



COMPANY DATA

NAICS: 511210, 519190, 541613, 541330, 541810, 541519, 541611, 541820, 541830, 541910, 541890, 611420, 611430, 711510
PSC: R409, R426, R499
FEDERAL CAGE: 709S4
CAGE: 6HQG5
DUNS: 620897413



CERTIFICATIONS AND CONTRACTING VEHICLES

A+ Better Business Bureau
U.S HUBZone, WOSB and SBA 8(a)
U.S. Dept. of Transportation DBE
U.S. Navy Seaport NxG
New Jersey SBE and MWBE
New York State and NYC MWBE
Port Authority of NY/NJ MWBE
WBENC WBE
NMSDC MBE

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COMMUNICATION, DIVERSITY, EQUITY AND INCLUSION: AN IMPACTFUL SOLUTION

Evaluate current DEI through a data-driven approach and develop a strategic plan for success.
Improve internal and external messaging to raise awareness of your inclusive company culture on all fronts.
Engage in conversations with curiosity, humility, and compassion rather than criticism or defensiveness.
Cultivate ongoing self-awareness, continuing education, relationship building, and actual anti-racist practice.
Maximize your budget and execute campaigns that drive results and enhance your practice.

WHY IMPACT

Impact Consulting Enterprises, under the leadership of Cheryl McCants, MS, MA and Angela Airall, PMD, MBA, has been telling award-winning stories to diverse audiences and transforming organizations for more than 30 years. Foundations, corporations and agencies work with us to enhance their public footprints, increase brand engagement and achieve revenue and recruitment objectives. Impact is the agency of choice for organizations that seek to align their external actions with meaningful core values and an inclusive internal culture.

DIFFERENTIATORS

- ✓ Award-winning diverse marketing, communication, brand management, media buying, and leading DE&I agency.
- ✓ Optimized to strategize, implement, assess and recalibrate as a dependable and quality-driven extension of your team.
- ✓ Experienced in strategically connecting with diverse audiences.
- ✓ Committed to reducing expenses and implementing segment driven strategic plans that tell your untold stories.

SELECTED PAST PERFORMANCE

Diversity & Inclusion: Social Impact, Community Investment – RWJBarnabas Health

Strategic Advertising, Multicultural Marketing, Media Relations and Website Design

Internal Communication & Continuous Improvement: Bristol-Myers Squibb

Global Communication Campaign Integrating Yammer, Share Point, E-Newsletters; Global Commercialization Support

Marketing & Communication: New York & New Jersey Minority Supplier Development Council

Website Design & Development, Public Relations, Social Media Management, Digital Advertising, Collateral and Email Marketing

Urban Development & Storytelling: Newark, N.J.'s Department of Economic & Housing Development

Media Relations, Strategic Branding, Social Media Support, Positioning and Media Monitoring

Re-branding: U.S. Merchant Marine Academy Admissions Office & Department of Public Affairs

Marketing Strategy and Media Campaign, Digital and Print Recruitment Materials, Brochures, Videos and Digital Flip Books

Fully Integrated Strategic Communication: University of California SF Medical Center

Surveys, Internal Communication and Positioning for Patients, Payors and Providers

SAMPLE PROJECTS

DE&I: SOCIAL DETERMINANTS OF HEALTH

The largest healthcare system in New Jersey engaged Impact to develop strategic marketing and communication services to promote the organization's Social Impact community investment efforts. Impact's partnership with RWJBarnabas Health began with consultation on a spadea to promote their community efforts through this high impact marketing vehicle which wrapped around six different New Jersey Sunday newspaper editions. Impact also worked with their AOR to develop eye-catching and informational displays for billboards, public transit placards, magazines, and on-line ads. Additionally, we supported strategic communication for the health system's communications team, which included a successful media alert with a 32% open rate, 10% higher than the industry standard. Today, the RWJBarnabas Health brand is recognized globally and locally for innovation, care, and community impact.



MEDIA BUYING

A health insurance provider needed qualified, inbound Medicare leads during the open enrollment period. Campaign success was based on a targeted Cost per Lead (CPL) goal. Because there are many providers and lots of promotional messages during open enrollment, Search Engine Marketing (SEM) costs tend to be relatively high as users click around the internet and gather data. Impact's partner, MBI, sprang into action. The 37-state successful flight with SEM, contextual advertising, site retargeting and segmentation strategies resulted in nearly 2,500 qualified leads with a CPL that beat targeted costs by 18%.



ECONOMIC DEVELOPMENT

Newark, NJ had a story to tell and Impact told the world. We created a strategic plan and then identified, updated and shared stories that made people feel good about Newark and better about Newark's future. Seven of our targeted campaigns, including Mayor Baraka's Model Neighborhood Initiative, reached more than 1 billion people online. Additionally, we secured more than \$1 million worth of media coverage in less than 12 months, and organically acquired more than 2,000 Facebook fans and 1,000 Twitter followers within six months of engagement via content that we curated, posted and managed.

ARTS AND ENTERTAINMENT

Impact provided oversight and assisted in executing the final phase of an international film festival. Our production team produced the live awards ceremony and secured international media coverage for 100 films from 12 countries over three days. We coached the team, when and where needed, and provided strategic, public relations support. In all, we secured nearly 50 million online views and media coverage with a publicity value in excess of \$500,000. This project yielded a 99,000-percent return on investment.



MENTAL HEALTH AND DIVERSE RECRUITMENT

A non-profit film premiere required an engaged audience of 50 Black men to watch the film and join a discussion about mental health. The filmmakers engaged Impact to promote the film and attract an audience for its release. Impact ran a digital campaign that resulted in a 150% response rate, and the film had a successful screening with a packed house. The men provided feedback about the film and joined a lively discussion about mental health stigma in the Black male community. The film successfully raised awareness and made a difference with the help of Team Impact.

SMALL BUSINESS

A global media marketing company dedicated to supporting and connecting professional multicultural women, recognized that minority women-business owners lacked the access to capital that was generally afforded others. Leadership decided to act – via training opportunities and a \$25,000 business pitch competition. Impact was essential in bringing the idea to fruition – helping fine-tune the concept, producing workshops, promoting the program and securing media coverage. The campaign reached millions of individuals in just 45 days and secured more than \$50,000 of publicity in major outlets.

