

CIA MEDIA GROUP

BUSINESS CAPABILITY STATEMENT

CIA Media Group is a nationwide video production and creative marketing agency helping companies develop content and providing guidance on messaging strategies and external communications, identifying market opportunities, branding, awareness, thought leadership strategies and assisting with the overall communications approach using videos.

CONTACT INFO

Website: <https://CIAMediaGroup.com>
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Point of Contact: Montina Portis, CEO

CORE COMPETENCIES

PRE-PRODUCTION

- Creative
- Scripting Consultation
- Storyboarding
- Research & Strategic Planning
- Brand Positioning & Development

PRODUCTION

- Videography (4K & HD)
- Audio Recording
- On-location lighting
- On-location shooting
- Teleprompter
- On set Production & Direction

POST-PRODUCTION

- Motion Graphics
- Sound Mixing
- Customized animated graphics and logos

WEB & SOCIAL MEDIA

- Website Design, Development, and Management
- Social Media Strategic Design and Implementation
- Online Advertising
- Mobile Apps, Android and Apple
- Motion Graphics Design
- Media Placement & Distribution
- Marketing & Public Relations

MARKETING & OUTREACH

- Social Media Outreach and Texting Campaigns
- Community Building and Motivation
- Public-Private Partnership Building

DISTRIBUTION, TRACKING & REPORTING

- Media Dissemination and Tracking
- Web Trending Reports
- Outcomes Reporting
- Social Media Tracking and Reports

DUNS NUMBER: 081207308

CAGE CODE: 86M24

DATE FOUNDED: 2013

TYPE OF BUSINESS: LLC

NATIONAL CERTIFICATIONS: WOSB, EDWOSB, MBE, WBENC

PAST PERFORMANCE

- ✓ **90% client retention**
- ✓ **Produced 1000+ successful Digital, and Corporate Video campaigns for 50+ clients.**
- ✓ **Over \$10 million in new business generated in the past 12 months.**

Client's services scaled from \$250k to \$2.3M in 2 years.

Company generated over 100k video views and tripled revenue in 90 days.

7 year old Firm's online presence and messaging is consistent with the Firm's real-world prestige.

125 year old law firm with 1000+ attorneys focused in primary disciplines featuring more than 45 specialized practice areas.

35 year old Firm established as an authority and the clear 'go to' choice for legal services in their region.

Who We Are

- 10+ Years Experience
- 1000+ Videos
- In-house Team
- 2016 Atlanta Business League Success Against the Odds Finalist
- 2018 SBDC Success Story - Homeless to \$1M in sales

PRIMARY NAICS & CLASS CODES

512110 - Motion Picture and Video Production
512191 - Video Post Production
519130 - Broadcast Video on Internet
541430 - Graphic Design Services
541810 - Advertising Agencies
541613 - Marketing Consulting Services
541820 - Public Relations Agencies
541870 - Advertising Material Distribution Services
611430 - Professional Development Training