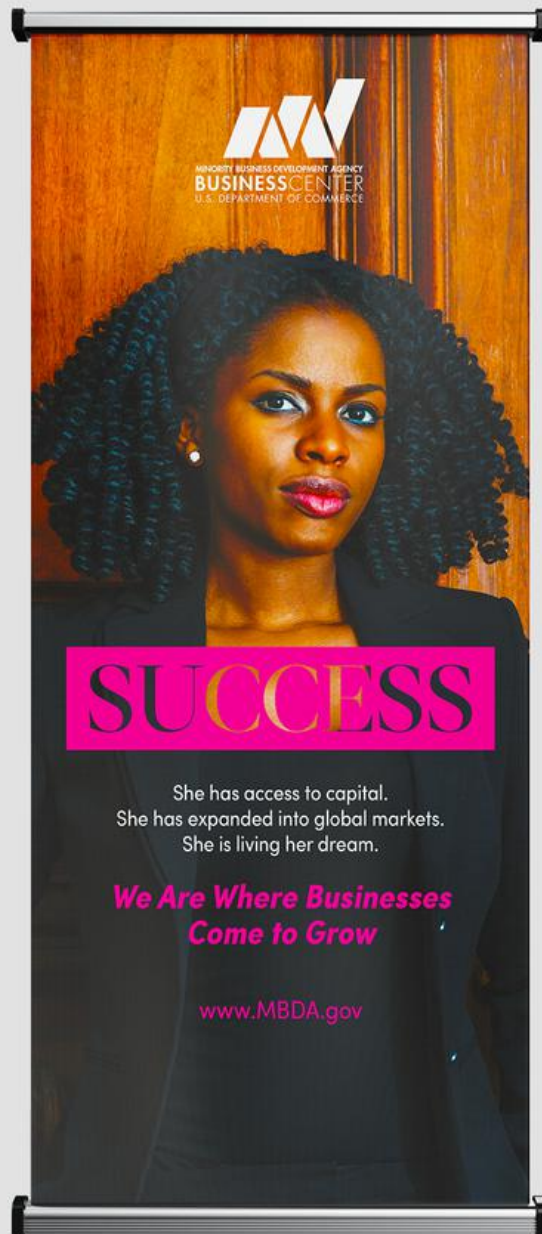


Client Name: Department of Commerce

Project: Enterprising Women of Color

IGS wanted to denote inspiration with color; so, we curated art in the branding, “Color brings energy to Black and Brown women and is attention-getting” in a branding campaign.

Representation Branding

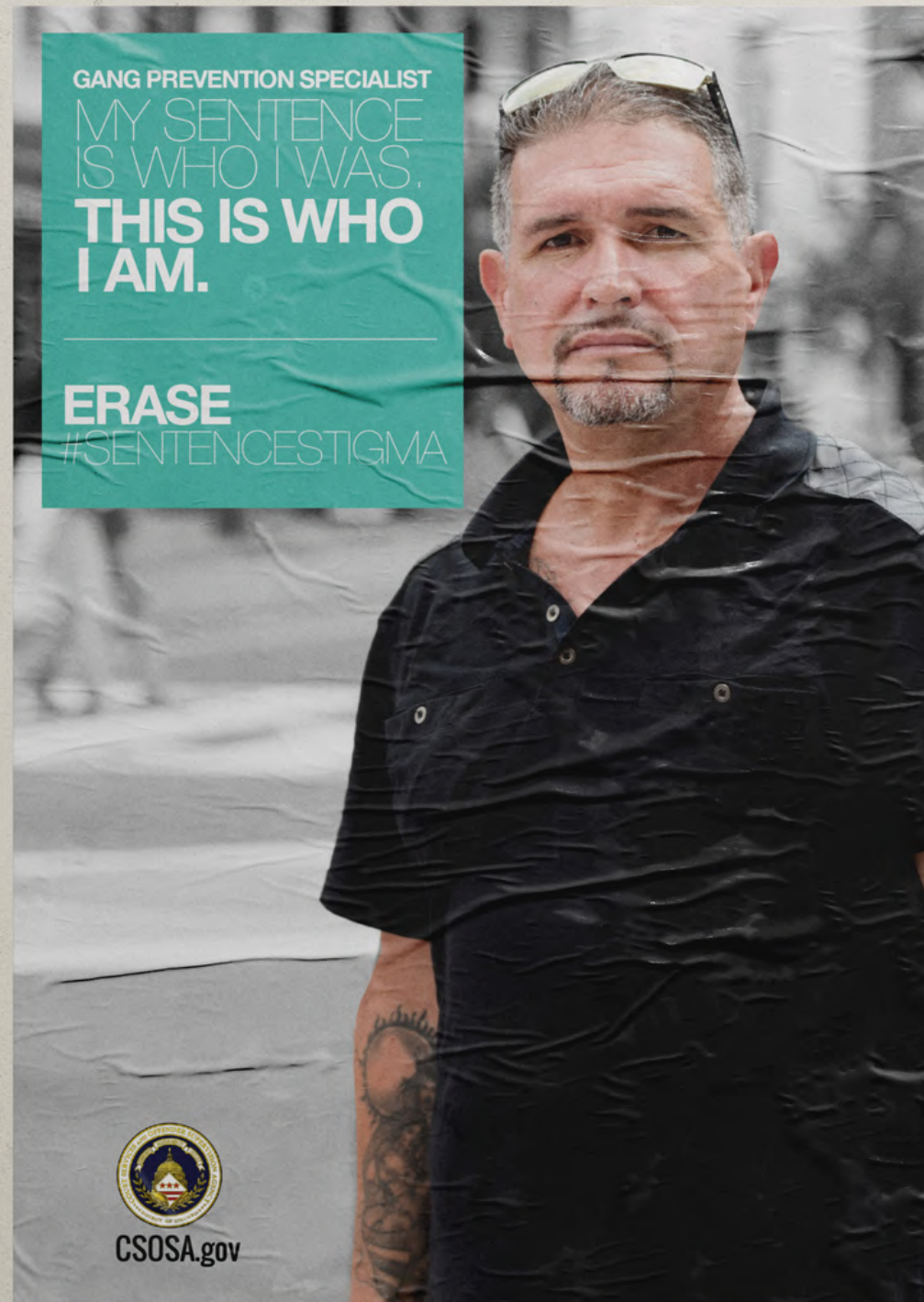


Client Name: Department of Commerce

Project: Enterprising Women of Color

IGS wanted to denote “power” for our client’s participation in the Essence Music Festival Entrepreneur Marketplace. Our goal was to encourage Black and Brown women to see themselves as confident enough to become entrepreneurs.

Perception Branding

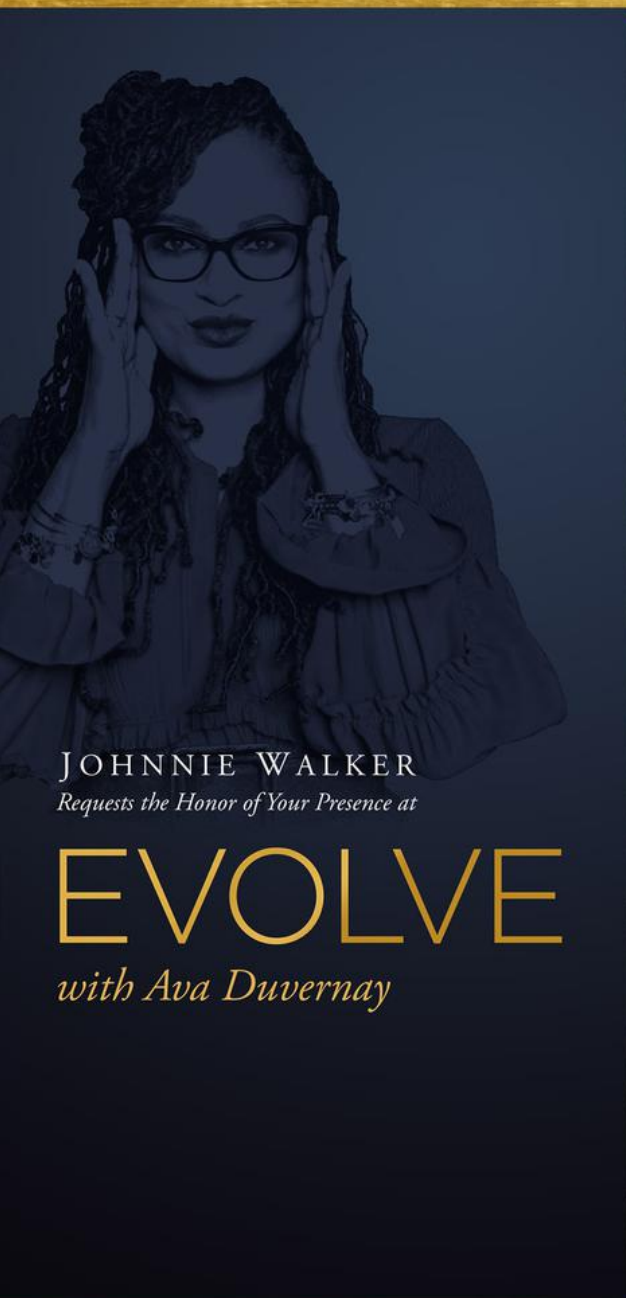


Client Name: Court Services and Offender Supervision Agency

Project: Public Health Crisis Communication

We used strong messaging and real-life photography from returning citizens to create a branding awareness campaign to shift the public perception about returning citizens that they can still bring value and to remove the sentence stigma.

Perception Branding



Client Name: Diageo

Project: "I Evolve": Experiential Marketing

IGS wanted to denote affirmation for this brand activation to encourage Black and Brown women to see themselves in their rightful position and reaffirm their education, knowledge, experience, and contribution to corporate America.

Engagement Branding

INDUSTRIAL BANK

SBA Loans

OUR BUSINESS IS HELPING BUSINESSES

Industrial Bank is a lender in the Small Business Administration's Preferred Lending Program.

As an SBA Preferred Lender, we can expedite SBA loans, reducing the time between the approval and funding of your small business loan.

Let our experts help you to determine your eligibility for an SBA-guaranteed loan.

industrial-bank.com

Follow Us:

INDUSTRIAL BANK

Commercial Loan Products

BUILD MORE THAN A BUSINESS, BUILD A LEGACY.

Industrial Bank has commercial lending solutions to help you build your business.

- > A/R Lines of Credit
- > Commercial Real Estate Acquisition & Renovation Loans
- > Commercial Term Loans
- > Equipment Loans
- > Government Contract Financing
- > SBA Express Loans

industrial-bank.com

Follow Us:

INDUSTRIAL BANK

MONEY MADE HERE STAYS HERE®

Steady Saver CD

PAY YOURSELF FIRST AND WATCH YOUR MONEY GROW!

Ask us for more details about rates and other Industrial Bank savings products.

- Only \$500 to open
- 18 month term
- 2 penalty-free withdrawals
- Make deposits any time

Follow Us:

INDUSTRIAL BANK

5 Ways We Help You Build Generational Wealth

- > Savings
- > Homeownership
- > Entrepreneurship
- > Retirement Planning
- > Estate Planning

Scan the code to learn more.

Follow Us:



Client Name: Industrial Bank (IB)

Project: Retail Marketing

IGS wanted to provoke black family values in IB's retail branding campaign for branches in DC and New York. For the Annual Report, we targeted urban hip millennials passionate about entrepreneurship.

Engagement Branding



Washington Women & Girls' Wellness Summit

AGENDA

State Board of Education Chambers

Welcome Address	8:30am - 8:45am
Opening Speaker	8:45am - 9:15am
Domestic Violence Session	9:20am - 10:30am
Obesity Session	10:40am - 11:50am
Lunch & Learn Workgroups	11:50am - 1:00pm
Keynote Speaker	1:00pm - 1:30pm
HIV/AIDS Session	1:40pm - 2:50pm
Diabetes Session	3:00pm - 4:10pm
Closing Speaker	4:15pm - 4:45pm
Closing Remarks & Conference Evaluations	4:45pm - 4:50pm
Motivational Movie Screening & Healing Circle	5:00pm - 7:00pm

Washington Women & Girls' Wellness Summit



LUNCH & LEARN WORKGROUPS

The 2009 Washington Women & Girls' Wellness Summit is committed to bringing solutions to improve the lives of women and girls. It is with that commitment we have created Lunch & Learn Workgroups.

Each workgroup is led by an experienced facilitator. The workgroups offer an opportunity to discuss the issues and offer solutions for change and action.

Please pick up your lunch in **Conference Room 1113** and proceed to the workgroups on your name badge for your working lunch sessions.

Proceed to the **Citywide Conference Center on the 11th Floor** for your Lunch & Learn Workgroup.

- Domestic Violence Room 1114
- Obesity Room 1107
- HIV/AIDS Room 1117
- Diabetes Room 1112

Client Name: Office on Women's Policy and Initiatives
Project: NIDDK Health Promotion event

We wanted to denote femininity and fragility. The color palette was soft and feminine, a juxtaposition often reflected in minority women's health disparities. Black women are often considered strong and enduring, which contributes to bad health diagnosis.

Now Let's Talk

about how we can serve you

START A CONVERSATION

202.841.9443

towan@isomglobal.com

FIND US

DC Headquarters: 700 Penn Ave #2004, Washington, DC 20003

NYC Herald Square: 106 W 32nd Street 2nd Floor, New York, NY 10001

LET'S GET SOCIAL

@isomglobal

