



whiteknightpro.com | 607-239-5423



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ABOUT US

WBE CERTIFIED BY NYS (#59674)
YEAR ESTABLISHED: 2009
LOCATION: Vestal, NY (Broome County)



CODES

DUNS 080297304/ CAGE 7NE11

NAICS-54181 (Advertising Agencies); NIGP-91501 (Advertising Agency Services); NIGP-91506 (Audio Production); NIGP-91582 (Video Production); NIGP-96153 (Marketing); NIGP-96546 (Graphic Design)



KEY GOVERNMENT CONTRACTS AND CLIENTS

NYS Stop-DWI (multiple multimedia campaigns)
I Love NY: Path Through History (multiple campaigns)
NYSERDA
SUNY Colleges (multiple contracts)
SBDC
Broome County Board of Elections
Cabot Oil & Gas Corporation



CORE COMPETENCIES

- ▶ Video Production (television, web, social media, marketing, training)
- ▶ Motion Graphics/Animation
- ▶ Digital strategy
- ▶ Media strategy and implementation
- ▶ Instructional Design /LMS based learning programs



PAST PERFORMANCE

- ▶ Higher Education (admissions, alumni campaigns)
- ▶ Energy (public relations work, Impactful public-facing videos, motion graphics "explainer" videos, emergency response training)
- ▶ Healthcare (marketing and public relations)
- ▶ Tourism (marketing and promotion)



DIFFERENTIATORS

Making a compelling and impactful video is both a skill and an art, and we are known both for the quality of our work and for assisting and advising our clients on the best ways to maximize the reach of the videos and the return on their investment. Our campaigns frequently utilize videos for their messaging, but we also often incorporate paid placement, landing pages, email, etc. to help clients meet their goals.