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Des Moines Office

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About BGNV

BaselineGroupNY is a strategic marketing communication and award-winning design company. For more than two decades, we've been trusted to meet the unique needs of the world's leading and emerging brands because of how we listen, how we communicate, and how we execute.

Visit us at www.baselinegroupny.com

Why Partner With Us?

- Functional Writing and Content
- Award-Winning Design
- Client-Centric Project Management
- Collaborative Client Service
- Experience and Engagement

Company Information and Codes

Registered as Baseline Design, Inc.

DUNS: 800376647

CAGE Code: 7YTB7

NAICS Codes:

541613 Marketing Services

541430 Graphic Design Services

541511 Web Design Services

541860 Advertising Material Preparation

561410 Document Preparation Services

PSC Codes:

T001 Arts/Graphics

T013 Technical Writing

T099 Other

R426 Communications

R701 Advertising

R708 Public Relations



Certified as a WBE by NYC and Empire State Development Corp.

Customized Solutions to Meet Your Needs

Whether you are seeking help with one project, filling a resource gap, or considering outsourcing your marketing communication and design production, BGNV helps you create a unified, seamless, client-centric experience across channels and activities.



Advertising

- Print Ads
- Digital Ads
- Messaging



PR / Investor Communications

- Annual Reports
- Letters and Announcements
- Press Releases



Brand Identity

- Naming
- Logo
- Style Guidelines



Presentations

- Messaging
- Content
- Design



Copywriting / Editing

- Articles
- Blogs
- Commentary



Sales Collateral

- Presentations
- Pitch Books
- Proposals



Conferences, Events, and Trade Shows

- Signage
- Booths
- Promotional Material



Social Media

- Strategy
- Content
- Campaigns



Marketing Materials

- Brochures
- Profiles
- Flyers



Technical Writing

- RFPs
- Product Guides
- White Papers



Marketing Campaigns

- Direct Mail
- E-Mail Marketing
- Promotions



Website Development

- Content
- Design
- Programming

Client-Centric Project Management

At BGN, the senior members of our team average nearly 20 years of marketing communication and design experience. We understand the nuances of content development and design project management, priding ourselves on meticulous attention to detail that our competitors often overlook. We can work within your specified project management structure or we can apply our Think. Create. Apply. Evaluate. project management framework, designed to accommodate any project regardless of what the final product or deliverable may be.



Phase I | Think

We think first to ensure there is a solid strategy behind the content, stories, and designs we produce. Our award-winning work always starts with this simple philosophy. With keen eyes,

ears, and deep curiosity, we get to know you, your needs, your vision, and your preferences. We listen to what's gone right and where you seek changes. We take a close, careful look at your marketing materials (past and present). We discuss the competitive landscape, target markets, influencers, and advocates.

Together, we establish a framework against which we derive impactful content and engaging visual concepts that will help you communicate your passion, carry your brand, and reach the audiences that move your business forward. In this phase, project roles and responsibilities are clearly defined and agreed upon. You approve all timelines, budgets, production parameters, and project goals.



Phase II | Create

This phase requires heavy lifting on our side as we dive deep to discover and develop the most optimal ways to communicate and integrate your brand, key messages and competitive

distinctions across marketing components, collateral, and interactive pieces.

Rejecting templates and clichés, we explore innovative approaches that fit your brand and present compelling options – from words and content, to imagery and graphics, to layout and design. We'll refine with your feedback and direction.



Phase III | Apply

From traditional printed solutions to integrated digital and social media communication platforms, we help you integrate your brand and marketing activities across virtually any business environment, platform, and customer touch points. We strive to eliminate waste by recommending flexible printing and digital systems, leveraging interactive solutions that better engage clients and prospects alike.

Important in this phase is creating repeatable processes, tools, and training for your business and employees. From documenting processes to implementing technology solutions, you'll want to be equipped to handle an increasing volume of marketing and business activity.



Phase IV | Evaluate

A critical, yet often overlooked, part of effective project management is evaluating and measuring its success. By clearly defining goals at the beginning of each project, we're

able to effectively evaluate and discuss how the finished product responds to your stated objectives, measuring what's working and what's not.

And we'll help you make adjustments as needed.



Darcy A. Flanders

Founder/Chief Design Officer

Darcy is the firm's chief project strategist and oversees planning at the highest levels. Her greatest strength is visionary—interpreting client goals and translating them into impactful, targeted design. Her visual passion is contagious and her focus on teamwork has led to many successful client collaborations. Drawing on 25+ years experience, Darcy consistently creates a goal-driven, deadline-sensitive process that integrates the big picture and the smallest details.

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Stuart Essex

Director – Business Development, Content, and Strategy

Stu leads the firm's Des Moines office. A skilled and resourceful collaborator, his diverse knowledge and experience spans an array of marketing mediums, distribution channels, and technology platforms. He enjoys developing and implementing processes, translating sophisticated information into clear ideas and stories, and working with the design team to effectively connect content and creative outputs.

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