

JULIEN  ANDERSON
<BRANDING STRATEGY COMMUNICATIONS>

CORPORATE
CAPABILITIES
STATEMENT

Julien Anderson is a branding, strategy and communications firm with a focus on professional services firms. Julien Anderson brings together a blend of creativity, technology and business analysis to help clients build unique brand solutions to their marketing challenges.

PARTIAL CLIENT LIST

Corporations

Aveda Georgetown
Cohen Milstein Sellers & Toll PLLC
Embassy Suites
Gardner, Kanya & Associates
Indigo Engineering Group
Leventhal Senter & Lerman PLLC
McKenna Long & Aldridge LLP
Merchant Processing Solutions
Mosaic Investment Group
Total Systems Technologies Corporation
Trammel Crow Company
Wilson Technologies, Inc.

Government Agencies

DC Department of Health (DOH)
DC Department of Public Works (DPW)

DC Energy Office (DCEO)
Environmental Protection Agency (EPA)
General Services Administration (GSA)
U.S. Department of Agriculture (USDA)

Associations and Non-Profits

Christ Church on Embassy Row
DC Chamber of Commerce
Greater Washington Fashion Chamber of Commerce
Howard University
Imagine Public Charter School
MOTTEP
National Medical Association
National Association of Black Accountants
National Governors Association

JULIEN ANDERSON TEAM

Ron Crittendon

Principal, Client Strategy

Ron has more than 15 years experience in marketing, publications and management. His work reflects a broad range of skills, from strategic planning, concept and content development, to award-winning design. Ron led an in-house creative team at the international law firm, McKenna Long & Aldridge LLP where he undertook market research, strategic planning, messaging and identity design.

Rene Gatling

Marketing and Strategy
Director

Rene has more than 20 years experience across a variety of industries. She specializes in the design and implementation of strategic marketing and communication plans that increase visibility and revenue. Rene was originally trained as an economist and worked for several years as a financial journalist in the US and Europe. She launched several thought leadership programs and led in-house legal, and professional and financial services marketing teams.

Jennifer Lucero

Senior Graphic Designer

Jennifer is an award-winning designer who has extensive marketing and creative experience. She has been instrumental in developing a diverse clientele and helping many organizations create successful marketing campaigns and brands consistent with their mission and core values.

Llanco Talamantes

Senior Web Designer

Llanco is a creative web designer with more than 10 years experience delivering compelling, effective on-line communications through branding, advertising and marketing initiatives. He orchestrates multiple resources and priorities at Julien Anderson to maintain its reputation for exceptional quality and customer service.



CAPABILITIES
& EXPERTISE

Julien Anderson offers in-house printing, publishing, web development, pre-press, and tradeshow management capabilities in addition to our core marketing and creative services. We are equipped to handle large customer orders as well as quick-turnaround surge requests.

A full-service branding, strategy, and communications firm, Julien Anderson provides the following services:

- Brand assessment, development, positioning, and management
- Market research and intelligence gathering
- Strategic planning
- Marketing, advertising, and public awareness campaign management
- Graphic design of brochures, manuals, reports, publications, conference materials, public information kits, tradeshow exhibits, banners and signage
- Magazine and newsletter design and production
- Development of online, print, radio, and television advertising
- Content development, copywriting, and editing
- Print management
- Large-format printing, mounting, and laminating
- Web site design and development
- Search engine optimization
- Social media and E-mail marketing

OUR
EXPERIENCE



PROFESSIONAL SERVICES AND CORPORATIONS

Julien Anderson has a wealth of experience in providing design and marketing services to professional services and small businesses. Recent work includes:

- Multiple projects for the DC-based law firm Cohen Milstein Sellers & Toll PLLC, including extending their newly created brand to all marketing materials, designing a client-focused newsletter and client alert template, ad creation, power point templates, event invitations and other collateral
- Strategic marketing, writing, web site, and marketing collateral for Aveda Georgetown

GOVERNMENT

Julien Anderson has completed branding, strategy, and creative marketing projects for government clients including:

- Educational outreach and awareness materials for the Environmental Protection Agency (WaterSense)
- Strategic planning, messaging platform, and identity design for the DC Energy Office
- Integrated marketing campaign and public education materials for the Department of Health
- Publications strategy and design for the General Services Administration

NON-PROFIT

Julien Anderson has successfully delivered creative work for nonprofit organizations and associations. Recent projects include:

- Branding, and web site design and development for the Imagine Public Charter Schools
- Marketing and communications for the Howard University Minority Organ Tissue Transplant Exchange Program
- Branding, publications, and multimedia work for National Medical Association
- Branding, tradeshow marketing collateral, and magazine design for the National Association of Black Accountants
- Video and multimedia production for the National Governors of America

OUR WORK

BRANDING/IDENTITY



Merchant Processing Solutions



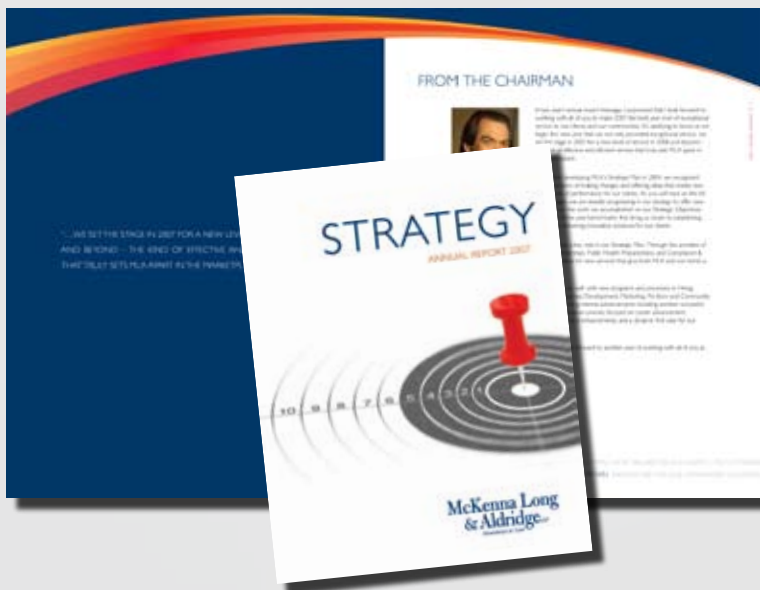
DINKINS COMMUNICATIONS



COLLATERAL



ANNUAL REPORTS



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