

▶ Partnering with Redbear

DEFENSE INDUSTRY MARKETING SOLUTIONS

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REDBEAR IS A HYBRID MARKETING
AGENCY & PRODUCTION COMPANY
SPECIALIZING IN CONNECTING
THE DEFENSE INDUSTRY AND THEIR
AUDIENCES ACROSS EVERY CHANNEL.



REDBEAR HAS YOU COVERED

- ▶ Our strategies are optimized by **data driven decisions and a focus on your ROI.**
- ▶ We are a **one-stop shop** for your video content needs.
- ▶ Our team support **reduces strain** on your staff, allowing them to focus on their own area of expertise.
- ▶ Access to experts in **creative, content strategy, media & distribution, branding, and production.**
- ▶ An entire **marketing team** at your fingertips.



BRINGING DEFENSE INDUSTRY STORIES TO LIFE

“ PJ and his team were instrumental to our success. His experience saved me years and brought us to our first successful round of financing. I could not have done it with out them. I look forward to a long working working relationship with PJ and his team. ”

FRANK GOMEZ
CEO
WYTCOTE TECH





In the defense industry, storytelling is especially important. By sharing the **experiences military personel and military professionals**, we can create a deeper understanding of challenges people face and highlight their successes.

As defense industry storytellers, Redbear is committed to **creating informative and emotionally engaging content**. We use cinematic visuals, relatable human experiences, and authentic performances to bring stories to life and create an **emotional connection with the audience**.

All backed by defense industry **data and insights**.



WHAT'S YOUR STORY?

We've solved many defense industry and organizational challenges, including:

- ▶ Developing and evolving your brand
- ▶ Launching a new service or product offering
- ▶ Writing and developing new personal profiles
- ▶ Highlighting and articulating testimonials
- ▶ Explaining a complex military topic or tactic
- ▶ Supporting your social media outlet with content
- ▶ Creating creative campaigns and deliverables
- ▶ Bringing a thought leadership initiative to life



EMMY-WINNING STORIES

Redbear won an Emmy for its storytelling and production skills. Watch our spot for UCI Health.

This is based on a true story.

WATCH ▶



WHAT MAKES REDBEAR DIFFERENT?

// These are guys who, when they says they're going to do something for you, then watch #\$\$%! out because they're going to do it. That, to me, is a team that you want on your side //

MICHAEL BETTENDORF
SVP GROUP CREATIVE DIRECTOR
AVMED



GLOBALIZED

We go where the story takes us, producing across the United States and in dozens of countries.



DATA DRIVEN

We have our own in-house data scientist and data team to help make decisions and optimize campaigns.



DIVERSE

We are a multi-lingual, culturally diverse staff from writers, designers, directors and post-production.



PREDICTABLE

We offer you full transparency on costs and a more strategic approach to planning.

COST & ROI

We offer competitive pricing while also demonstrating the potential for a strong return on investment.

INNOVATIVE

We are experts in developing a content plan that extends the life of your initiatives.



WHAT CAN WE DO FOR THE DEFENSE INDUSTRY?

// Redbear was indispensable to our success. They are my go-to team. They make me look like a rock star. //

KRISTYN LEWIS
CREATIVE DIRECTOR
UCI HEALTH



BRANDING

From brand anthems and commercials to behind-the-scenes content, we understand how to position your name and brand in the marketplace with the perfect messaging.

PRODUCTION

Redbear has been producing content for the defense industry for over 25 years. With a proven process that includes maneuvering around large venues, capturing moments, or filming the environment.

WEB DESIGN

It's not just about pretty pages. Our dev teams make sure your site is talking properly to the internet and ensures that people can find you and services.



PPC

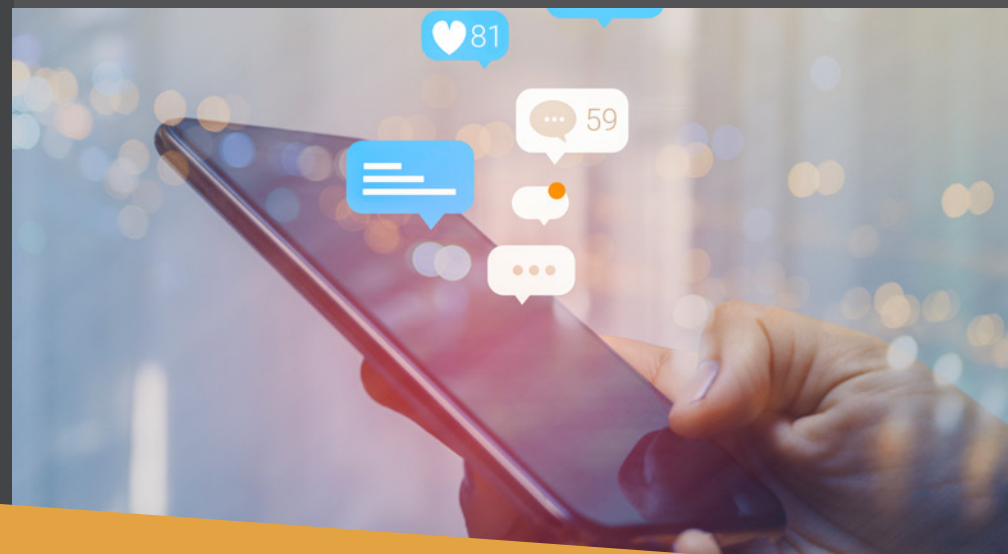
Redbear has a proven track record of increasing online visibility and driving targeted traffic to your website, using effective and optimized ad campaigns.

SOCIAL MEDIA

Social media is critical to your awareness efforts. Our team is experienced in seamlessly integrating your story into content that feels authentic to your brand's mission.

CONTENT

We can develop a strategic content plan that will not only assist in telling your story across all channels but also provide a cost-effective solution that integrates and extends your team.



HOW WE WORK

Single Project

- ▶ **One Stop Shop Solution**
- ▶ **Dedicated Account Team**
- ▶ **Integrated Production Team**
- ▶ **Industry Expertise**
- ▶ **Cost Transparency**

Our team's broad range of expertise ensures a creative solution that not only meets your budget needs and content goals but provides a seamless and positive project expertise.

Monthly Retainers

- ▶ **Needs Assessment**
- ▶ **Marketing Strategy & Plan**
- ▶ **Creative Development**
- ▶ **Messaging Strategy**
- ▶ **Weekly Assessment**
- ▶ **Constant Optimization**

Partnering with Redbear gives you a marketing team at your fingertips. We execute on your every need to bring your brand to the front of any conversation.

A La Carte Modules

- ▶ **Primary Research**
The fastest way to our users' hearts, minds and motivations
- ▶ **Dedicated Content Team**
Whether website updates or weekly content creation, we got you.
- ▶ **Data Team**
Distribute your ads back by data and hands on, daily optimization to reach your ROI.
- ▶ **Social Media**
Strategic maintenance of your message across all platforms.



SHOOTING OVERSEAS



We have production experience all over the world.



CLIENTS



PRIVATE SECTOR

TOSHIBA



Southwest



PUBLIC SECTOR

CODES

NAICS Codes

519130 Internet Publishing and Broadcasting and Web Search Portals
512110 Motion Picture and Video Production
512191 Teleproduction and Other Post Production Services
512199 Other Motion Picture and Video Industries
541430 Graphic Design Services
541490 Other Specialized Design
541611 Administrative, Management and General Marketing Consulting
541613 Marketing Consulting Services
541618 Other Management Consulting Services
541810 Advertising Agencies
541820 Public Relations Agencies
541830 Media Buying Agencies
541840 Media Representatives
541890 Other Services Related to Advertising
541910 Marketing Research and Opinion Polling
541921 Photography
541990 All Other Professional Services

PSC Codes

R405 Support - Professional: Operations Research/
Quantitative Analysis
R422 Support - Professional: Market Research/Public Opinion
R426 Support - Professional: Communications
R499 Support - Professional: Other
R701 Support - Management: Advertising
R708 Support - Management: Public Relations
T001 Photo/Map/Print Publication - Arts/Graphics
T006 Photo/Map/Print Publication - Film/Video Tape Production
T010 Photo/Map/Print Publication - General Photographic: Still
T015 Photographic - General - Motion
T016 Photo/Map/Print Publication - Audio/Visual



Let's Get Started



REDBEAR

CONTACT INFO:

PJ HAARSMA

PJ@Redbear.TV

323.620.2327