

# JONES PR

BE HEARD ANYWHERE

Brenda Jones Barwick, APR  
President & CEO  
228 Robert S. Kerr, Suite 500  
Oklahoma City, OK 73102

(P) 405-516-9686  
(M) 405-831-5548  
brenda@jones.pr  
jones.pr |    

UNIQUE ENTITY ID: MVNQKKGLSS85 | CAGE CODE: 57LF2

## NAICS CODES

- 512110 VIDEO PRODUCTION
- 541430 GRAPHIC DESIGN
- 541613 **INTEGRATED MARKETING**
- 541810 ADVERTISING
- 541810 ODC-OTHER DIRECT COSTS
- 541820 **PUBLIC RELATIONS**
- 541890 OTHER SERVICES RELATED TO ADVERTISING

## CERTIFICATIONS



Women Owned  
Small Business  
#WOSB180751



Schedule  
Contract 47QRAA19D008Q

PARTNER IN PROI WORLDWIDE



## ABOUT US

Jones PR provides government agencies one integrated solution for all your communications needs. We combine media planning, and creative design work with efficient execution across social media, digital media, traditional media (print/OOH/radio/TV), video production, earned media, and community engagement for one streamlined and consistent brand strategy.

Experts in both planning and activation give us the know-how to localize your message to specific geographies and demographics. This, combined with our emphasis on performance tracking and measurement, holds us accountable for every dollar and focus on your ROI.

## OUR DIFFERENTIATORS

Direct access to senior management team - from start to finish

Experience planning and executing multi-million dollar campaigns

Localize National Campaigns

Staff Expertise in Native American Culture

5 Star Client Service Commitment

Nearly 50% of staff are of diverse backgrounds

## SERVICES



Public Relations & Media Storytelling



Crisis Management & Reputation Management



Influencer Relations & Management



Digital & Traditional Media Advertising



Creative Design & Production



Community Outreach & Engagement



Social Media Video & Content Creation

## PAST PERFORMANCE



### 2021 to Present | Subcontractor

Developed and implemented a nationwide PSA campaign through digital and traditional media that promoted SchoolSafety.gov resources to help schools create a safe learning environment.

**Result:** Produced a public service announcement video campaign that achieved a 70.9% video completion rate on digital platforms within 30 days of launching.



U.S. Department of Transportation  
**Pipeline and Hazardous Materials Safety Administration**

### 2020 | Prime Contractor

Developed and implemented a four-week Programmatic Display and Social Media Advertising campaign for "Check the Box" Undeclared Hazmat Shipments Safety Initiative in five states, plus Washington, DC.

**Result:** Exceeded impressions goal by 300%



### US Department of Agriculture, Food & Nutrition Service - 2017 – 2018 | Subcontractor

Managed statewide media and social media campaign to increase awareness of SNAP benefits at Farmers Markets and produced bilingual videos. Subcontracted by the University of Oklahoma Nutrition Information and Education.

**Result:** Attendance at Farmers Markets by SNAP families increased 50%.



### Oct. 2021 to Apr. 2022 | Prime Contactor

Developed and implemented an on-line PSA advertising campaign for lead paint renovation, repair, and painting program to promote safe homes and childcare facilities.

**Result:** Our targeted digital campaign led to more than 30,683,000 impressions in the Boise, Idaho region.



**OKLAHOMA**  
Department of Public Safety

### Federal Real ID -

#### 2020 to Present | Prime Contractor

Developed and implemented a multi-media campaign educating the public about the October 1 deadline to obtain a Real ID to board airlines and access federal facilities.

**Result:** Applications exceeded available appointments statewide.



**OKLAHOMA**  
Transportation

### 2013 – present | Prime Contractor

Agency of Record for advertising, public relations and crisis communications.

**Result:** Continuously exceed expectations in digital, media and PikePass sales.

## NATIONAL & INTERNATIONAL AWARDS



**INC. 5000 FASTEST GROWING PRIVATE COMPANIES**  
Five consecutive years



**NONPROFIT CAMPAIGN OF THE YEAR**  
Honorable Mention, PRWEEK, New York



**BEST AGENCY PITCH**  
Verizon PR Summit, Atlanta



**BRONZE ANVIL AWARD OF COMMENDATION**  
External Video, PRSA, New York  
Advertorial, PRSA, New York  
Social Media, PRSA, New York



**GOLD LION AWARD**  
Cannes International Festival of Creativity, France

### NATIONAL HEADLINER AWARD

The Association for Women in Communications



**SILVER ANVIL AWARD**  
Best Public Affairs Campaign, Public Relations Society of America, New York



**CLARION AWARD FOR SPECIAL EVENTS**  
The Association for Women in Communications