



# CAPABILITY STATEMENT

DUNS: 06-631-0885 | CAGE CODE: 9HCT5 | UEI: N312AFBF3ZU9

SINCE 1989 | INCORPORATED IN THE STATE OF CALIFORNIA IN 2000

GSA: 47QRAA24D00DU

SB CERT: 2032429

## CORPORATE OVERVIEW

Redbear is an Emmy-winning digital agency that partners with brands seeking transformative business results in a time of significant disruption and, of course, opportunity. Through our marketing expertise, our brand experience, and honest hard work, we succeed in achieving your goals. Together, we define your business goals and our marketing goals, and then hold ourselves accountable to those results. Period.

## DIFFERENTIATORS

- Big Brand Experience on a Global Scale
- Emmy-Winning Production Team
- In-House Data Scientist
- Broad Experience with Regulations and Compliance Requirements

## PAST PERFORMANCES

300% revenue increase (YOY) for a national candy distributor. Over 1000% search increase for health care facility. Global brand strategy for new medical device product launch. Execution of a \$27 million dollar commercial campaign. Creation of proprietary machine learning ad system.

## CORE COMPETENCIES

- Collaboration and Communication
- Project Management
- Brand Management
- Target Audience Identification
- Strategy Development
- Leverage Digital Marketing Channels
- Data Analysis
- Film Production Management

## SERVICES

With our experience in advanced digital marketing and advertising technologies, we provide services and consulting in the areas of **SEO, social media, reputation management, data strategy, content marketing, ad buying, analytics and film production.**

## RECENT AWARDS



Emmy



Telly



Addy

## CLIENT HISTORY



Shell



TACO BELL



United Way

Southwest  UCI Health

## POINT OF CONTACT

PJ Haarsma - Owner/Founder

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 [www.redbear.tv](http://www.redbear.tv)

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91436





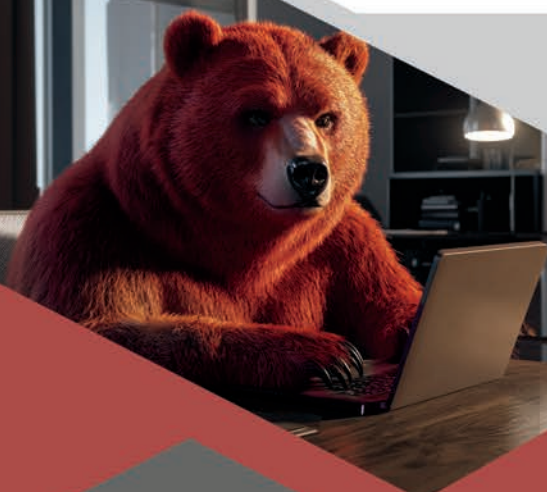
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## CREATING EFFECTIVE CAMPAIGNS FOR GOVERNMENT AGENCIES

Redbear's vision is to help companies and brands across the globe realize their full potential. Our specialty is mobilizing the right people, skills, and technologies with our experience in helping organizations improve performance. Redbear is committed to excellence and creating innovative and flexible technology solutions for our commercial and federal clients.

### WHAT OTHERS SAY

"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  
FORMER SVP GROUP CREATIVE DIRECTOR  
MCCAAN ERICKSON

"To put it mildly, each one of them is a star - stellar producers, detail oriented problem solvers, and prodigious generators of creative ideas. Not only are they some of the hardest and smartest working people I know, they are also a sheer pleasure to be around."

Craig Evans  
CMO | TAYLOR GUITARS

### NAICS CODES

- **512110** Motion Picture and Video Production
- **512191** Teleproduction and Other Post Production Services
- **512199** Other Motion Picture and Video Industries
- **519130** Internet Publishing and Broadcasting & Web Search Portals
- **541430** Graphic Design Services
- **541490** Other Specialized Design
- **541611** Administrative, Management & 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



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