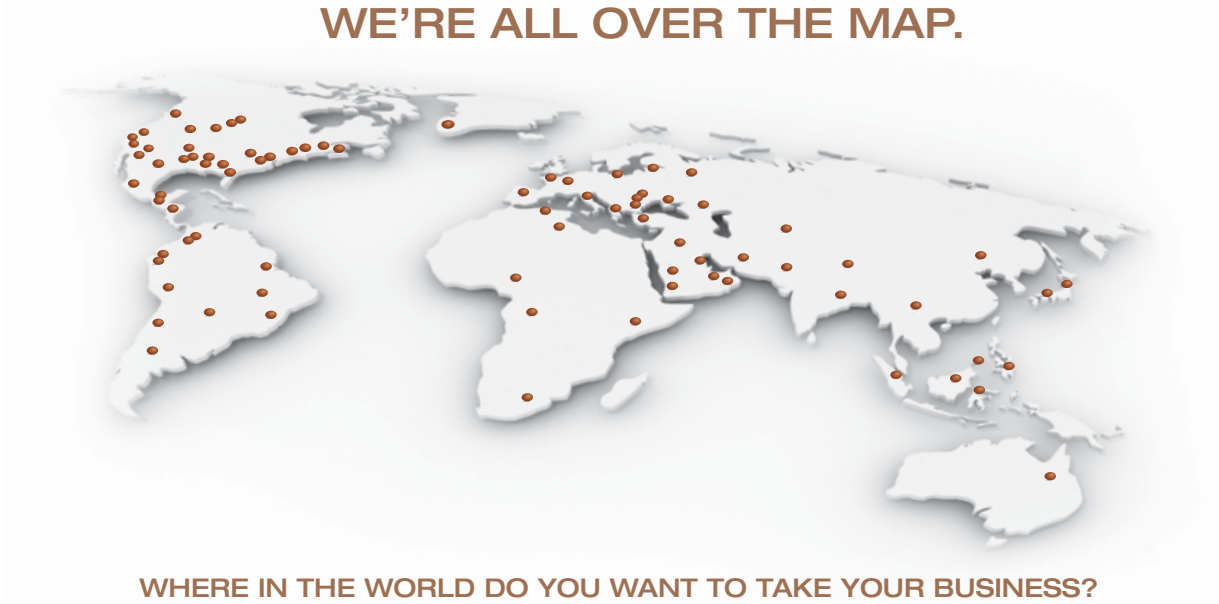


GLOBAL BRAND STRATEGY • INTEGRATED COMMUNICATIONS • BUSINESS DEVELOPMENT

WHEN IT COMES TO TARGETED COMMUNICATIONS,

WE'RE ALL OVER THE MAP.



WHERE IN THE WORLD DO YOU WANT TO TAKE YOUR BUSINESS?

Think of us as your Special Forces – highly skilled experts who adeptly and proficiently showcase your business anywhere across the globe.

The Cirlot Agency. Your international ally.

Global Brand Strategy Integrated Communications Business Development

THE CIRLOT AGENCY
INCORPORATED

Creative Vision: The Ability To See What Is, And What Can Be.™


LEONARDO DRS


Ingalls
Shipbuilding


NORTHROP
GRUMMAN


Raytheon
Technologies


AIRBUS
AERIAL


ASSURE


CAPEWELL


Martin-Baker


ACORN
CAPITAL MANAGEMENT


HII


LOCKHEED MARTIN


THALES


MAROTTA®


BELL


THE
AEROSPACE
ALLIANCE


AIA
AEROSPACE INDUSTRIES
ASSOCIATION


Vertex
aerospace


TEXTRON


TEXTRON Systems


Orbital ATK


RAISBECK
ENGINEERING
AN ACORN GROWTH COMPANY


EMBRY-RIDDLE
Aeronautical University


NATO
OTAN


Elbit Systems
of America


3M
Science.
Applied to Life.™


BOEING


FEDERAL AVIATION ADMINISTRATION


TSS SOLUTIONS
AN ACORN COMPANY


TT
Electronics


AltAero
AVIATION FINANCE


VERIFI
TECHNOLOGIES
NDX SOLUTIONS


RG
Robbins-Gioia, LLC
AN ACORN COMPANY

AEROSPACE, DEFENSE AND SECURITY INDUSTRY EXPERIENCE

We are our clients' most fervent strategic ally.

We take a hard look at where our clients are and envision where we can take them. We bring every advantage to them to establish, enhance and protect their corporate image and position in their marketplace. For 40 years, we have put this expertise to work for a full spectrum of domestic and international entities in the Aerospace, Defense & Security industries.

Simply put, we are business development strategists with the sole objective of creating demand for our clients' products and services.

NORTHROP GRUMMAN
WORLD CLASS TEAM AWARD



Among our many accolades in the aerospace, defense & security arenas, this award stands out as a capstone achievement. The Cirlot Agency became one of just 10 nationwide suppliers who are awarded annually with the Corporate World Class Team Award by Northrop Grumman Corporation. This award is given to suppliers who have consistently demonstrated outstanding achievements and support of Northrop Grumman programs.



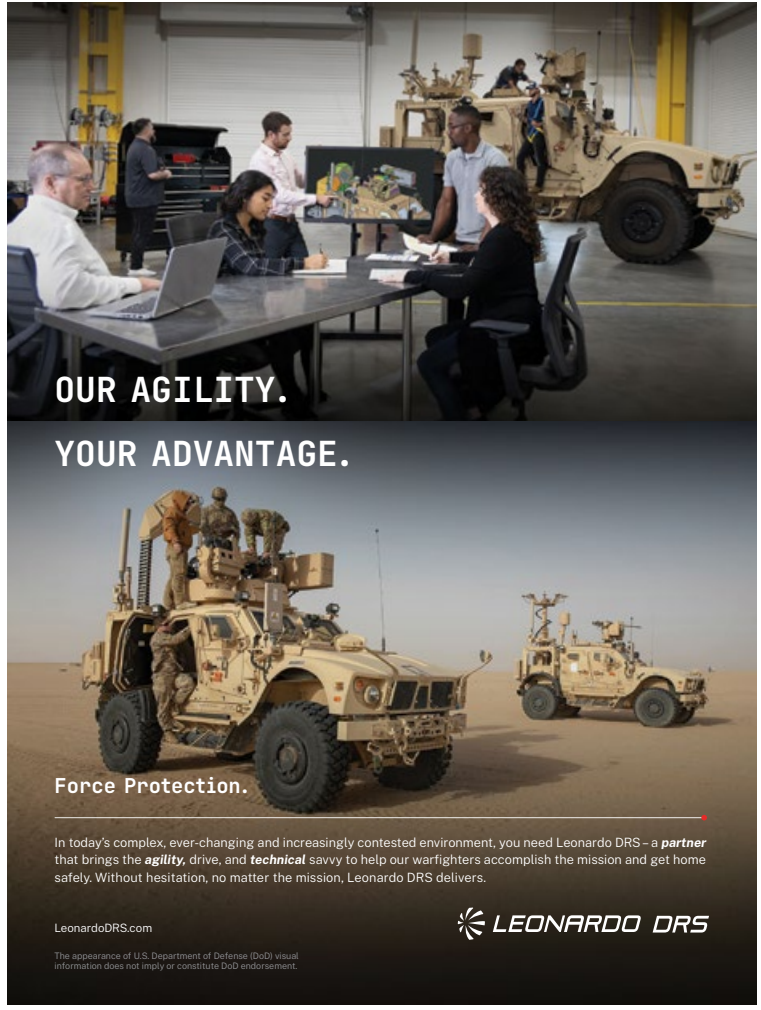
Susan Gates, Vice President Corporate Contracts, Pricing and Supply Chains for Northrop Grumman (center) presents the World Class Supplier Award to Liza Cirlot Looser, CEO (left) and Rick Looser, COO of The Cirlot Agency.

THE CIRLOT AGENCY
INCORPORATED

LEONARDO DRS

Headquartered in Arlington, VA, Leonardo DRS (NASDAQ: DRS) is a prime contractor, leading technology innovator and supplier of integrated products, services and support to military forces, intelligence agencies and defense contractors worldwide. Leonardo DRS specializes in the design, development and manufacture of advanced sensing, network computing, force protection, and electric power and propulsion, and other leading mission-critical technologies.

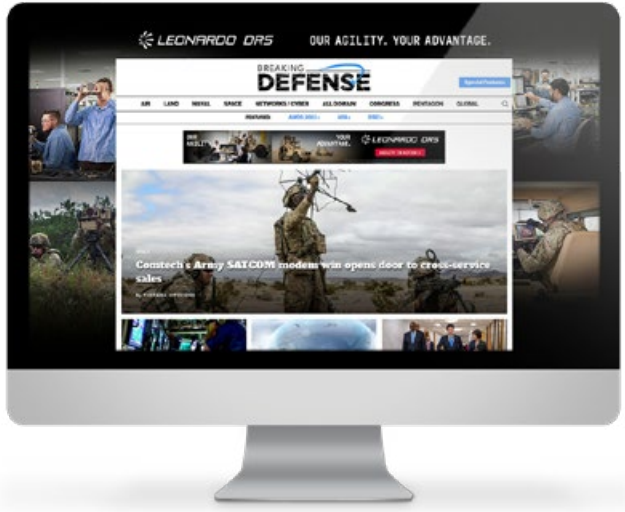
Leonardo DRS chose The Cirlot Agency as agency of record, and specifically to conduct corporate branding strategy and execution. The Agency currently provides integrated branding, marketing, advertising, public relations, and media strategy services for the company.



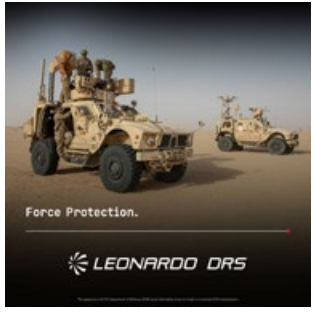
Print Advertisement

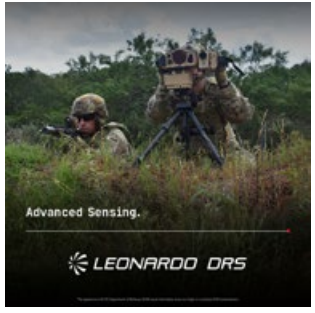


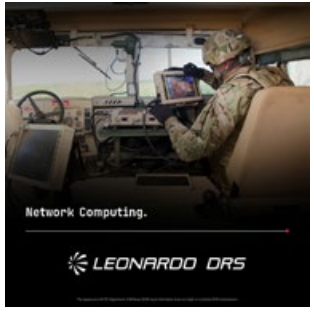




Website Homepage Takeover







Social Media



Digital Ads

VERIFI
TECHNOLOGIES
NDx SOLUTIONS

Verifi Technologies and its two subsidiaries, NDT Solutions (NDTS) and NDE Labs, provide Nondestructive Evaluation (NDE) and Nondestructive Testing (NDT) of composite materials. NDT Solutions is one of the nation's leading providers of state-of-the-art equipment and engineering services designed to meet exacting customer testing requirements for aerospace and defense applications. NDE Labs specializes in nondestructive product and materials testing services for diverse industries, ranging from deep-sea oil and gas exploration, aerospace, and space.

Work products The Cirlot Agency has produced for Verifi Technologies, NDTS and NDE Labs include websites, videos, product sheets, digital sales support, and various other marketing materials.



Investor Deck



Video



Corporate Website: Design
verifitec.com

ACORN
CAPITAL MANAGEMENT

Acorn Capital Management is a middle-market private equity investment firm fueled by over two decades of dynamic history in aerospace, defense, intelligence, and space. Acorn invests in operating companies that strive to enhance global mobility, protect national interests, and develop next-generation intelligence-gathering technology.

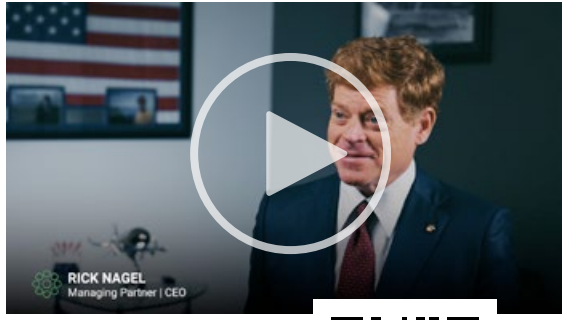
The Cirlot Agency was chosen as the agency of record to rebrand Acorn Capital Management, build a new website, and manage public relations efforts for the company. In addition, the Agency was chosen to support the portfolio companies, as needed.

ACORN
CAPITAL MANAGEMENT

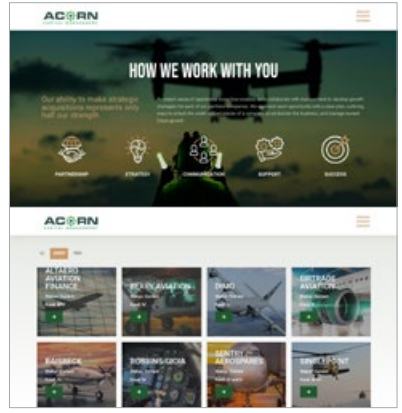
AltAero
AVIATION FINANCE

Logo Design





Corporate Video



Corporate Website: Design
acorncapitalmanagement.com

TEXTRON AIRLAND

Textron AirLand, LLC, was a joint venture between Textron Inc. and AirLand Enterprises, LLC, with the express purpose of rapidly designing and manufacturing the Scorpion, an affordable, multi-mission tactical military jet platform using commercially available technologies and processes.

Under strict non-disclosure parameters, The Cirlot Agency was brought in to establish the strategic communication vision and execute all creative materials for the launch of the Scorpion. The Agency developed the brand identity for both Textron AirLand and the Scorpion tactical aircraft. In addition, the Agency created the website, product literature, mission-scenarios, and trade show booth design for the product's launch at the Air & Space Conference and Technology Exposition and the 135th NGAUS General Conference and Exhibition.

SCORPION™

Product Branding



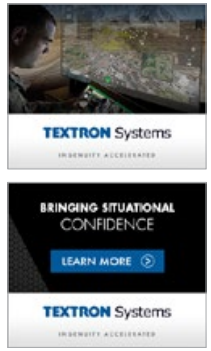
Product Website:
Design and Implementation
scorpionjet.com

TEXTRON Systems

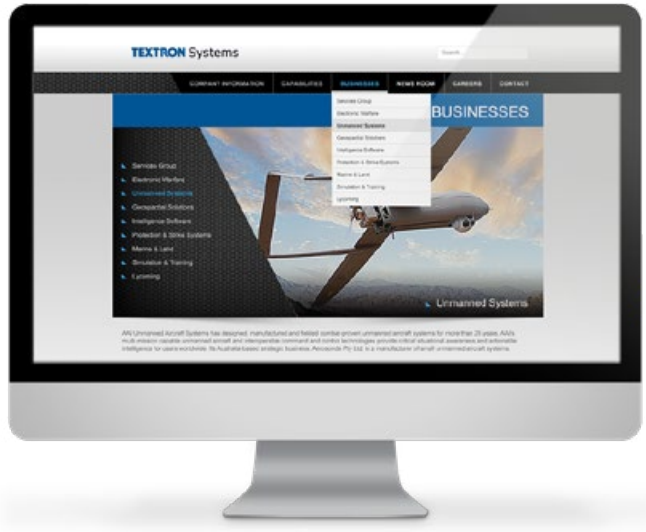
Textron Systems is part of Textron Inc., a $13.7 billion multi-industry company with approximately 34,000 employees. Textron Systems businesses develop and integrate products, services and support for aerospace and defense customers, as well as civil and commercial customers including those in law enforcement, security, border patrol and critical infrastructure protection around the globe.

The Cirlot Agency was chosen as the agency of record to rebrand Textron Systems and position the Textron Systems businesses under the new master brand. The rebranding effort included everything from messaging and internal communications to advertising and social media strategy to collateral and website redesign.





Online Ad Designs and Media Strategy



Corporate Website: Design
textronsystems.com

Headquartered in Woking, England, TT Electronics (TTG: LSE) is a global provider of design-led, advanced electronics technologies for performance critical applications in specialized markets. With 24 design and manufacturing facilities and offices in the UK, North America, and Asia, TT's reach is truly global. TT's divisions design and manufacture power applications products for power efficiency and connectivity devices, provide manufacturing services and engineering solutions, and work with customers to develop high-specification, standard and customized solutions.

The Cirlot Agency was chosen as the agency of record to rebrand the Power division of TT and manage public relations efforts for the three separate divisions: Power & Connectivity, Global Manufacturing Solutions and Sensors & Specialist Components.





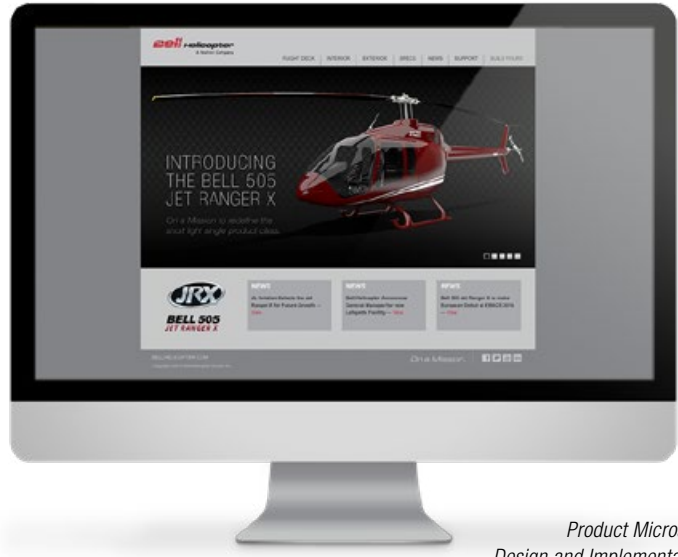
Press Conference

Bell Textron, Inc. (NYSE: TXT), a wholly owned subsidiary of Textron Inc., is an industry-leading producer of commercial and military, manned and unmanned vertical lift aircraft and the pioneer of the revolutionary tiltrotor aircraft. Globally recognized for world-class customer service, innovation and superior quality, Bell's global workforce serves customers in more than 120 countries.

The Cirlot Agency began working with Bell's Military Division by promoting the Kiowa Warrior in the Army's Armed Aerial Scout program. Since that time, the Agency has increased its partnership with Bell by being awarded the Commercial, Customer Support & Service and Canadian divisions of the company, as well as the Bell Corporate account itself.

BELL 505
JET RANGER X

Product Branding



Product Microsite:
Design and Implementation
bell505.com



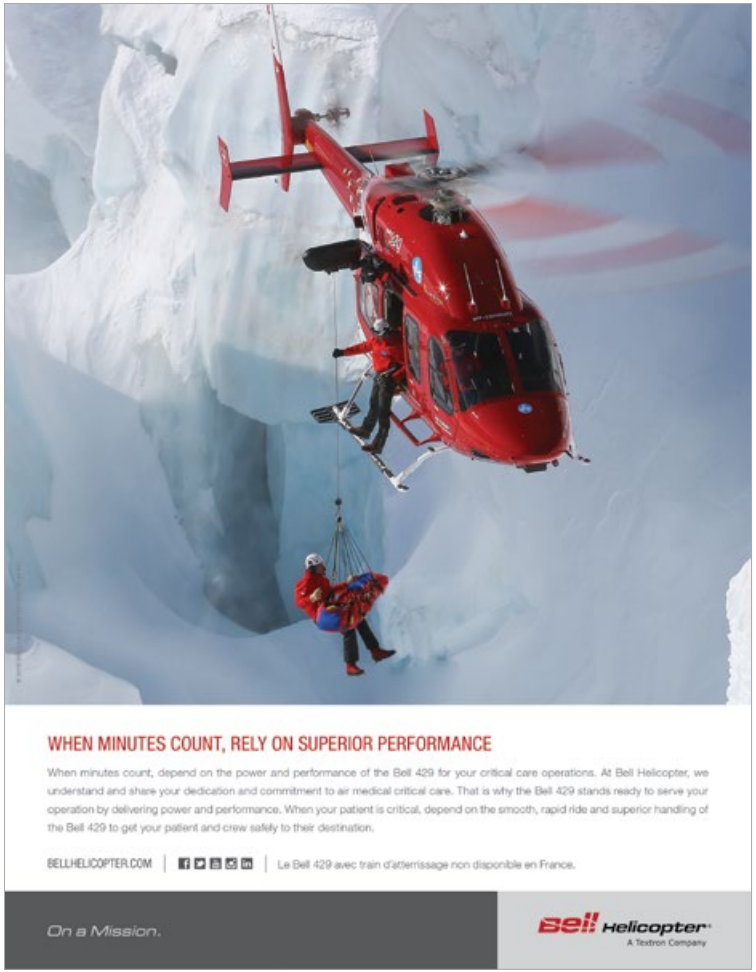








Product Brochure: Layout and Design



Print Advertisement: Layout and Media Placement



Print Advertisement: Layout and Media Placement





Corporate Magazine

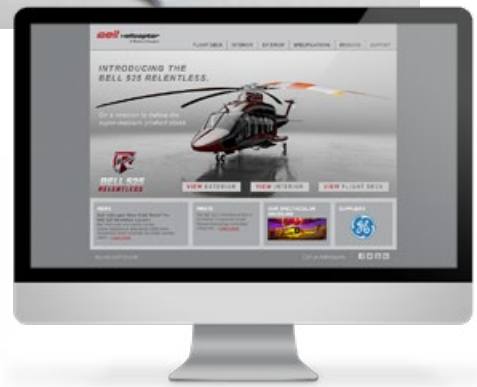




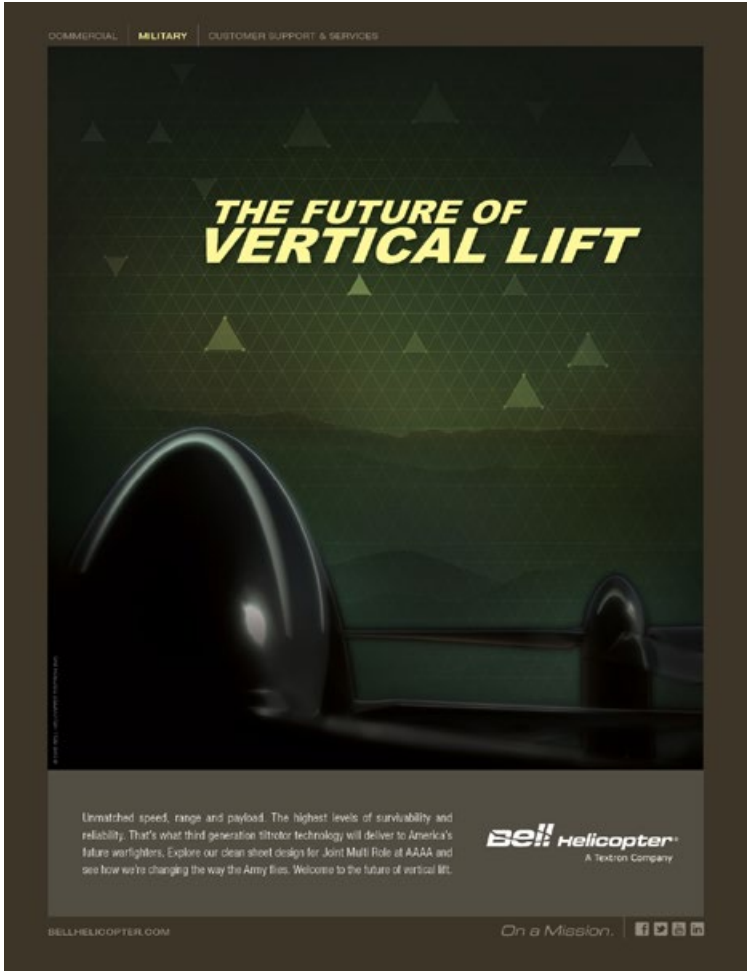


Product Brochure: Photo Composite, Layout and Design

The Cirlot Agency was recognized as an "incredible partner" when the "Bell 525 Relentless" launch was presented with a Gold Stevie® Award for Marketing Campaign of the Year in the Aerospace and Defense category.



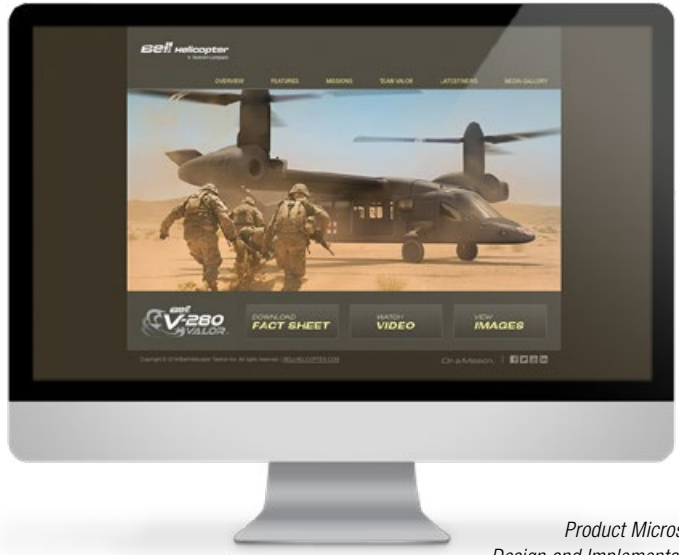
Product Microsite:
Design and Implementation
bell525supermedium.net



Print Advertisement: Photo Composite, Layout, Copy and Media Placement

Bell V-280 VALOR™

Product Branding



Product Microsite:
Design and Implementation
bellv280.com

Product Branding



Trade Show Poster: Photo Composite, Layout and Design



Trade Show Poster: Photo Composite, Layout and Design







Product Microsite
Design and Implementation
scoutsout.com







Combat Flight Hour Recognition with 1-6 CAV



Website Intro Video



The Cirlot Agency positioned Elbit Systems of America's CEO, Raanan Horowitz, and other senior company leaders in executive-level speaking, panel and/or media interview opportunities. The Agency has worked to place key ESA executives on platforms or in conversations that heighten brand awareness and company visibility. Collateral Materials, including a pitch packet, have been created to aid in positioning Elbit America's senior leadership.

Elbit America

The Spirit of Innovation®



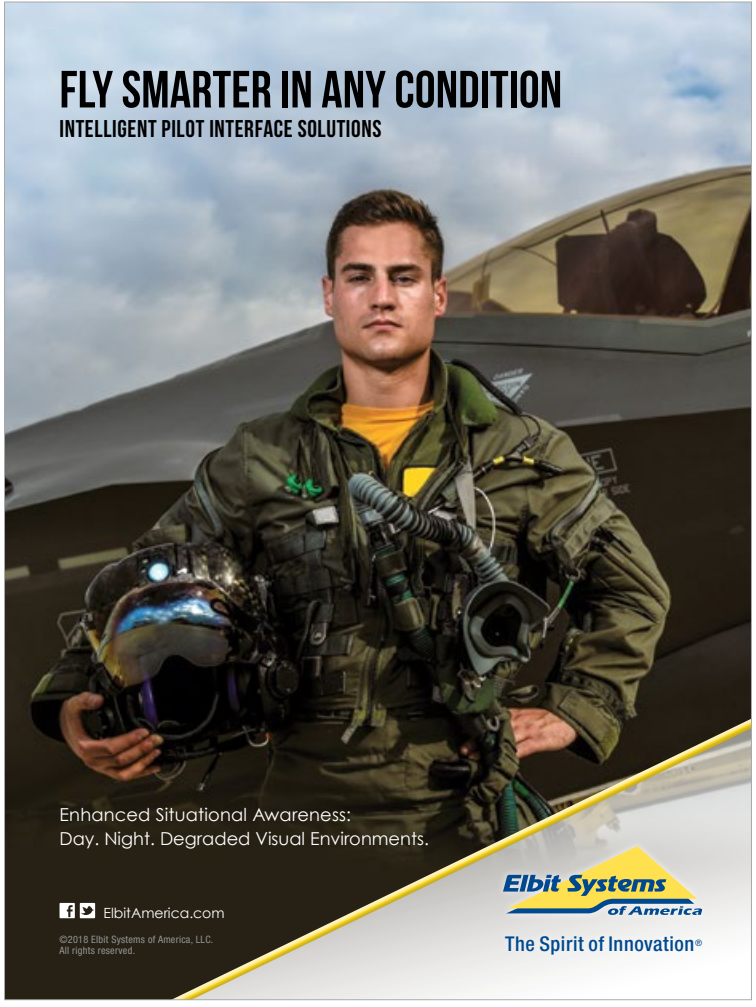
CEO Positioning of Raanan Horowitz, former President and CEO of Elbit Systems of America

Elbit Systems of America, wholly owned by Elbit Systems Ltd. (NASDAQ: ESLT), is a leading provider of high-performance products and system solutions focusing on the defense, homeland security, commercial aviation and medical instrumentation markets.

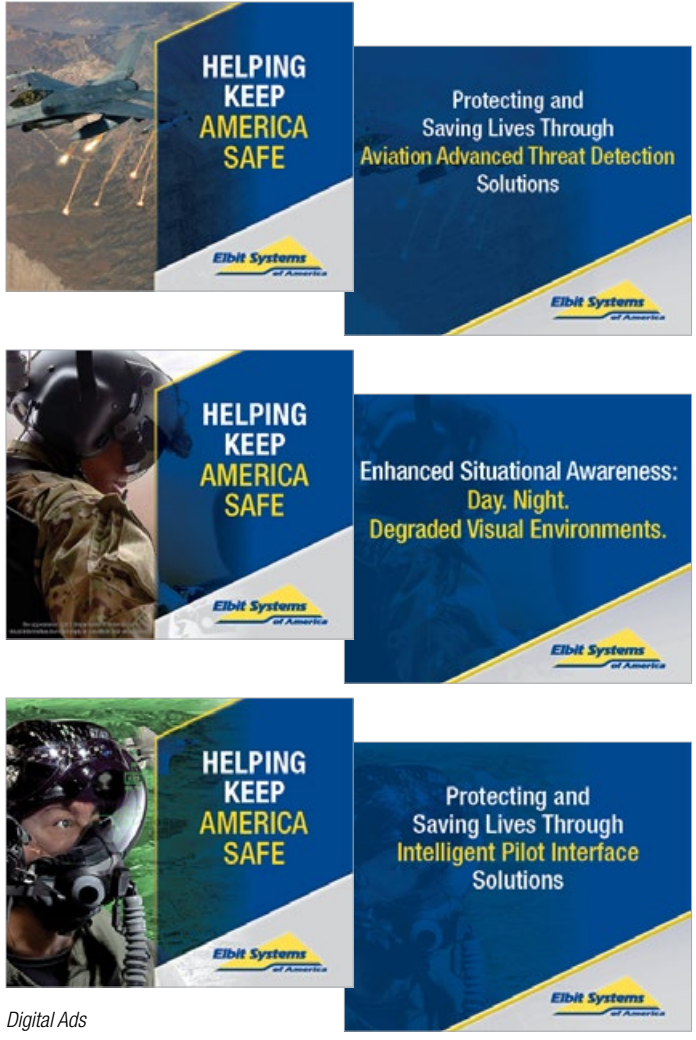
Elbit Systems of America conducted a search for a branding/marketing firm to help establish its brand and to compete in the U.S. defense marketplace. The Cirlot Agency was chosen as agency of record following Elbit Systems of America's agency review. Since that time, the Agency has created a brand strategy program and continues to execute integrated communications tactics for promoting Elbit Systems of America to our armed forces and other prime contractors.



Product Print Ad



Product Print Ad



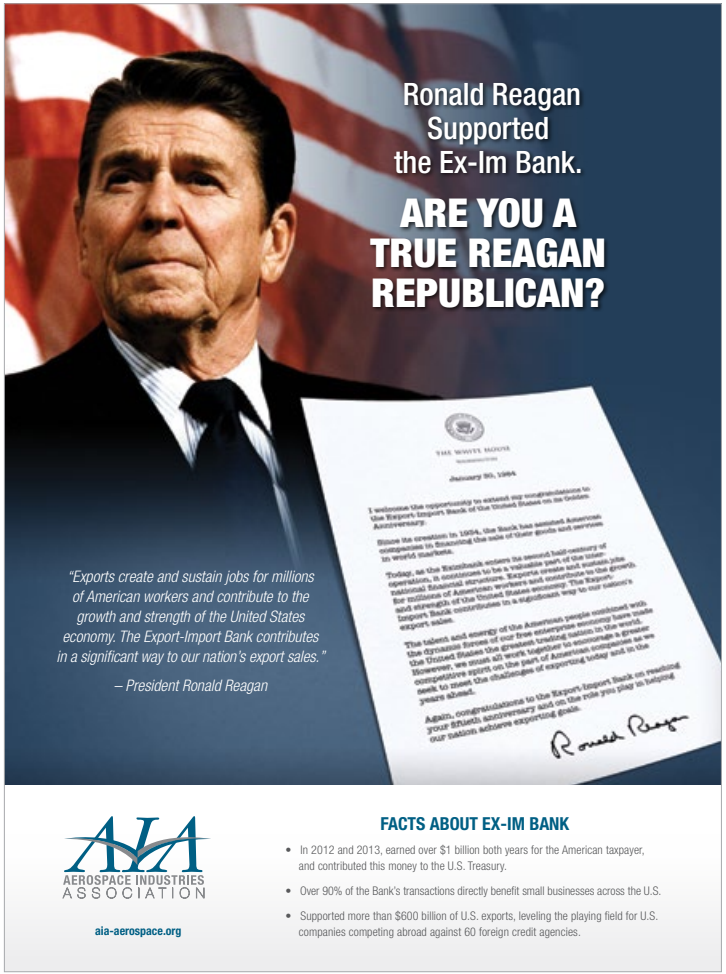
Digital Ads

AEROSPACE INDUSTRIES ASSOCIATION

The Aerospace Industries Association represents the nation's leading manufacturers and suppliers of civil, military, and business aircraft, helicopters, unmanned aircraft systems, space systems, aircraft engines, missiles, materiel and related components, equipment, services and information technology. The Cirlot Agency helped communicate key messaging in the months leading up to the vote to reauthorize the Ex-Im Bank, which is key to AIA members' ability to compete overseas.



Interactive Poll and Results Page: Layout and Design



Print Advertisement: Layout and Design



Fred Hochberg, Former Chairman and President of Ex-Im Bank, testifies during a House Financial Services Committee hearing.



Print Advertisement: Layout and Design

The FAA's Center of Excellence for UAS Research

ASSURE

Alliance for System Safety of UAS through Research Excellence

The Alliance for System Safety of UAS through Research Excellence (ASSURE) consists of 23 of the world's leading research institutions and more than 100 leading industry/government partners. ASSURE's goal is to provide the FAA with the research it needs to efficiently integrate UAS into our National Airspace System.

The Cirlot Agency began working with ASSURE and the FAA at ASSURE's inception in 2015, and has provided communications services to better position ASSURE among industry influencers, government agencies and potential industry partners.





Print Collateral



PowerPoint



Website Redesign



The Cirlot Agency secured a live segment on the Fox News morning show about ASSURE's drone safety research.
Members of The Cirlot Agency were on site to coordinate with the Fox News team and provide public relations support to ASSURE.



The Cirlot Agency secured a feature story on NBC's Nightly News with Lester Holt about ASSURE's work with the FAA on drone safety and commercial aviation.

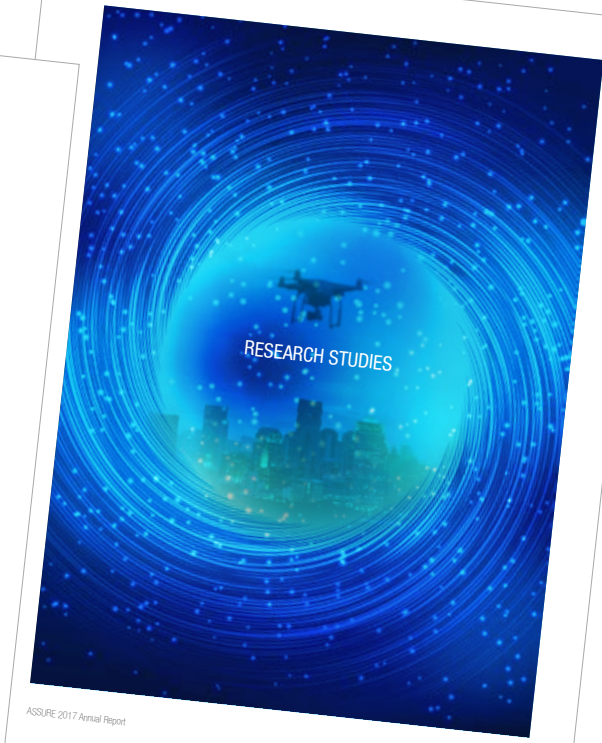


iversity, 24 world-leading research institutions
y and government partners serve as the Federal
) academic research Center of Excellence (COE)
ns (UAS). This coalition, called the Alliance for
gh Research Excellence (ASSURE) features
rum of research including: air traffic integration,
control and communications, detect and avoid,
ction, UAS wake signatures, UAS pilot training
perations safety, spectrum management, and

research, we have an opportunity to reflect
re of the program. As Executive Director of
this team has grown together to meet the
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in support of the UAS integration roadmap.
the ability to conduct regular and reliable
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clude tracking and identification of UAS,
aining and maintenance standards, and
es which directly impact full integration,
UAS Policy Through Research."

rovided the FAA and the nation in its
act us with any ideas, suggestions, or
pleted and that is currently underway,
safe integration of UAS into the NAS.



Annual Report

RAISBECK ENGINEERING
AN ACORN GROWTH COMPANY

Raisbeck Engineering, an Acorn Capital Management Aerospace and Defense company, is a leading provider of aircraft modifications for business and commercial aircraft. Dedicated to improving performance and efficiency for aircraft owners, Raisbeck's aerodynamically designed enhancements deliver better performance results and improve passenger comfort.

When Raisbeck was acquired by Acorn, the company went through a complete re-branding and contacted The Cirlot Agency to help create the appropriate look and feel for the revamped company. The Agency designed and implemented Raisbeck's updated, contemporary suite of communications materials, including corporate stationery, brochure, ad template, product sheets and presentation template, among others.



Collateral Cover: Layout and Design



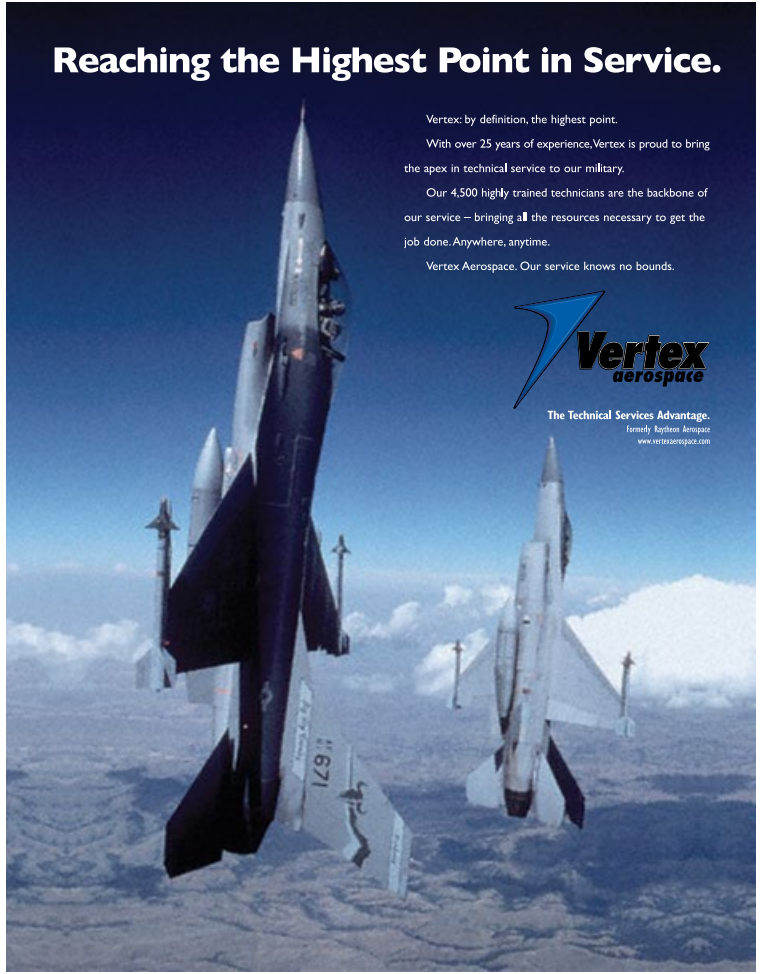
Product Print Ad Template



Corporate Identity

Vertex Aerospace is a global defense company that provides all aftermarket aerospace services for government and private sector customers. The company has over 3,400 employees at its 65 U.S. and 35 international locations. Vertex Aerospace supports, repairs, and maintains aircraft and aircraft components to Federal Aviation Administration (FAA) and military standards throughout its 100 worldwide locations.

The Cirlot Agency has worked with Vertex Aerospace on various projects over the past decade. Most notable, the Agency helped the company transition from Raytheon Aerospace to Vertex, including conducting the naming/ rebranding process.



Name Change Campaign



Name Change Campaign



Name Change Campaign

MAROTTA®

With over 200 patents and over 80 years' experience, Marotta Controls provides aerospace and defense system designers the solutions they need for controlling pressure, motion, fluid, electronics and power. Offerings include precision valves, manifolds, power conversion, motor drives and control actuation systems for integration into weapon systems, shipboard and sub-sea systems, military aircraft, and government and commercial spacecraft.

The Cirlot Agency worked with Marotta Controls to design and execute graphic suite branding strategy guidelines. For this project, the Agency designed and created templates for Product and Brand Ads, brochures, E-news Quick-reads, Branded Safety Signage and Corporate Correspondence.



Collateral Cover: Layout and Design

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MAROTTA

E-NEWSLETTER
Issue | Month • Day • Year

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1-STEP
Lower Weight · Reduced Cost · Less Risk

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Your Success is OUR Mission

marotta.com

E-Newsletter Template

Your Success is OUR Mission

MAROTTA

Marotta Controls, Inc.
78 Boonton Ave.
P.O. Box 427
Montville, NJ 07045 USA
(P) 1.973.316.4256
(F) 1.973.334.1219

marotta.com

Corporate Identity



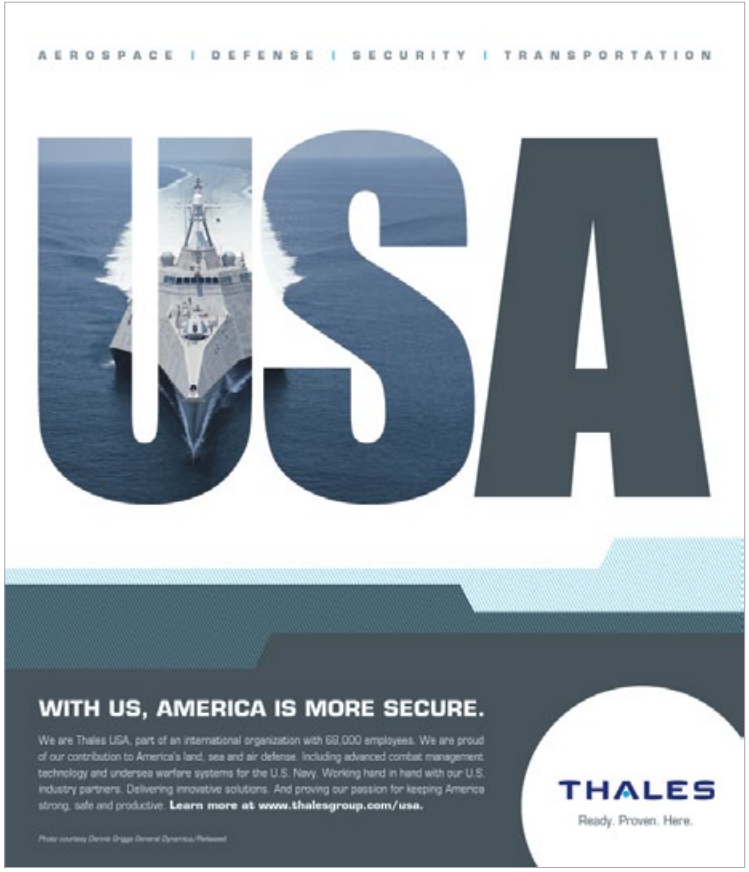
Collateral Cover: Layout and Design

THALES

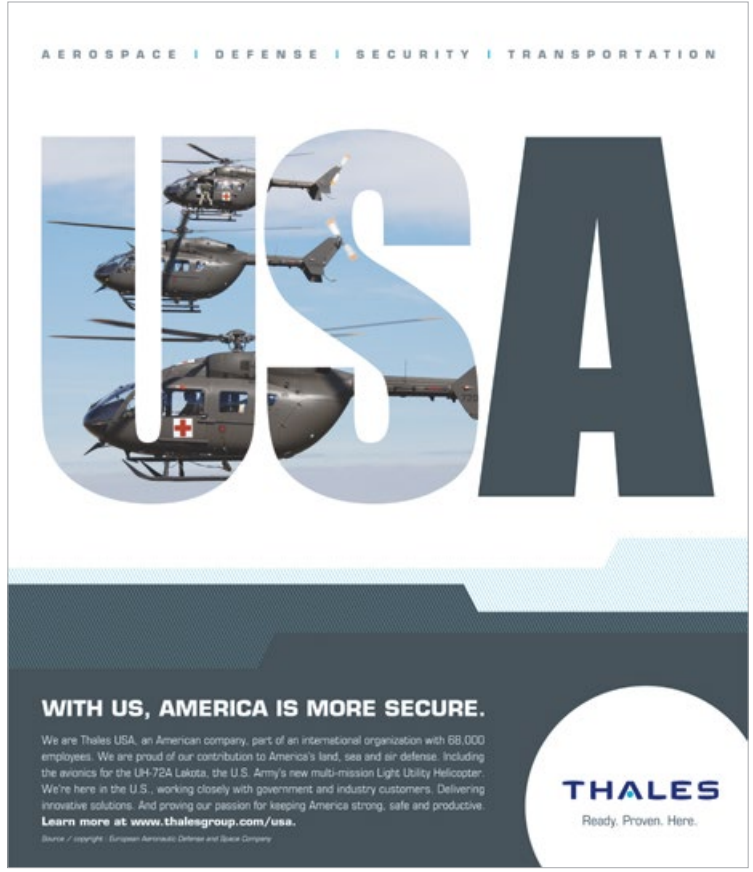
With 83,000 employees in 68 countries, Thales is a global technology leader for the Aerospace, Defense, Security, Space and Transportation industries. The Cirlot Agency developed an integrated communications strategy for both internal and external audiences to help position Thales within the United States.



Print Collateral

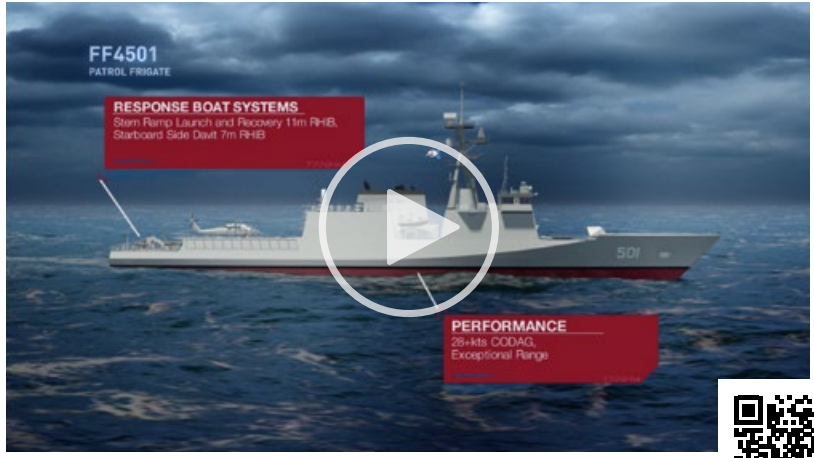


Brand Development Print Campaign



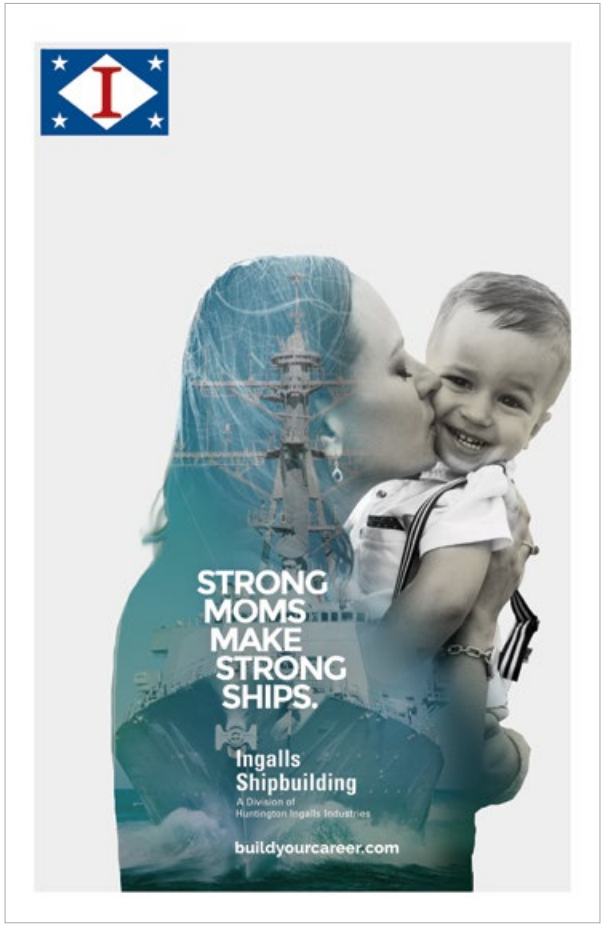
Brand Development Print Campaign

Over 40 years ago, The Cirlot Agency became the corporate communications firm of a shipbuilding facility known as Litton Ingalls Shipbuilding, later to be known as Northrop Grumman Shipbuilding, and now currently as Huntington Ingalls Industries. Over the years, the Agency has performed various services for the company, including international corporate capabilities campaigns and business development programs incorporating print advertisements, trade show displays, websites, and corporate videos, among others.

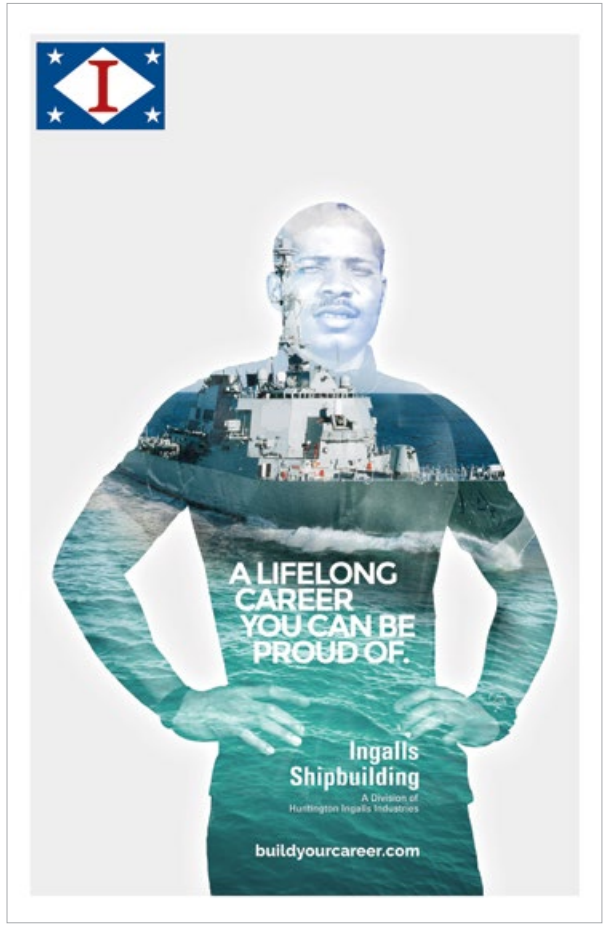




Multi-role Frigate Product Video



Employee Recruitment Poster



Employee Recruitment Poster

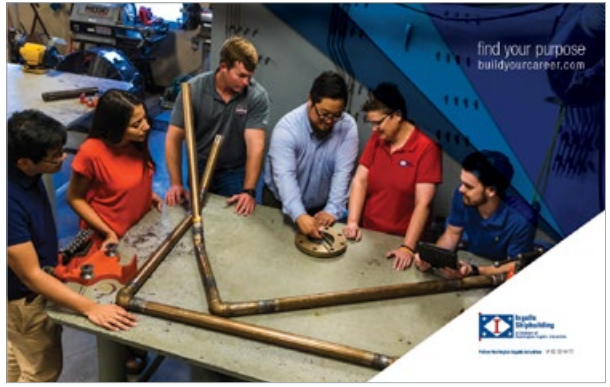
Ingalls Shipbuilding
A Division of Huntington Ingalls Industries





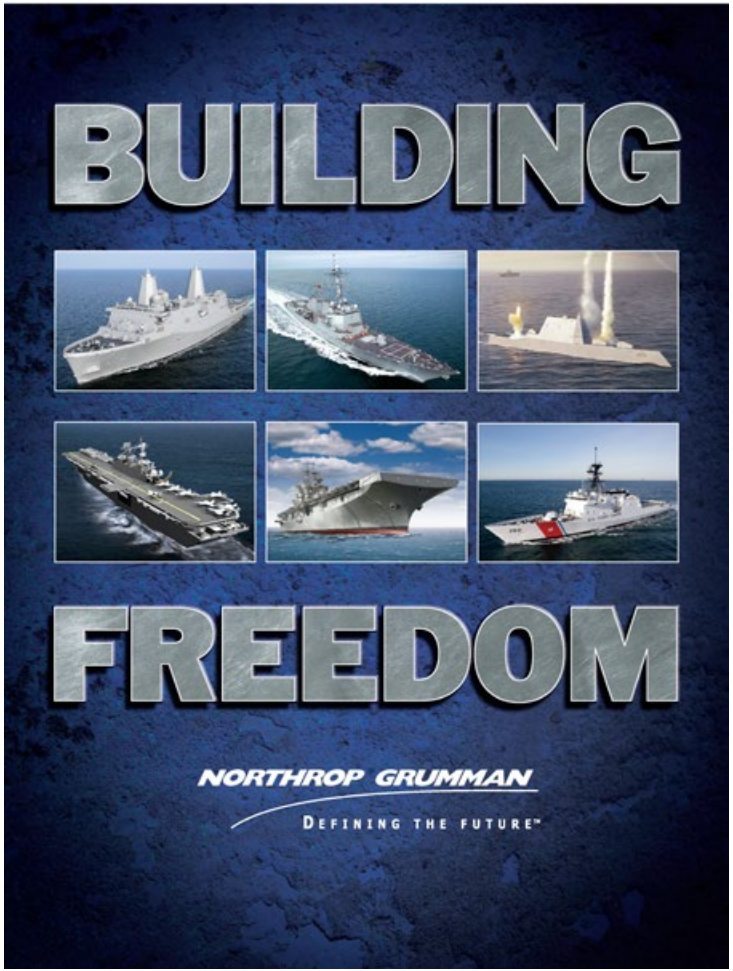








Recruitment Branding



Northrop Grumman Shipbuilding Corporate Brochure

NORTHROP GRUMMAN

As well as continuing to support all the communications efforts for a number of shipbuilding programs, over the past three decades, The Cirlot Agency has become a reliable partner in other facets of the company's business. This includes everything from providing crisis communications following Hurricane Katrina to being a strategic communications partner during union negotiations, as well as during two employee strikes.

The Cirlot Agency led a nationwide effort to recruit employees from across the country to fill vital roles, from skilled craftsmen to engineers, left vacant following Hurricane Katrina. The Agency has also helped develop and deliver key messages to the legislatures of both Alabama and Mississippi focused on expanding the shipyards' capabilities and operations. These efforts have resulted in over $40 million in economic incentives.



THE NORTHROP GRUMMAN COMMITMENT

COMMITMENT TO RECOVERY

After Katrina, we banded together to become one of the first major employers on the Coast to get back to work. Our employees received:

- ***Full pay for two weeks*** even if the employee could not or would not come to work.
- For those who came to work to help clean up and recover the yards, ***additional pay*** was provided.
- ***Dependent coverage was continued for two months.***
- ***Health care coverage was continued for two months.***
- ***401(k) money*** was made accessible.
- Northrop Grumman employees from across the corporation ***donated thousands of hours of their own vacation time*** to Ship Systems employees.
- Employees were allowed to ***convert vacation days to cash.***
- ***74,000 free meals*** and ***gasoline for employees' personal vehicles*** were provided to those assisting with facility recovery efforts.
- ***Replaced employees' personal tools*** ($1.5 million) and ***covered deductibles*** on personal vehicles ($400,000) damaged on-site.
- ***Free tetanus and flu vaccinations*** to more than 4,000 employees and family members.
- $150,000 in ***Christmas toys and gift cards*** were given ***to employees' children.***
- ***Free temporary housing*** was provided in Pascagoula and New Orleans on-site.
- No matter where an employee evacuated, they were able to ***get their paycheck and other financial assistance*** via Western Union.
- The company established ***on-site human resource service centers*** for FEMA and Red Cross applications and check distribution, unemployment, and other disaster assistance.
- Employees who reported to work but couldn't be assigned immediately to their productive areas were ***paid full salary*** and sent into the community as a part of teams established by the company to ***rebuild retirees' homes, Habitats for Humanity homes, local offices for the United Way, Red Cross and Boy Scouts, and local schools and parks.***

COMMITMENT TO FAMILY

Northrop Grumman Ship Systems is committed to the success of our employees, and the stability of their families.

- A ***strong current backlog of work*** helps create a secure future for your family.
- We strive to keep a ***steady stream of new work*** at all times.
- Education – through scholarships, special training and continuing education, we help you ***reach your goals.***
- ***Generous quality-of-life benefits,*** including a 4x10 work schedule, as well as generous paid vacations and holidays.

COMMITMENT TO COMMUNITY

Northrop Grumman gives back to the community in countless ways. More than $1.3 million is donated throughout the community, including:

- Education programs – K-12 initiatives in math/science as well as aid to higher education.
- Civic involvement
- Health initiatives
- Human services assistance
- Arts/cultural programs
- Youth athletics and recreation

NORTHROP GRUMMAN IS COMMITTED TO THE MISSISSIPPI GULF COAST, OUR EMPLOYEES AND THEIR FAMILIES.

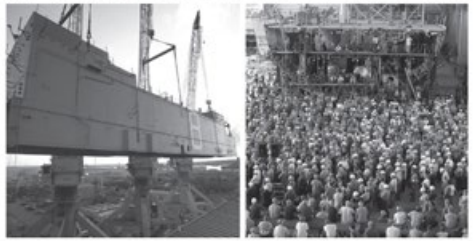
NORTHROP GRUMMAN

www.northropgrumman.com

A MESSAGE FROM NORTHROP GRUMMAN SHIP SYSTEMS



A WIN-WIN-WIN OFFER



- **Fair and Competitive Offer.** The combination of wage and benefit increases makes this offer one of the best industry contracts on the Gulf Coast.
- **Immediate Increase:** For example, today's Journeyman rate of $18.32 per hour goes up immediately by $1.40 to $19.72 (nearly an 8% increase), increasing pay by over $240 per month. By March 2005, the pay increases to $20.82 per hour, meaning a Journeyman level worker would see a total increase of nearly 14% over the life of the contract.
- **Top Wages in Area:** Our workers are already some of the best paid on the Gulf Coast. Under the terms of the offer, today's Journeyman's annual earnings would be $41,018 for the first year, $42,162 for the second year, and $43,306 for the third year. The average employee with overtime, shift differential, attendance and a performance-based bonus program could earn an estimated $8,000 additional on an annual basis.
- **Company Picks Up Nearly 80% of the Medical Plan Cost which Equates to Approximately $8,124 per Year per Employee.** The current coverage will continue, and employee contributions will remain among the lowest in the shipbuilding industry.
- **The Employees Gain Real Money.** Employees retain nearly 90% of the wage increase, even after paying the medical coverage increase.
- **Generous Quality-of-Life Benefits.** Employees will keep their desired 4 x 10 work schedule as well as enjoy 12 paid holidays including a partially paid two-week holiday shutdown.
- **Enhanced Pension.** The multiplier for the pension plan increased from 65% to 70%.

THIS OFFER PAYS OUR EMPLOYEES WELL.

THIS OFFER PRESERVES GOOD JOBS.

THIS OFFER MAKES EVERYONE A WINNER.

NORTHROP GRUMMAN

www.northropgrumman.com



ONE GREAT WORKFORCE. ONE GREAT COMPANY. ONE GREAT GOAL.

United in purpose … one goal of building freedom.
We've overcome great challenges in our history … obstacles that would break those of less fortitude. Our strength is forged in our dedication to quality craftsmanship … and service to our Country.
Today, our challenge is to build better ships at a reduced cost.
We are confident in meeting this challenge … we've overcome tougher ones throughout our history.
We are one solid force. Our ultimate goal remains the same.

BUILDING FREEDOM … MANY GREAT SHIPS AT A TIME.

NORTHROP GRUMMAN

www.northropgrumman.com

Northrop Grumman Shipbuilding Union Negotiations



U.S.S. COLE Media Event

On April 19, 2002, media from across the globe descended upon Pascagoula, Mississippi, to cover the return to sea of the U.S.S. COLE. The COLE had been stationed at what was then Northrop Grumman Ship Systems for four months, receiving repairs to damages suffered during the October 12, 2000, terrorist bombing in Yemen. Over 130 media crews representing local, regional, national and international media were present for the event. The Cirlot Agency helped develop a media strategy that allowed the media maximum access to the ship and the crew, while staying within the stringent security guidelines dictated by the U.S. Navy and Northrop Grumman Ship Systems. The objective was to make the U.S.S. COLE's return to sea the

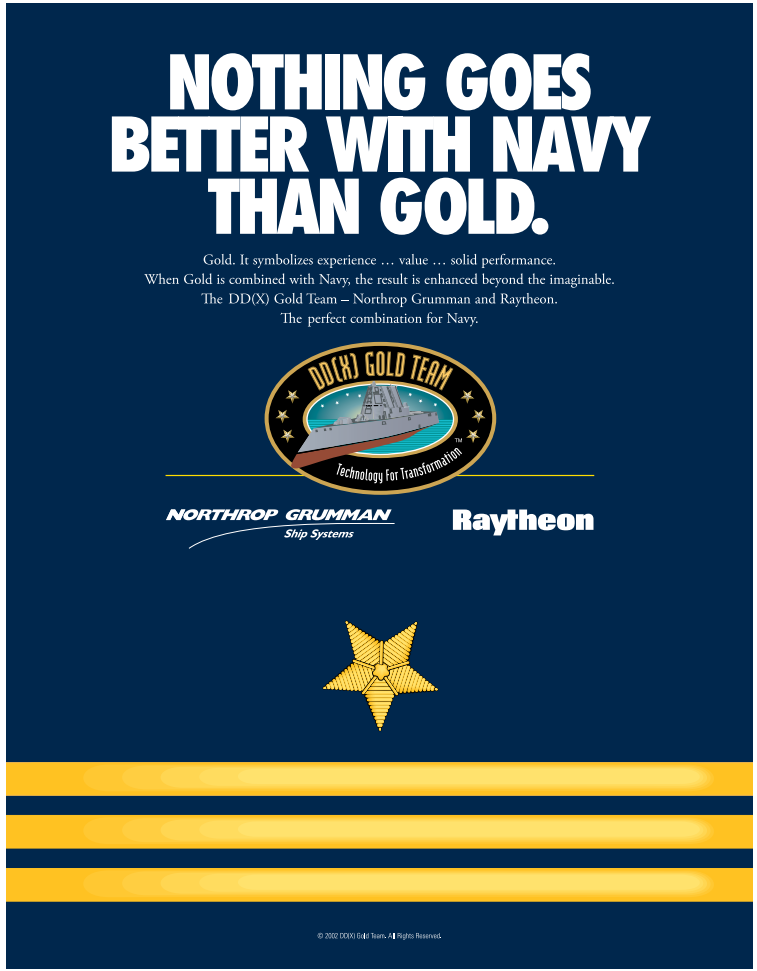


biggest news event in America, and for the coverage to be reverent and tasteful. The Cirlot Agency helped turn the U.S.S. COLE's departure into a five-day news event. The story received approximately 194 articles in 124 publications in all 50 states. International coverage included Canada and various outlets across Europe. In television news, 453 stories aired throughout the country. This included live cut-ins from CNN and live coverage from ABC's *Good Morning America*. The coverage dwarfed previous coverage of the COLE's arrival, which had been named by *The Washington Post* as one of the "Top Ten Stories of 2000."

The Cirlot Agency was also the agency of record for the team of contractors vying for the U.S. Navy's DDG 1000 contract. With the aid of well-timed and well-executed communications support during the selection process, the Northrop Grumman-led team was awarded the $2.9 billion contract. This was the first major new defense contract awarded since 1972, not to mention one of the largest defense contracts ever awarded – projected to be a $60-billion project over a 30-year lifespan.

The Cirlot Agency's involvement with the program started when the DD(X) Gold Team, composed of Northrop Grumman Ship Systems, Raytheon, and Boeing, began competing for the multi-billion contract to design the next generation of U.S. Navy warships. This project began during the Clinton administration as DD 21, a single-ship design, and expanded into DD(X), a complete family of ships, when George W. Bush became president.

Early in the game, it was determined that the Gold Team needed to be "branded" as a team, not just a coalition of three distinct corporations. The Cirlot Agency invited the Gold Team's executives from Washington, D.C., Chicago, Los Angeles, and Pascagoula, MS, to Jackson for a strategic branding session to define the Gold Team and determine how to put one face and one voice on three corporations.



Prime Contractor Contract Solicitation Campaign Launch



Prime Contractor Contract Solicitation Campaign

Following the branding session, The Cirlot Agency developed and executed strategic branding and communications tactics. Included were quarterly press briefings hosted at the National Press Club in Washington, D.C., where national defense media and business writers were briefed on the Gold Team's progress. Because of this aggressive approach, the Gold Team's spokespeople became the go-to spokespeople of the DD(X) program.

The Agency provided trade show support, including informational materials and media relations, for various major defense trade shows, including the unveiling of the ship prototype at one of the largest defense trade shows in Washington, D.C. This received an unprecedented amount of coverage from over 30 national business and defense writers and two Washington television stations. In addition, the Agency designed and placed ads in major defense and legislative publications that addressed the major issues regarding DD(X), as well as informed audiences of the credibility and capability of the Gold Team.

The Gold Team was awarded the multi-billion contract. The Agency was credited as a key player in the win and was honored to be the only vendor invited to attend the victory celebration.

THE CIRLOT AGENCY AREAS OF CONCENTRATION

AEROSPACE, DEFENSE AND SECURITY INDUSTRY EXPERIENCE

As one of the top three aerospace and defense communications firms in the country, The Cirlot Agency has put our extensive capabilities to use for a number of corporations for 40 years, including Northrop Grumman, Bell Flight, Textron, Textron Systems, Elbit Systems of America, Raytheon, Boeing and Lockheed Martin, to name a few. As the agency of record for the DDG 1000 program, formerly the DD(X) program, the Agency helped secure what was named one of the largest defense contracts ever awarded – a $60-billion project over the life of the contract. In addition, the Agency has handled numerous major announcements at the National Press Club in Washington, D.C., and has executed strategic communications aimed at virtually every branch of the U.S. military, the U.S. Government and the aerospace, defense and security industry.

GOVERNMENT RELATIONS & SERVICES

Public affairs and issues management are areas of specialty of The Cirlot Agency. We have provided strategic communications regarding BRAC (Base Realignment and Closure) Commission assessments, employee/union negotiations, acted as media liaisons in discrimination suits from the federal AG's office, helped companies solicit state and federal funding for expansions, provided strategic counsel during FBI investigations … even handled media in a 3-day hostage situation. The Cirlot Agency was also asked by NATO to create a plan for the citizens of Bosnia to hold their government responsible for the removal of land mines and rebuilding infrastructure following war.

INTEGRATED COMMUNICATIONS

One message. Many outlets. The Cirlot Agency engages a comprehensive mix of solutions in order to create a cohesive strategy for maximum impact in delivering our clients' messages.

Marketing

- Digital Marketing
- Search Engine Marketing
- Growth Marketing
- Content Marketing
- Influencer Marketing
- Omnichannel Marketing
- Performance Marketing
- Message Development
- Creative Development & Execution
- Product Launch Strategy
- Email Marketing & Campaign Development
- Promotional & Collateral Materials Development
- Trade Show Planning & Support
- Demand Generation
- Conversion Rate Optimization (CRO)
- Generative Engine Optimization (GEO)
- Content Atomization
- Translation Services

Public Relations

- Strategic Counsel
- Media Relations & Spokesperson Training
- Communication Training
- C-Level Positioning & Executive Thought Leadership
- Speechwriting & Presentation Development
- Industry Association Positioning
- Crisis Planning & Management
- Issue & Reputation Management
- Public Affairs & Grassroots Communications
- Media Conferences & Events
- Media Tours
- SEO Public Relations
- Investor Relations
- Internal Communications
- Labor Relations
- Employee Relations
- Employee Recruitment
- Employee Communications
- Special Event Planning & Execution
- Philanthropy & Community Relations
- Communication Audits
- Earned Media Tracking & Reporting
- Blog Strategy & Execution

Social Media

- Social Media Strategy & Execution
- Social Media Monitoring
- Platform Management
- Social Media Advertising
- Social Commerce
- Social Listening
- Discussion Forums
- Analytics Reporting
- Content Creation/Development

INTERACTIVE TECHNOLOGY & WEB

What was once considered the wave of the future is now the undercurrent of today's business. The Cirlot Agency offers a complete spectrum of web and video services to our clients, including:

Web

- Website Consulting
- Website Architecture & Design
- Custom Website Content
- Management Solutions (CMS)
- WordPress Development
- Database Enabled Solutions
- E-Commerce
- Integrated Shopping Cart Solutions
- Custom Illustration
- Google Analytics Site Tracking
- Search Engine Optimization (SEO) & Submission
- Website Marketing
- Website Banners

Video

- Concept Development
- Scriptwriting
- Storyboarding
- Talent Casting
- Single-Camera/Multi-Camera Video Shooting
- Stock Video Research/Selection
- Editing/Post Production
- Music Selection
- Motion Graphics
- Animation
- Audio Production

GLOBAL BRAND DEVELOPMENT

Has your company lost its DNA? The Cirlot Agency's comprehensive Global Brand Development Program – which is designed to take your company to the next level – offers strategic and creative methodology. By exposing your company's potential, we turn management's vision into actionable strategy that brings your brand … and the DNA that makes it unique … to life.

- Brand Strategy/Management
- Core Value Development
- Corporate Identity/Logo Development
- Positioning Statement Development
- Key Message Development
- Creative Strategy & Development
- Market Positioning Strategy
- Product Launches
- Product Name Development
- Service Name Development
- Product/Service Campaigns
- "Keep It Sold" Campaigns
- Business Development & Contract "Must-Wins"
- Promotion Strategy

STRATEGIC MEDIA BUYING SERVICES

The Cirlot Agency's media staff has been placing media across the globe for over 40 years. Not only have we placed media on a regional, national and international basis, but more importantly, we have built long-lasting media relationships with pertinent individuals in the aerospace, defense, security and congressional arenas that provide us with the resources we need to place media effectively and efficiently for our clients.

The Cirlot Agency uses an analytic, ROI-driven approach to media buying and is dedicated to improving our clients' integrated communication campaigns by applying customized, creative media objectives and strategies which are executed with precision.

The Cirlot Agency specializes in negotiation of ad rates and placement in the aerospace, defense, security and commercial industries, including identifying and securing important trade show opportunities to specifically support business development efforts. The Cirlot Agency also uses guerrilla marketing strategies in an effort to capture trade show participants' attention. These strategies include working directly with trade show representatives to secure exclusive exposure opportunities. Our combined leverage, relationships, experience, and negotiation expertise make it possible to secure placements in both a timely and cost-efficient manner.

- Media Research and Strategy
- Media Negotiation
- Media Buying
- Media Placement
- Media Tracking/Analytics
- Monthly Monitoring & Reports

MARKET INTELLIGENCE

Knowledge to succeed. Sound market research and reliable intelligence is vital to business success. The Cirlot Agency provides the following services to establish benchmarks, pinpoint messaging and discover ways to infiltrate our audiences' thought processes.

- A/B Testing
- Competitor Analysis
- Competitor Intelligence
- Corporate Position & Image Analysis
- Experience Management™
- Employee Research
- Issues Identification
- Market Analytics
- Market Understanding
- Customer Understanding
- Focus Groups
- Product Brand Awareness

CONSULTING

A wealth of information can be generated from open dialog. The Cirlot Agency offers industry expertise to companies who are simply trying to establish a direction before committing to a long-term client/agency relationship. For these purposes, we offer our services on an hourly, daily or project basis.

CLIENT TESTIMONIALS

"Simply said – Thank You All! Our refreshed look is a great new beginning. It hit the mark for what we need and for giving us growth space. Even more important than the website, we now have new friends that we can count on at Cirlot – our Strategic Ally. The approach you took with my team is precisely the spirit and philosophy that we embody here at EH Group. You took the time not only get us where we need to be, but you coached, nurtured and cajoled us along the way. You became part of us while you figured out how to help us express who we are. In years past, I've had companies propose to me that I fill out a questionnaire, give them a bucket of money, and they would deliver a website. Y'all are not a company – you're Cirlot."

Ed Hackett
President and Founder, EH Group

"Cirlot was a key partner in developing the branding, website and press briefing that accompanied the launch of Textron AirLand's new Scorpion tactical aircraft at the Air Force Association's annual exhibition. The strategy was on target, the communications were powerful, and it was all done on a tight budget under extreme deadline pressure. The launch resulted in hundreds of visits to our show display and a great number of media articles following the press briefing. Cirlot's work gave us a valuable head start in establishing credibility for the new aircraft."

Dave Sylvestre
Fmr. Executive Director, Corporate Communications, Textron Inc.

"After nearly two years of buyouts, mergers and multiple name changes, our company had literally lost its DNA. The Cirlot Agency helped us resurrect our competency themes, redefine who we are and how we will compete in the marketplace. The result has been a company recognized in its industry as a leader. A leader with renewed DNA, a leader that can compete and win in the market place."

Dan Grafton
CEO (Retired), Vertex Aerospace

"Cirlot was spot-on during our campaign to win an unmanned aerial systems (UAS) site for Mississippi. UAS are a tough, technical business area, but Cirlot had the know-how and finesse to get us in with the Big Boys of the aviation press. I'm proud to say we'll be testing UAS in Mississippi!"

Maj Gen (Ret) James Poss
Fmr. U.S. Air Force Senior Intelligence Officer and Fmr. Director, Center for Battlefield Innovation at Mississippi State University

CLIENT TESTIMONIALS

"From the moment I met them, I could see that The Cirlot Agency had the talent, creativity and interpersonal skills for working on complicated issues and getting things done."

Brandon R. "Randy" Belote, III
VP, Strategic Communications (Ret), Northrop Grumman

"The Cirlot Agency team has mastered the art of developing client relationships. They have invested the time necessary to understand our business and demonstrated that they care about the future of our company."

Brig Gen (Ret) Steve Roser
Fmr. Vice President, Marketing, Elbit Systems of America

"Every person assembled here tonight from Raytheon and Northrop Grumman played an important role in this win. The only vendor, or better yet partner, invited to celebrate this win tonight is a group that has been with us since the beginning four years ago. They positioned the Gold Team as winners before we ever drafted the first proposal or submitted the first design. Frankly, they have become a trusted partner and ally to both Bat and I as well as the entire Gold Team. Please join me in welcoming and thanking Rick Looser and The Cirlot Agency. We wouldn't be here without them."

Speech by Jack Cronin
Fmr. VP Raytheon in charge of DD(X) Program, at Down Select Celebration, New Orleans, LA

"I don't know if your team has a better design than ours and I don't know who is going to be awarded the contract – but I do know this – Every time I open the latest issue of *Defense News*, your ads make you look like the winners. Your advertising and PR is kicking our ass."

Blue Team Program Manager
As told by Bat Robinson,
Fmr. VP Northrop Grumman in Charge of DD(X), Surface Navy Show

"The Cirlot Agency is without a doubt the best creative agency I have worked with in my 20+ years of Corporate Communications. They are creative, innovative, and responsive and approach every challenge as a true partner."

Bob Hastings
Fmr. Senior Vice President, Communications & Government Affairs, Bell Helicopter


LEONARDO DRS
LEONARDO


DefenseNews


PUSHING
THE
BOUNDARIES
OF POWER






ACORN


MILITARY OUTPOST



AGENCY MEMBERSHIPS

ASSOCIATION OF THE UNITED STATES ARMY

ARMY AVIATION Association of America

AIA AEROSPACE INDUSTRIES ASSOCIATION

NAVY LEAGUE

THE AEROSPACE ALLIANCE

AUVSI

ASME SETTING THE STANDARD

AFA AIR & SPACE FORCES ASSOCIATION

NBAA NATIONAL BUSINESS AVIATION ASSOCIATION

NDIA Washington, D.C.



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