

The Baskin Group Capabilities Statement

The Baskin Group (TBG) is an accomplished full-service marketing and communications firm that creates multi-platform campaigns that assist organizations and companies with elevating their agendas and achieving their business objectives in the marketplace. We are committed to helping organizations enhance their value proposition and connect with the people and communities they serve. We have specific expertise in strategic content development and marketing to diverse audiences.

We help organizations engage their stakeholders through the following services:

Brand Strategy	Strategic Messaging/Voice
Advertising/PR Campaigns	PolyCultural Marketing
Content Development	Social Media/ Social Listening
Brand Identity & Collateral	Video Production
Search Engine Marketing	Digital Brand Management
Web Development/ Mobile App Development	Audience & Marketing Analysis
Digital Strategy/ AI Optimization	Qualitative & Quantitative Research & Surveying

CERTIFICATIONS/LICENSES

GSA Schedule Contract #47QRAA25D005E	WOSB
8(a) Certified	Delaware MBE/WBE
MBE	Maryland MDOT/MBE
WBE	Virginia SWaM



NAICS CODES

541511	541519	541613	541810	541910
541512	541611	541690	541820	541990

CONTACT INFORMATION



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DATA-DRIVEN BRAND STRATEGIES THAT DELIVER

Insight-Powered Campaigns: We leverage cutting-edge research, AI-driven analytics, and market intelligence to create strategic, high-impact branding and marketing initiatives.

Engaging Diverse Audiences: Our culture-centric approach ensures that our messaging is authentic, inclusive, and resonates deeply with the communities and consumers you seek to reach.

Measurable Results & Lasting Impact: We go beyond mere awareness by creating campaigns that drive behavior change, build trust equity, and deliver tangible business outcomes.

CLIENTS INCLUDE

MARKETING - STRATEGIC COMMUNICATIONS - MEDIA

Novartis

TBG developed effective and inclusive strategies to ensure equity in Lp(a) screening among Black patients with premature CVD. TBG identified the insight-driven behavioral strategy to evolve and reshape the patient narrative surrounding Lp(a) to effectively reach and activate relevant Black CVD patients to increase awareness and familiarity with Lp(a) as a genetic risk factor for CVD that is more prevalent in Black adults.



Biogen

TBG worked with the Institute for Politics Policy and History (IPPH) and Biogen to create five 30-minute shows focused on health disparities in communities of color, especially the Black community. The shows were distributed via podcasts, radio, and digital media. Topics included the continuing Impact of COVID-19, the Risks of Alzheimer's in Black and Brown communities, Black Pain (Mental/Emotional Health), Communities of Color in Biotechnology, and the Impact of Climate Change on the Health of Black and Brown communities.



National Alliance on Mental Illness (NAMI)

TBG conducted a comprehensive environmental scan, audience recruitment, and surveying to support the launch of NAMI's new training resource, TraumaInSight. It identified key stakeholders, assessed market needs, and gathered detailed feedback from target audiences. TBG provided NAMI with critical insights and strategic guidance, ensuring that TraumaInSight effectively addresses the complex issues of youth trauma and meets the needs of those it aims to serve.



The University of the District of Columbia

TBG conducted market research to create a new brand narrative for internal and external stakeholders to increase enrollment and enhance marketing efforts. TBG utilized the data and insights to launch a comprehensive multi-platform marketing and communications campaign. Additionally we successfully launched a grassroots advocacy campaign to secure \$146 million in funding from the District of Columbia to support university-wide initiatives — an endowment that has not been increased in over 10 years.



FEDERAL GOVERNMENT

Agency for Healthcare Research & Quality (AHRQ)

TBG performed comprehensive research and surveying, specializing in In-Depth Interviews (IDIs), focus groups, and proprietary digital environmental scans. Thoroughly examined all facets of the AHRQ portfolio, from social media engagement to tool and resource utilization. Provided actionable insights and strategic recommendations, ensuring that AHRQ's initiatives are effectively aligned with the needs and behaviors of its target audiences.



Consumer Financial Protection Bureau

TBG was engaged to assist the CFPB Office of Communications in its media relations initiative aimed at Americans across the country during the peak of the COVID-19 pandemic. Alongside designing and conducting media interview training sessions for CFPB spokespersons, TBG developed and distributed information regarding resources available to Americans facing housing insecurity. TBG concentrated on securing media placements in target markets with outlets prioritizing marginalized communities. We secured media coverage in over 30 outlets, resulting in more than 3 million impressions.

