



Contract Information

*Schedule 541
Advertising & Integrated Marketing
Services (AIMS)*

*Contract Numbers:
GS-23F-0032N
GS-23F-0033N*

*Contract Period:
October 22, 2007 – October 21, 2012*

Small Business Classification

Contact Information

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Ordering Information

*Contact us for our Federal Supply
Schedule Pricing, Terms and
Conditions*

Welcome to Brotman Winter Fried Communications

FULL-SERVICE MESSAGING & COMMUNICATION FOR
GOVERNMENT CLIENTS

WHO WE ARE

Brotman•Winter•Fried specializes in public communication and education, special event management, cause-related marketing programs, public service, technical and creative writing and copy editing, community service, artwork production and marketing campaigns for a wide range of clients including government agencies, cities, towns and jurisdictions, companies, retail organizations, consumer and trade associations, professional sports teams and national organizing bodies.

WHAT WE DO

- Public Relations
- Special Events
- Promotions
- Research
- Printing
- Marketing
- Fulfillment
- Graphic And Web Design
- Audio and Video Production
- Educational Events

PAST PERFORMANCE

- U.S. Department of the Interior
- U.S. Department of Agriculture
- U.S. Department of Homeland Security, Transportation Security Administration
- U.S. Department of Defense, Joint Services Open House
- U.S. Department of Housing and Urban Development
- U.S. Department of Commerce, National Fish and Seafood Promotional Council National Fisheries Institute / National Oceanic and Atmospheric Administration
- Montgomery County (MD) Department of Public Works and Transportation
- Montgomery County (MD) Department of Environmental Protection
- Washington, D.C. Sports & Entertainment Commission
- Washington, D.C. Department of Health
- Fairfax County Visitors and Convention Authority
- D.C. Committee to Promote Washington
- Mayor's Millennium Washington Commission

Brotman•Winter•Fried Communications

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GSA Contracts: GS-23F-0032N & GS-23F-0033N

Cage Code: 3NYK6

DUNS # 07-482-2776

Tax ID # 52-1788127

CCR TTPIN: 31008950

Business Type: Contracts, For-Profit Organization, Service Provider

BWF NAICS CODES

323110 Commercial Lithographic Printing

323111 Commercial Gravure Printing

323112 Commercial Flexographic Printing

323113 Commercial Screen Printing

323114 Quick Printing

323115 Digital Printing

323117 Books Printing

323118 Blankbook, Looseleaf Binders and Devices Manufacturing

323119 Other Commercial Printing

323121 Tradebinding and Related Work

323122 Prepress Services

519130 Internet Publishing and Broadcasting and Web Search Portals

519190 All Other Information Services

541430 Graphic Design Services

541490 Other Specialized Design Services

541611 Administrative Management and General Management Consulting Services

541613 Marketing Consulting Services

541618 Other Management Consulting Services

541810 Advertising Agencies

541820 Public Relations Agencies

541830 Media Buying Agencies

541840 Media Representatives

541850 Display Advertising

541860 Direct Mail Advertising

541870 Advertising Material Distribution Services

541890 Other Services Related to Advertising

541910 Marketing Research and Public Opinion Polling

541921 Photography Studios, Portrait

541922 Commercial Photography

541930 Translation and Interpretation Services

541990 All Other Professional, Scientific and Technical Services

711310 Promoters of Performing Arts, Sports and Similar Events with Facilities

711320 Promoters of Performing Arts, Sports and Similar Events without Facilities

711410 Agents and Managers for Artists, Athletes, Entertainers and Other Public Figures

711510 Independent Artists, Writers, and Performers

Charles J. Brotman, Chairman

Steve Winter, President

Kenny Fried, Executive Vice President

Shaun May, Senior Account Executive

Matt Herring, Account Executive

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National and Local Government Experience

U.S. Department of the Interior – writing, editing, publication and electronic imagery design for the agency's Performance Accountability Review (PAR) and the Government Performance and Results Act (GPRA) five-year strategic plan. BWF produced official documents for widespread public and agency use.

U.S. Department of Agriculture – Media outreach and targeted feature article campaign for the department's Trade Adjustment Act for Farmers. BWF implemented a campaign utilizing local media in various markets, to generate information about government assistance to farmers and fishermen adversely impacted by foreign imports.

U.S. Department of Homeland Security, Transportation Security Administration – Satellite Media Tours featuring TSA chief executives to publicize and promote new security procedures at U.S. Airports during holiday seasons.

U.S. Department of Defense, Joint Services Open House – Marketing and publicity activities in support of Andrews Air Force Base Air Show

U.S. Department of Housing and Urban Development – Radio and TV Public Service Campaign. Featuring prominent actor Edward James Olmos, these spots were produced in both English and Spanish-language and were designed to educate the public on the issues and laws associated with housing discrimination.

U.S. Department of Commerce, National Fish and Seafood Promotional Council – National and international publicity in support of the National Seafood Challenge, a professional chef's competition which crowned a national champion while raising awareness of seafood consumption.

National Fisheries Institute / National Oceanic and Atmospheric Administration – Publicity campaign designed to showcase and publicize underutilized species of fish in high-end restaurants and specialty retail shops.

Montgomery County (MD) Department of Public Works and Transportation – Task order projects mostly covering elements associated to recycling and recycling awareness including collateral material design and production, journalism, educational outreach, premium and educational item procurement and reproduction, direct mail campaigns and public relations campaigns.

Montgomery County (MD) Department of Environmental Protection – Services focusing on public and target audience education outreach including instructional and informational seminars, elementary school educational programs, awards ceremonies and production and preparation of supporting collateral materials.

Washington, D.C. Sports & Entertainment Commission – Public relations, marketing and promotional campaigns in support of mission to bring new sports and entertainment activities to the District of Columbia.

Washington, D.C. Department of Health – Public education, outreach, community awareness and publicity campaigns designed to showcase and attract public participation in various regional health programs including the Chronic Care Initiatives and programs in support of prostate screening, cancer detection and diabetes prevention.

Fairfax County Visitors and Convention Authority – Public relations and event management in support of programs designed to attract heavily-attended, high-level participant sports events to Fairfax County.

D.C. Committee to Promote Washington – Public relations and event management services in support of several high profile events designed to showcase downtown Washington as a destination for special events and activities.

Mayor's Millennium Washington Commission – Public relations and event management services in support of several dozen events that preceded and immediately followed the Washington, D.C. Millennium Celebration.

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PUBLIC RELATIONS

BWF can identify relevant audiences and then works through traditional media outlets (magazines, newspapers, television and radio), new media (websites, e-newsletter, e-zines and blogs) and social networking (YouTube, Facebook, Twitter) to spread the word and create direct levels of impact and awareness.

SPECIAL EVENTS

BWF can create, implement and promote special events and programs designed – by their very nature – to produce media coverage, attention and public awareness. These events can range from street fairs and food and music festivals to educational events, grass roots community campaigns, highly-specialized and targeted outreach programs, educational seminars and publicity stunts.

PROMOTIONS

BWF through its vast network of connections can effectively match clients – in both the public and private sectors – with partners that can offer maximum exposure potential.

PRINTING

From flyers, brochures, banners, direct mail pieces and posters to books, periodicals and Performance Accountability Reports, BWF can handle the entire project from start to finish regardless of the size or deadline.

RESEARCH

BWF can conduct extensive research activities – including the coordination and facilitation of focus groups and surveys, both electronic and personal – to develop effective marketing strategies for agency's products, services, missions and causes.

MARKETING

BWF can create powerful, dynamic and effective advertising and marketing campaigns that impact audiences ranging from the smallest rural town to the entire country.

FULFILLMENT

BWF can create, warehouse and distribute materials through efficient and cost-effective means.

GRAPHIC AND WEB DESIGN

BWF has the capabilities to communicate an agency's message through the creation of websites, brochures, posters, periodicals, annual reports, Performance Accountability Reviews, strategic plans, print advertisements or even novelty items.

AUDIO AND VIDEO PRODUCTION

BWF has the resources to deliver memorable and highly-impactful materials such as documentaries, instructional videos, public service announcements, satellite media tours, web-based videos or traditional television or radio commercials.

EDUCATIONAL EVENTS

BWF can carry out all tasks necessary to conduct seminars, workshops, small meetings, conferences and large-scale conventions, including venue research, logistical coordination, invitation development and distribution, contract negotiation, audiovisual coordination, event choreography, procurement of speakers and entertainment and catering.