

Borderline Media Company Capability Statement

UEI : GU1FWDJGXGK5

CAGE CODE : 9D7J7



Borderline Media Company delivers high quality digital marketing content, including video, web and mobile applications, and graphic collateral. Their cutting edge social media analytics ensure that targeted messaging drives user engagement, integrating efforts to enhance brand presence across all platforms and leading to exceptional client success.

CORE COMPETENCIES

Creative Design Services

Brand Strategy | Graphic Design | Infographics | Web Design | Videography | Animation | Podcasting

Communications Research

Research Subject Recruitment | Qualitative Research | Quantitative Research

Marketing & Strategy

Campaign Development | Social Media Marketing | Social Analytics

Content Development

Print & Social Collateral | Copywriting | Editorial | Generative AI

Digital Transformation

Web Design | Mobile Application Development | Virtual and Hybrid Events

KEY DIFFERENTIATORS

Agile & Adaptable

Responding quickly to new agency initiatives, current events, emerging technologies, and key stakeholder with innovative solutions and seamless execution.

Staying on the Cutting Edge

Embracing new technologies, including the latest in quantitative analytics and generative AI, to significantly enhance contract value.

Results Driven

Establishing clear communication goals and delivers concrete metrics to measure the effectiveness and success of its outreach efforts.

Evidence-Based Approaches

Leveraging both qualitative and quantitative research, along with industry-standard success markers, to create campaign tactics that drive user engagement.

NAICS CODES

512110 541820

541430 541910

541810 561920

CERTIFICATIONS

8a Certified

VA Business License



FEDERAL CLIENTS

Agency for Healthcare Research & Quality (AHRQ)

2014-2024 (sub)

Implemented digital strategy and outreach efforts for the agency's Office of Communications (OC). Created consumer-facing mobile apps and internal logistical support applications. Sent over 12,000 distinct social media messages in the last contract year leveraging 200+ custom social graphics and 60+ videos. Outreach tactics increased the agency's social audiences by 20x, greatly improving the AHRQ's organic search rankings.



Office of Childcare (OCC)

2016-2024 (vendor)

Conducted large-scale virtual and hybrid meetings for hundreds of participants, ensuring engagement. Delivered multi-platform apps for in-person attendees, providing access to resources and networking tools. Created marketing collateral and managed logistics for smooth conference operations.



COMMERCIAL CLIENTS

National Alliance on Mental Illness (NAMI)

Conducted a comprehensive environmental scan, audience recruitment, and surveying to support the launch of NAMI's new training resource, TraumaInSight. Designed and implemented the e-learning course based on expert research. Created social and print collateral to support the course's launch in Q4 2024.



Novartis Pharmaceuticals

Engaged in the development of Human Insights research focused on priority populations to better understand patient behavior among those who have experienced a premature cardiovascular (CVD) event and should be tested for Lp(a). Supported both quantitative and qualitative research through our proprietary environmental scan report and have proposed data-driven activations for a 2025 campaign.

