



**Media Group LLC**

- **Learning**
- **Production**
- **Marketing**
- **Management**

For more than 20 years, members of the Holloway Media Group staff have provided programs & services that helped government agencies, corporations, small businesses, educational institutions, and nonprofit organizations improve their performance and establish a reliable connection with audiences.

**OUR WORK**

**Holloway Media Group’s Core Skill is the development of knowledge transfer solutions (“good ideas”); then, we translate research into media content that is relevant and meaningful to target audiences.**

**Learning**

**CLIENT**

- Brand Positioning and Development
- Curriculum Development and Adaptation
- Educational Consulting, Instructional Design
- Program & Marketing Planning
- Research & Analysis, Strategic Planning

**CLIENT’S AUDIENCE**

- Classroom-Based and Blended-learning
- Continuing Education/Professional Development
- Distance Education/Learning Management Systems
- Peer-to-Peer Online Communities
- Training Solutions, Computer Hardware/Software
- Video and Web-based Online Training

**Management**

- Campaign Management
- Change Management, Technical Assistance
- Fundraising, Grants Management
- Organization Development
- Program/Project Management
- Social Media/Web Tracking and Reports

**Production**

- Concept Visualization, Message/Development
- Full Audio/Video Production & Post-Production
- Media Streaming, Photography
- Mobile Apps: Android and Apple
- Motion Graphics Design
- Public Service Advertising (PSAs); Documentaries; Programs, Webinars
- Social Media Design/Implementation
- Voice Announcer/Television Producer, Script Writer, Speaker
- Web Series; Educational Videos;
- Website Design/Development/Management

**Marketing**

- Advertising: Mobile, Online, Radio, TV, Cable
- Community Building and Motivation
- Media Dissemination and Tracking
- Public Relations, Strategic Communications
- Public-Private Partnership Building
- Social Media Outreach and Texting
- Stakeholder Engagement, Outcome Reporting





**PAST PERFORMANCE**

**BUSINESS**

- All Nets Basketball Association
- Abbott Pharmaceuticals
- American Automobile Association
- Ardyss International
- AT&T (BellSouth)
- Bayer
- Blue Cross-Blue Shield
- Brad Thompson & Associates
- British Airways
- Cisco Systems
- Covidien (Medtronic)
- Dow Corning
- DuPont
- Forest Laboratories
- Gartner, Inc.
- Gerdau
- Johnson & Johnson
- Lockheed Martin
- Master Foods (Mars, Inc.)
- MicroMass Communications
- Morris LLP
- Mike Anthony Productions
- Nortel Networks
- Novartis
- Proctor & Gamble
- Showtime Networks
- The Bizzell Group
- Wachovia

**GOVERNMENT**

- City of Raleigh
- N.C. Department of Justice
- N.C. Department of Transportation
- San Diego County
- U.S. Department of Agriculture
- U.S. Department of Education

**EDUCATION**

- Duke University
- Howard University
- North Carolina Central University
- North Carolina State University
- Shaw University
- University North Carolina, Chapel Hill

**NON-PROFITS**

- African Diaspora Maritime
- Cooperating Raleigh Colleges
- Crossroads Fellowship Church
- Donaldson Ministries
- First Baptist Church of Glenarden
- Gospel Music Workshop of America
- Greater Works Christian Center
- Howard Lee Institute
- Howard University Alumni Association
- National Association of Broadcasters
- UNC Center for Public Television
- Wakefield Family Church
- Word of God Fellowship Church

**HMG NAICS CODES**

512110	Video Production
512191	Video Post-Production
512240	Audio Recording/Post-Production
512290	Sound Recording - Events
518210	Media Streaming & Web Hosting
519130	Web/Internet Broadcasting
541511	Web Page Design
541611	Strategic Planning
541612	Organization Development
541613	Marketing & Customer Service
541690	Radio Consulting
541810	Advertising Agency
541820	Public Relations
541830	Media Buying
541840	Media Advertising Representative
541910	Marketing Analysis & Research
541921	Video/Photography - Events
541922	Video - Legal Depositions
561499	Fundraising & Videoconferencing
611420	Computer Hardware & Software Training
611430	Professional & Management Development Training
611710	Educational Consulting
711510	Voice Announcer, Television Producer, Script Writer, Speaker

**TEAMING WITH HMG**

- The Holloway Media Group is seeking to **partner** with both experienced large and qualified small businesses, either as the prime contractor or as a subcontractor, to mutually expand business opportunities. **DUNS:** 626036524 **CAGE:** 7MLP0

**DIFFERENTIATORS**



- We conduct *qualitative* and *quantitative* market **research**, produce *compelling* and *creative* **content**, and provide *relevant* and *meaningful* **solutions** that meet your audience needs.
- We developed and utilize a proven **HMG 8-Step Process™** for our marketing, training, and consulting clients that include: *Research, Challenge, Strategy, Plan, Budget, Implementation, Measurement, and Optimization*. This means that we can offer a **wide variety** of **strategic, effective, and sustained solutions** at a competitive cost.
- We offer **EMMY™ nominated creative services** — this ensures our clients' materials stand out from the competition and compel audiences to stay engaged!

