

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

Identika turns essential Virginia programs into culturally relevant campaigns that move hard-to-reach communities to act. Nineteen years, four languages, and a documented record across VDH, VDSS, and Fairfax County.

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**

Davey Awards, 4 consecutive years

**SWaM**

certified #679763

**eVA**

registered Virginia vendor

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 |
|--------------------------------------|-------------------------------------------------|----------------|
| Virginia Dept. of Health             | Vaccine Communications Campaign                 | \$6.75M        |
| Virginia Dept. of Health             | Tuberculosis and latent TB awareness            | \$160K         |
| VDH Office of Family Health Services | Your Voice, Your Future survey awareness        | \$20K          |
| 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         |
| Fairfax County DEI                   | Fairfax CORE SEO and digital performance        | \$49.2K        |

Contracting officer references, full portfolio, and campaign performance reports available on request · [identika.com/portfolio](https://identika.com/portfolio)

## CONTRACTS HELD

|                                                                               |                 |
|-------------------------------------------------------------------------------|-----------------|
| <b>Virginia Department of Health</b><br>Marketing Services                    | VDH-21-607-0016 |
| <b>Virginia Dept. of Social Services</b><br>On-Call Marketing and Advertising | FAM-22-121      |
| <b>Fairfax County</b><br>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: | <b>541613</b> Marketing Consulting Services. Additional: 541810, 541820, 541910, 541430, 512110, 541611, 541511, 541512 |

## HOW AGENCIES CONTRACT WITH IDENTIKA

### Existing contracts

Task orders under active marketing services contracts with VDH, VDSS, and Fairfax County. No new competition required.

### SWaM set-aside

Certified SWaM vendor eligible for set-aside and small purchase procedures under the Virginia Public Procurement Act.

### eVA and direct engagement

Registered eVA vendor for quick quotes and solicitations. Capability briefings available on request.

## CONTACT

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## IDENTIKA LLC

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## ONLINE

**identika.com**  
 Scan for portfolio  
 and references

