



Ready to Serve

CREATIVE COMMUNICATION SOLUTIONS
FOR LOCAL, STATE AND FEDERAL AGENCIES



MOGUL MEDIA
CONSULTING

WWW.MOGULMEDIACONSULTING.COM



How This Guide Can Help You

This guide shows you what's possible. We help you turn policy language into stories that touch hearts and open minds. With just small shifts in approach, you'll create those special moments where your community doesn't just hear about your initiatives—they feel genuinely part of them. Throughout these pages, you'll discover how our team at Mogul Media Consulting can walk beside you, turning your important work into connections that last long after the town hall ends and the newsletters are sent.

*Bottomline:
We've got
your back!*

AUTHENTIC COMMUNITY CONNECTION

Turn complex policies into conversations that help your constituents see how your work touches their everyday lives.

JOURNALISTIC STORYTELLING EXPERTISE

Find those human moments within your agency's work that make both reporters and residents lean in and truly listen.

LOCAL CULTURAL UNDERSTANDING

See the community through their own eyes, creating messages that feel like they come from a neighbor who truly understands local values.

HUMAN-CENTERED PUBLIC ENGAGEMENT

Create spaces where residents don't feel like they're talking to "the government" but to people who care about the community.

STRATEGIC COMMUNICATION WITH HEART

Meet all your official goals while still speaking in a voice that makes people feel something real about the work you're doing.

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Introduction

TRUSTED PARTNERS



As a trusted partner, we're committed to supporting government initiatives with exceptional marketing, advertising and communication services.

Your story matters.

Our dedicated team is here to help government agencies connect with communities and achieve their goals efficiently and effectively.

For over 25 years, we've walked alongside organizations just like yours. Every community we work with has a unique heartbeat, a distinct voice - and we help bring those stories to life in ways that truly connect with people.

Our mission is simple:

We help you cut through the noise and reach the hearts of your community. We give you the tools, strategies and support to turn complex challenges into clear conversations that move people to action.

We get things done!

What You Get

WITH MOGUL MEDIA



HOW WE STRATEGIZE

**IDENTIFY
COMMUNICATION
OPPORTUNITIES**

**GENERATE
CREATIVE
IDEAS**

**EXECUTE
CUSTOMIZED
SOLUTIONS**

**DELIVER
EFFECTIVE
RESULTS**

Deep Local Understanding:

We know that what works in one city may not resonate in another. Our teams immerse themselves in your community's culture to create strategies that feel authentic and true to your people.

Clear Communication That Connects:

We turn complex policy language into conversations that feel natural and engaging - helping you build trust and understanding with every message.

Technology with a Human Touch:

While we use cutting-edge tools, we never lose sight of what matters most - the people you're trying to reach and the relationships you're building.

From our teams in Seattle, Philadelphia, and Phoenix, we're here to help you create those meaningful connections that make communities thrive.

Think of us as your neighbors who happen to be communication experts - ready to roll up our sleeves and help you make a real difference in your community.



Marketing Strategy and Creation

We believe every organization has a distinctive story that deserves to be heard above the digital noise. With our roots spanning multiple industries and years perfecting digital engagement, we find the meaningful connections in your marketing – whether you're launching a new campaign or reimagining your entire digital presence.

Strategic Storytelling

We draw on our cross-industry experience to find the emotional core of your brand. Years of creating compelling content have taught us how to quickly identify what makes your story stand out – and we bring that same instinct to your campaigns, finding the angles that will genuinely connect with your audience.

Digital Expertise, Human Approach

From SEO strategies that help people find you naturally to social media content that sparks real conversation, we create a digital presence that feels authentic, not algorithmic. Having guided countless brands through evolving digital landscapes, we know how to make even complex technical elements serve your connection goals.

Content with a Real Voice

We craft authentic content for your agency's digital presence that balances regulatory requirements with genuine engagement. Our expertise helps your messaging maintain authority while connecting meaningfully with citizens—creating content that performs and remains accessible to the diverse communities you serve.

Collaboration That Respects Your Vision

We develop strategies centered on your agencies' priorities and constituent needs. We navigate public sector communication challenges—balancing transparency requirements and approval processes while staying true to your mission.

Advertising, Media Planning & Buying



We know that getting your message out there - and getting it right - matters. Over the years, we've built the relationships and know-how to make your voice heard, whether you're reaching out to your local neighborhood or speaking to the whole nation. Think of us as your complete advertising partner. We're here to:

Make Every Dollar Count

We know you're working with public resources, and we take that seriously. Our media buying experts understand how to stretch your budget while maximizing impact, finding those perfect moments to connect with your community.

Tell Your Story, Your Way

Whether it's a heartfelt radio spot or an eye-catching billboard, we create messages that feel authentic to your community's voice. From the first draft to the final placement, we make sure your story comes through clear and strong.

Create Connections That Last

Your website, brochures, and emails aren't just communication tools - they're opportunities to build trust with your community. We create content that encourages engagement, turning complex information into clear, actionable messages.

Keep You in the Know:

We believe in transparency and results you can see. That's why we track, measure, and share how your campaigns are performing, helping you understand exactly how you're connecting with your community.



Public Affairs and Strategic Communications

We believe that great communication starts with listening. Our team understands the unique challenges of connecting with the media and communities they represent. Our strategic communicators build trust and relationships with key audiences through careful planning and expert execution. We emphasize:

Stories that Matter

Every community has stories worth telling. Drawing on our journalism roots, we help you uncover and share the moments that truly resonate. We know which stories will catch a reporter's attention and how to shape them in ways that build credibility and trust with your community.

Building Trust Through Clarity

Whether it's a press release, social media update, or community newsletter, we transform complex information into conversations that feel natural and engaging. Our comprehensive approach ensures your message stays clear and consistent, no matter where or how you're connecting with your community.

Relationships That Count

Over the years, we've built genuine partnerships with media outlets who understand public sector stories. We help you navigate these relationships, finding the right moments and channels to share your message. It's about creating connections that last, not just making announcements.

Communication That Connects

Think of us as your guides in creating everyday moments of connection. From managing internal communications to crafting public announcements, we help you communicate in ways that feel authentic and meaningful. Every interaction is an opportunity to strengthen your community's trust and engagement.

Event Management



Making a strong connection with key audiences depends on a seamless experience to leave a lasting impression. We create those strategic opportunities and execute through the finest details to foster interactions authentic to your organization. Here's how we bring your events to life:



Planning That Puts People First

Events are about more than just logistics - they're about creating spaces where people feel welcomed and heard. We handle everything from finding the perfect venue to coordinating speakers who resonate with your audience, making sure every detail supports genuine connection.



Smooth Sailing, Start to Finish

On event day, you'll find us there early, making sure everything runs like clockwork. We manage the behind-the-scenes details so you can focus on what matters most - connecting with your community. Think of us as your calm in the storm, handling any surprises with grace and keeping everyone smiling.



Community Gatherings That Matter

Whether it's a neighborhood festival or a city-wide initiative launch, we create experiences that bring people together. We help design those special touches that turn an ordinary meeting into a memorable moment of connection.



Leadership That Listens

Every event starts with understanding your goals and your community's needs. We work alongside your team to develop strategies that align with your vision, ensuring each gathering builds stronger relationships and creates lasting impact.



Brand Storytelling and Design Development

Bring your brand to life with captivating visuals that connect and inspire. We believe that great design starts with understanding the heart of your story. Our creative team doesn't just create visuals - we develop experiences that help people feel something real when they encounter your brand. Here's how we bring your brand to life in ways that truly connect with people:

Visual Stories That Resonate

We help you uncover those special qualities that make you who you are, then transform them into visuals that capture attention and touch hearts. From logos that feel instantly familiar to designs that make people stop and smile, we create work that leaves lasting impressions.

Building Recognition Through Authenticity

Whether it's a community report, website, or billboard, we create designs that feel true to who you are. Our approach ensures your visual story stays consistent and genuine across everything you do, helping people recognize and connect with your brand wherever they find you.

Designs That Welcome

We've learned that the best designs don't just look good - they make people *feel* good. We create visual experiences that invite people in, make them feel at home, and help them understand what you're all about without having to say a word.

Brand Stories That Matter

Think of us as your creative partners in sharing what makes you special. From crafting your visual identity to designing materials that bring your message to life, we help you tell your story in ways that feel authentic and meaningful.

Video Production



We know that every story deserves to be told in a way that touches hearts and opens minds. From heartfelt brand videos that showcase your mission to documentary-style pieces that capture real moments, we bring your stories to life through video that creates genuine connections with your audience.

Storytelling That Connects

Videos are about more than just beautiful shots - they're about creating moments that resonate with viewers. With over 20 years of TV journalism experience, we know how to find the emotional heart of any story. We handle everything from developing the perfect concept to conducting interviews that reveal authentic voices, ensuring every frame builds meaningful engagement.

Expert Guidance, Every Step

From the first "action" to the final edit, you'll find us fully present, making the process feel natural and comfortable. We manage the technical details so you can focus on sharing your message. Think of us as your creative partners, transforming your vision into visual stories with warmth and professional precision.

Visual Stories With Purpose

Whether it's a short promotional piece or a full documentary project, we create videos that bring your message to life. Drawing from our decades in TV journalism, we craft those special moments that transform information into emotion, helping your audience not just understand your story, but feel it.

Collaboration That Values Your Voice

Every production begins by understanding your unique story and what makes your audience lean in closer. We work alongside you to develop visual approaches that honor your authentic voice, ensuring each video strengthens connections and leaves lasting impressions.

A Collective of Storytellers

Built Through Decades of Connection



Our collective journey spans more than 50 years of storytelling across every medium and message. We've built our expertise not just through professional achievements, but through the human connections we've made along the way – creating stories that resonate because they come from a place of genuine understanding and care.

Our collective network brings together seasoned professionals with experience in:

Broadcast Journalism – Finding the emotional truth in stories and asking questions that reveal what matters most to audiences.

Corporate Communication – Translating complex visions into compelling narratives that connect organizations authentically with the people they serve.

Video & Media Production – Capturing those genuine moments of human connection that explain your mission more powerfully than any statistic.

Event Management – Creating meaningful experiences that bring people together, turning ordinary gatherings into powerful opportunities for connection.

Marketing Operations – Orchestrating the behind-the-scenes magic that ensures your authentic message reaches the right hearts and minds at just the right moment.

Crisis & Community Relations – Standing steady during challenging times and creating spaces where genuine dialogue happens and every voice feels valued.

Strategic Storytelling – Producing messages that resonate not by being the loudest, but by speaking directly to what drives, worries, and inspires your audience.

What sets our approach apart isn't just our technical expertise – it's our fundamental belief that behind every organization, campaign, or initiative are human stories waiting to be shared. We've sat with CEOs and community members alike, listening deeply to understand what drives them, what worries them, and what gives them hope.

When we work together, we bring all these experiences – from newsrooms and boardrooms, from crisis moments and celebration events – to help you connect in

Custom Solutions Measurable Results



From finding the emotional heart of your brand to creating moments that genuinely connect with your audience, we bring both strategic thinking and human understanding to every project. Our team helps you tell your story in ways that feel authentic, not manufactured.

Whether you need:

- Public information campaigns that translate policy into real-world impact stories that resonate with the community
- Community outreach strategies that create genuine two-way conversations with the people you serve
- A digital strategy that reaches people where they already are, speaking to what they actually care about
- An event that creates those special moments where real connections happen naturally
- Crisis communication tools that build trust through transparency and authentic connection

We work alongside you as partners who care about your story as much as you do.

We don't just deliver metrics – we help create those meaningful moments that make people lean in, listen, and remember what matters most about your work.

Human connection
is our superpower!



What Our Clients Say

“I can’t thank you and your team enough for your dedication to this effort. I have felt every step of the way this has been a team effort for the sake of the people of Washington State”

Communications Director, State Fraud Campaign

“Your team is amazing. Fast, efficient, and always delivers on time. Your eye for detail and and your fast response was appreciated across our entire team.”

Senior Director of Growth Marketing, Launch Campaign

*We just have to say
it... we have the
BEST clients!*



“Your team made the impossible happen. We depended on you a lot and you delivered every single time. I can’t thank you enough for your hard work and dedication to the project.”

VP of Marketing, Content Creation MarTech Campaign

Let's Build Something Great Together

At Mogul Media, we offer expert government communications teams and public sector specialists to support your agency's most critical outreach initiatives, whether it's a public information campaign, a community event, or a specialized citizen engagement project.

We understand that government agencies have distinct communication requirements and regulatory considerations. That's why we provide solutions tailored to the public sector, offering both dedicated project teams and individual specialists who understand government processes and can seamlessly integrate with your department to deliver transparent, measurable outcomes.

Partner with Mogul Media Consulting to access communications expertise specifically adapted for government environments. Whether you're seeking to improve constituent services, increase program participation, or enhance public understanding of your agency's mission, we're committed to advancing your public service goal



Public Service. Human Stories. Real Connection.



We'd love the opportunity to serve your agency!

Are You Ready to Bring Your Story to Life?

Let's talk about how we can help translate your important work into stories that truly connect with the people you serve.

We'd love to sit down together, learn about your challenges, and share how our team's experience in both government and journalism can support your mission.

Reach out for a conversation – no pressure, just a chance to explore how we might work together to strengthen those community connections that matter most.

CONNECT WITH MOGUL MEDIA

Contact Us

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Philadelphia, PA

✉ Email: team@mogulmediaconsulting.com

🌐 Website: www.mogulmediaconsulting.com



Capability Narrative

Mogul Media delivers impactful **marketing, advertising and strategic communications** solutions. We transform complex projects into effective public campaigns, building trust and inspiring action within the community.

Core Competencies

- ✓ **Comprehensive Strategic & Crisis Communications**
Clear, decisive messaging that transforms complex policies into compelling stories, maintaining public trust during both everyday operations and critical moments.
- ✓ **Full-service Advertising**
Strategic envisioning, innovative design and meticulous implementation across digital and traditional channels where your communities connect.
- ✓ **Data-driven Marketing Consulting**
Research what matters, measure what works, and optimize every dollar for maximum impact.
- ✓ **Engaging Brand & Content Creation**
Strategic brand development, compelling videos, engaging digital & social media, and accessible content that translate complex programs into stories the community understands.
- ✓ **Integrated Media Services**
Expert media buying and strategic placement ensures your message finds the right audience at the right time, building awareness and trust.

Differentiators



- Our team brings **50+ years of combined experience** in both government and business, helping tackle your toughest communication challenges.
- We turn complex government projects into **simple, effective campaigns** that people actually understand and engage with.
- Being a **small, flexible team** means we can pivot quickly when policies change or new issues arise—nothing slowing us down.

Featured Experience

Department of Financial Institutions

Olympia, WA April 2024-March 2025

Designed and implemented a statewide public awareness campaign focused on financial fraud prevention, achieved exceptional reach and engagement across diverse communities.

- 56.7% lift in website traffic | 95% increase in social media engagement | 36.2 million total impressions | 110,895 landing page views | 96% video completion rates on digital content | Delivered content in 5+ languages

Department of Commerce

Olympia, WA September 2024-June 2025

Delivered communications and strategic community engagement services for Washington State's Community Reinvestment Project (CRP), an initiative uplifting communities disproportionately impacted by drugs.

- Increased program visibility and community participation | Created compelling content | Delivered 100% of project deliverables on time and within budget

Yakima Valley College

Yakima, WA October 2024-June 2025

Provided marketing and paid media outreach services supporting student recruitment. Developed and implemented strategic communications plan targeting prospective students in rural, Hispanic communities, with emphasis on cultural competency.

- 865,000+ digital impressions | 13,600+ link clicks with highly efficient average CPC | Delivered specialized Spanish-language content

Corporate Data

Legal Name: Mogul Media Limited Liability Company
Year Formed: 2016
FEIN: 81-3715826
CAGE: 9YD28
DUNS: 122781378

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State Contract

Massachusetts State Contract

Advertising, Marketing and Event Planning

Contract Holder : PRF86

Supplier ID : VC0001692526

Certifications



MWBE:

PENDING

NMSDC:

NW07179

NAICS Industry Codes

541810

541910

541830

541613

541161

512110

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