

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

5 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 Content Creation

Compelling videos, engaging digital 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

Washington State Dept. of Financial Institutions

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

Washington State Dept. of Commerce

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

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 LLC Year of Incorporation: 2016 UBI: 604-029-016 FEIN: 81-3715826 UEI: NGFYNR5MRSM4 CAGE: 9YD28 DUNS: 122781378

Contact

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State Contract

WA Statewide Marketing & Comms Contract Holder: <u>DES Contract 20422</u> Statewide Vendor: SWV0317640-00

Certifications

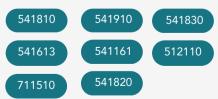


 OMWBE:
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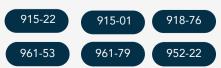
 King County SCS:
 5488

 NMSDC:
 NW07179

NAICS Industry Codes



Commodity Codes



R701 Support Management: Advertising R708: Support Management: PR

