

Public campaigns that reach the audiences **other agencies miss.**

Identika turns essential government programs into culturally relevant campaigns that move hard-to-reach communities to act. Nineteen years, four languages, and a documented public health and human services record.

Strategy, creative, multilingual content, paid media, and measurement from one senior team. All assets produced to Section 508 and WCAG 2.1 AA.

FLAGSHIP ENGAGEMENT

Virginia Department of Health Statewide Vaccine Communications Campaign

Prime contractor · VDH-21-607-0016
\$6.75M · September 2020 to June 2024

- 408M+ paid, social, and earned impressions
- 1,500+ bilingual creative assets produced
- 3,000+ community outreach events supported
- Two 2022 Davey Gold Awards

435M+

media impressions delivered

\$6.75M

largest prime contract held

6

Davey Awards, 4 consecutive years

2007

founded · 19 years operating

Impressions figure aggregates documented paid, social, and earned delivery across VDH, VDSS, and Fairfax County campaigns, 2020 to 2025. Campaign-level reports available on request.

CORE CAPABILITIES

Multicultural marketing

Audience research, culturally relevant creative, and trusted-messenger outreach for Hispanic, immigrant, and refugee communities.

Brand and creative development

Program naming, visual identity, campaign platforms, brand manuals, and partner toolkits.

Paid media planning and buying

TV, radio, transit, airport, streaming, programmatic, social, and search, with weekly optimization reporting.

Public awareness campaigns

Research, brand, message, media plan, execution, and performance reporting delivered as one accountable cycle.

Multilingual content

English, Spanish, Haitian Creole, and Ukrainian. Translation, transcreation, and native-language creative.

Research and measurement

Focus groups, social listening, segmentation, benchmarking, and campaign performance analysis.

WHY IDENTIKA WINS

Prime on a \$6.75M multi-year statewide contract

Four years as prime for the Virginia Department of Health across six concurrent campaign programs. Capacity and continuity are documented, not asserted.

Six Davey Awards in four consecutive years

Three Gold and three Silver, 2022 through 2025, in Healthcare, Government and Municipal, Cause Marketing, and Brand Strategy. Independently judged.

Section 508 compliance built into production

155 compliant assets on a single VDH campaign and 50 on VDSS. Accessibility is a production standard here, not a retrofit.

SELECTED GOVERNMENT PAST PERFORMANCE

AGENCY	PROGRAM	CONTRACT VALUE
CDC / NIOSH	Musculoskeletal disorder prevention video campaign PRIME	\$78.2K
Virginia Dept. of Health	Vaccine Communications Campaign	\$6.75M
Virginia Dept. of Health	Tuberculosis and latent TB awareness	\$160K
Virginia Dept. of Social Services	Holiday adoption campaign	\$42.8K
Fairfax County OEEC	Sustain Fairfax climate campaign	\$240K
Fairfax County DFS	Your Fairfax, Your Future aging adults campaign	\$100K

Contracting officer references, full portfolio, and campaign performance reports available on request · identika.com/portfolio

CONTRACTS HELD

Virginia Department of Health Marketing Services	VDH-21-607-0016
Virginia Dept. of Social Services On-Call Marketing and Advertising	FAM-22-121
Fairfax County Marketing Services	4400011977

COMPANY PROFILE

Entity Identika LLC · Founded 2007 · Ashburn, VA
 Status Small Business · Small Disadvantaged Business (SAM self-certified)
 Federal SAM registered · CAGE 5G9S2 · UEI NQQTBTBHLUCQ6
 Virginia SWaM #679763 · eVA Vendor ID VS0000048038
 Awards 6 Davey Awards 2022–2025 · Inc. 5000 2022, 2023

Primary NAICS: **541613** Marketing Consulting Services. Additional: 541810, 541820, 541910, 541430, 512110, 541611, 541511, 541512

PSC: R701 Advertising · R708 Public Relations · R422 Market Research · R426 Communications · R408 Program Mgmt/Support · R499 Other Professional · T016 Audio/Visual

HOW AGENCIES CONTRACT WITH IDENTIKA

Small business set-aside

Small Business and Small Disadvantaged Business set-asides, and simplified acquisition procedures under FAR Part 13.

Subcontract or teaming

Available as a subcontractor on IDIQ, BPA, and integrated communications vehicles. Prime experience on both federal and state contracts.

Direct engagement

SAM registered and ready for award. Capability briefings and campaign walkthroughs available on request.

CONTACT

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