



\$BILLIONS

IN CLIENT CONTRACT VICTORIES

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.™

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.

Agency Memberships





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.





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.


In early 2022, 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.

OUR AGILITY.
YOUR ADVANTAGE.

Force Protection.

In today's complex, ever-changing and increasingly contested environment, you need Leonardo DRS – a **partner** that brings the **agility**, drive, and **technical** savvy to help our warfighters accomplish the mission and get home safely. Without hesitation, no matter the mission, Leonardo DRS delivers.

LeonardoDRS.com

 **LEONARDO DRS**

The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement.

Print Advertisement



USMC Opl Ret.
Kevork Khachadurian



LEONARDO DRS

OUR AGILITY.




YOUR ADVANTAGE.

LEONARDO DRS

LeonardoDRS.com/Agility


The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement.



Force Protection.

LEONARDO DRS

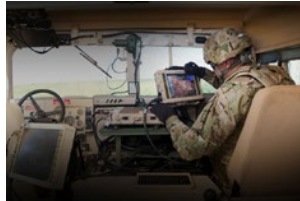
The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement.



Advanced Sensing.

LEONARDO DRS

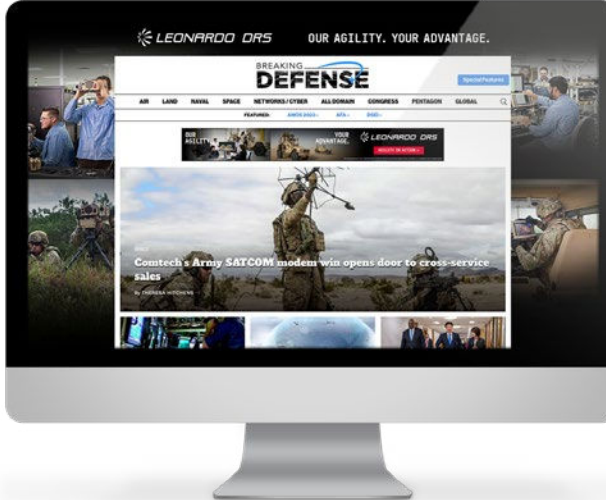
The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement.



Network Computing.

LEONARDO DRS

The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement.



LEONARDO DRS OUR AGILITY. YOUR ADVANTAGE.

BREAKING DEFENSE

SpacePartners

AIR LAND NAVAL SPACE NETWORKS/CYBER AEROSPACE CONGRESS PENTAGON GLOBAL

Partners: AECOM AECOM AECOM

THE BELLEVILLE NEWS-TRIBUNE

LEONARDO DRS

Comtech's Army SATCOM modem win opens door to cross-service sales

LEONARDO DRS

Website Homepage Takeover

OUR AGILITY.




YOUR ADVANTAGE.

LEONARDO DRS

AGILITY IN ACTION >

The appearance of U.S. Department of Defense (DoD) visual information does not imply or constitute DoD endorsement.

Social Media

Digital Ads



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.

The Cirlot Agency began working with Verifi Technologies, NDTS and NDE Labs in 2023. Work products for each entity include websites, videos, product sheets, digital sales support, and various other marketing materials.



Investor Deck



Video



Corporate Website: Design
verifitec.com

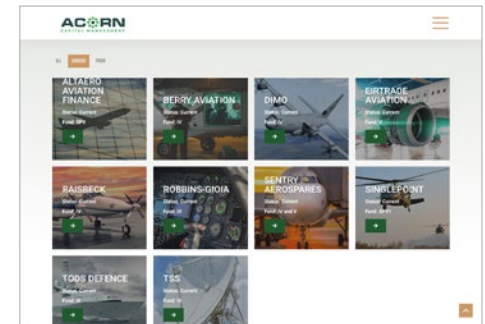
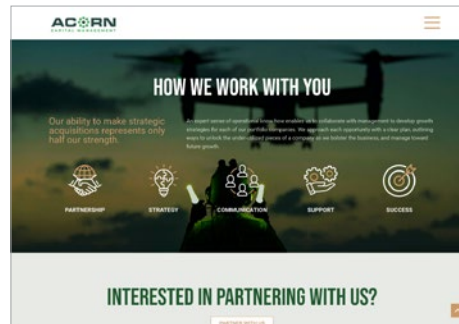
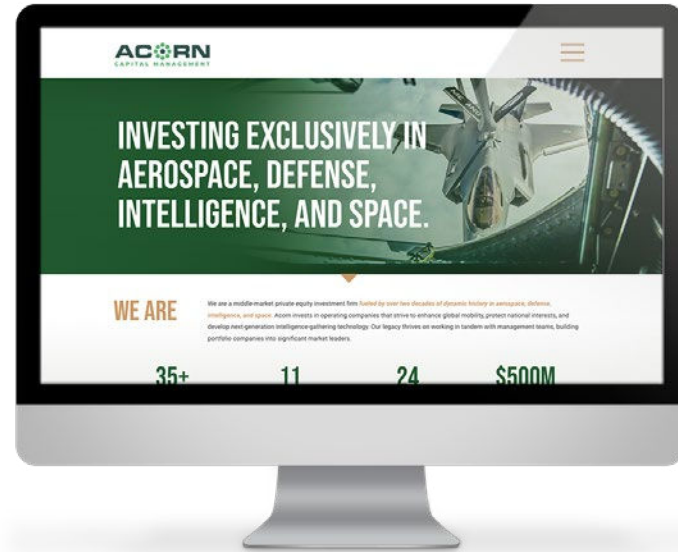


Acorn Capital Management is a middle-market private equity investment firm fueled by over two decades of dynamic history in aerospace, defense, intelligence, and space. Acorn invests in operating companies that strive to enhance global mobility, protect national interests, and develop next-generation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

In 2023, 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.



Logo Design



Corporate Website: Design
acorncapitalmanagement.com

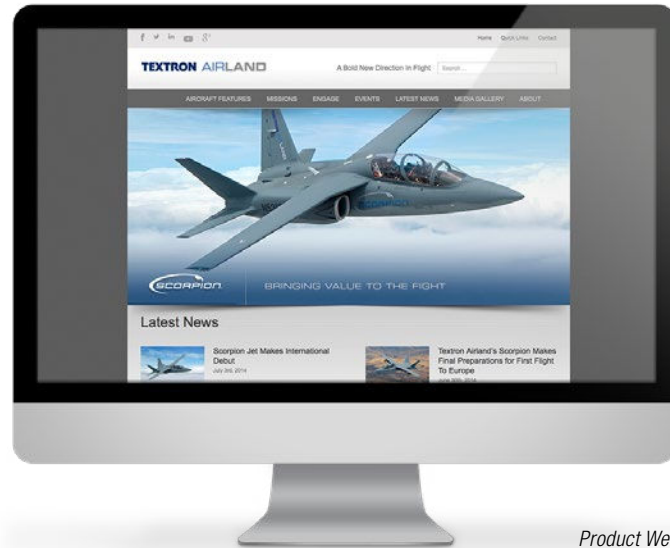
TEXTRON AIRLAND

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 2013 Air & Space Conference and Technology Exposition and the 135th NGAUS General Conference and Exhibition. The Agency continues to provide brand strategy and marketing support for Scorpion.



Product Branding



*Product Website:
Design and Implementation
scorpionjet.com*

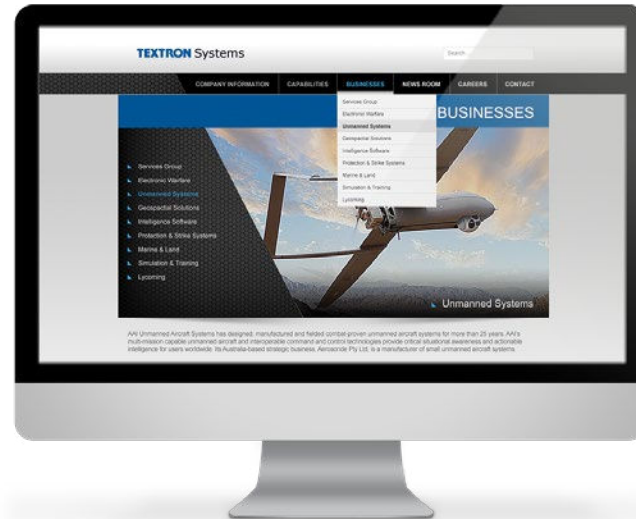
TEXTRON Systems

Textron Systems is part of Textron Inc., a \$14 billion multi-industry company with approximately 35,000 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.



Trade Show Signage Concept



Trade Show Video





BELL 505
JET RANGER X

Product Branding

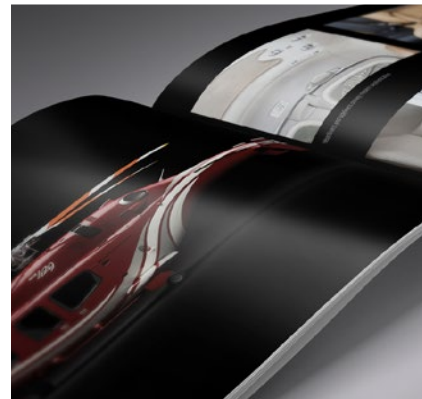
Bell Helicopter (NYSE: TXT), a wholly owned subsidiary of Textron Inc., is an industry-leading producer of commercial and military, manned and unmanned vertical lift aircraft and the pioneer of the revolutionary tiltrotor aircraft. Globally recognized for world-class customer service, innovation and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

The Cirlot Agency began working with Bell Helicopter'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 Helicopter by being awarded the Commercial, Customer Support & Service and Canadian divisions of the company, as well as the Bell Helicopter Corporate account itself.



*Product Microsite:
Design and Implementation*

bell505.com



Product Brochure: Layout and Design



WHEN MINUTES COUNT, RELY ON SUPERIOR PERFORMANCE

When minutes count, depend on the power and performance of the Bell 429 for your critical care operations. At Bell Helicopter, we understand and share your dedication and commitment to air medical critical care. That is why the Bell 429 stands ready to serve your operation by delivering power and performance. When your patient is critical, depend on the smooth, rapid ride and superior handling of the Bell 429 to get your patient and crew safely to their destination.

BELLHELICOPTER.COM |      | Le Bell 429 avec train d'atterrissage non disponible en France.

On a Mission.

Bell Helicopter
A Textron Company

Print Advertisement: Layout and Media Placement



Bell V-280 VALOR

THE FUTURE OF VERTICAL LIFT

Bell Helicopter is proud to advance our next generation tiltrotor for the U.S. Army-led Joint Multi-Role Technology Demonstrator, delivering fundamental change for expeditionary maneuver. Bell V-280 Valor provides the warfighter unmatched speed, range and payload to gain decisive overmatch – so you'll never have a fair fight.

BELLY280.COM |     

On a Mission.

Bell Helicopter
A Textron Company

Print Advertisement: Layout and Media Placement

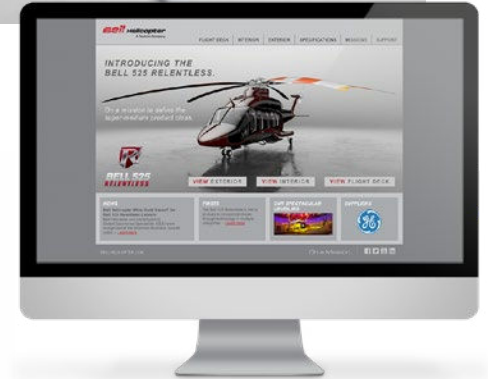


Corporate Magazine

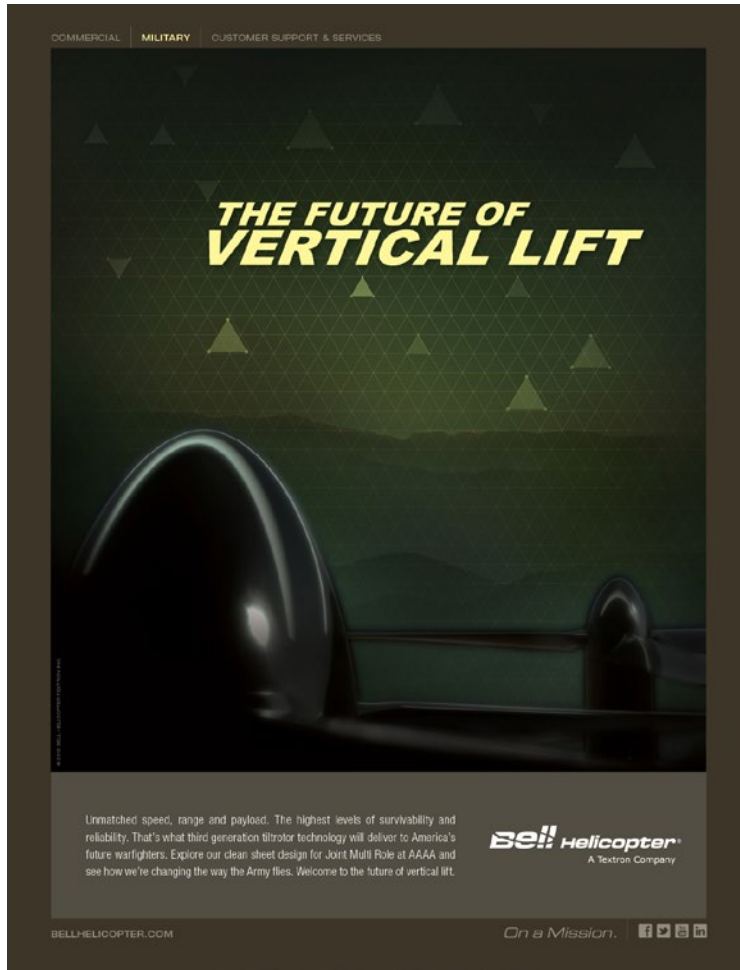


Product Brochure: Photo Composite, Layout and Design

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



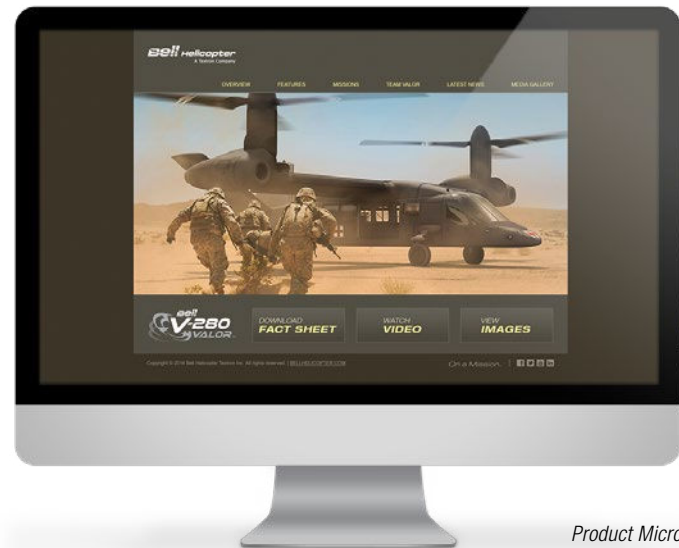
Product Microsite:
Design and Implementation
bell525supermedium.net



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



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



Scoutsout.com Intro Video



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. In late 2008, Elbit Systems of America began 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.

VISION ACCOMPLISHED.

Elbit Systems of America

Ever-changing global combat and humanitarian missions make timely delivery of cargo and troops imperative ... regardless of weather conditions. Elbit Systems of America's HUD incorporates the advanced technologies and optical designs that have established Elbit as a premier military HUD manufacturer in the world market. Allowing for maximized Field of View with minimum aberrations, Elbit Systems of America's HUD will enhance the C-17's rapid strategic and tactical delivery of troops and all types of cargo to operating bases throughout the world ... in all weather conditions. As threats evolve, so must our vision. Elbit Systems of America's HUD for the C-17. A clear vision toward projecting and sustaining combat power around the world.

© 2009 Elbit Systems of America, LLC. All rights reserved.

Elbit Systems of America

The Spirit of Innovation™

The advertisement features a central image of a C-17 Globemaster III aircraft at night, silhouetted against a dark sky with its landing lights on. The aircraft is reflected in a body of water in the foreground. In the top right corner, there are two small inset images showing a night vision view of a terrain and a cockpit view. At the bottom, there is a row of four small inset images: soldiers in a desert, a cockpit view, a cargo plane in flight, and a group of people silhouetted against a sunset. The Elbit Systems of America logo is positioned in the top left and bottom right. The slogan 'The Spirit of Innovation' is at the bottom right. The main headline 'VISION ACCOMPLISHED.' is in the top left. A block of text is in the bottom left, and a smaller block of text is in the bottom center.

Product Print Ad

ANY THREAT.
ANY TERRAIN.
ANY TIME.



Proven, Field-Tested Border Security Technology by
Elbit Systems of America

The same advanced technology used on the most challenging borders in the world today – ready now for the U.S. border. Elbit Systems of America brings mature, off-the-shelf solutions that are simple to use, low-risk and available at an affordable total cost of ownership. Scalable and built on open system technologies, Elbit Systems of America's solution has the ability to integrate a variety of sensors into a total system – smoothly, efficiently and effectively.

Elbit Systems of America. Proven technology. Proven secure.

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The Spirit of Innovation®

Product Print Ad

PROVEN TECHNOLOGY.
PROVEN SECURE.



Border Security Technology by Elbit Systems of America

No matter the threat ... no matter the situation, Elbit Systems of America's border security technology is proven to meet the demand.

Elbit Systems of America is ready to bring the same advanced technology used on the most challenging borders in the world today to the U.S. border. Mature, low-risk and available at an affordable total cost of ownership, Elbit Systems of America's off-the-shelf technology is simple to use and requires only a short training period. Scalable and built on open system technologies, these solutions also allow for the integration of a variety of sensors into a total system.

Elbit Systems of America's border security technology. American made. Globally proven.

www.elbitsystems-us.com

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The Spirit of Innovation®



Product Print Ad

FLY SMARTER IN ANY CONDITION

INTELLIGENT PILOT INTERFACE SOLUTIONS



Enhanced Situational Awareness:
Day. Night. Degraded Visual Environments.

  ElbitAmerica.com

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Elbit Systems
of America

The Spirit of Innovation®



Product Print Ad

Digital Ads



The Cirlot Agency positions 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 works 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.



The Spirit of Innovation®



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



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.

The screenshot shows the 'NATIONAL SECURITY RISK TRACKER' on the Christian Science Monitor website. The page features a central chart titled 'Today, Americans think...' comparing U.S. National Security and Washington's National Security Spending. The chart includes a bar graph for 'TODAY'S RESULTS' and a line graph for 'MONTHLY RESULT AVERAGES' from June 2013 to November 2013. A sidebar on the right contains the poll questions and a 'SUBMIT ANSWERS' button.

Category	Percentage
At Great Risk	68%
At Significant Risk	19%
Reasonably Secure	11%
Well Protected	2%
Putting America at Risk	57%
Not Sufficient	23%
Sufficient	14%
Too High	6%

U.S. National Security is:

- At Great Risk
- At Significant Risk
- Reasonably Secure
- Well Protected

Washington's National Security Spending is:

- Putting America at Risk
- Not Sufficient
- Sufficient
- Too High

ADD YOUR FEEDBACK

Today, I think U.S. National Security is:

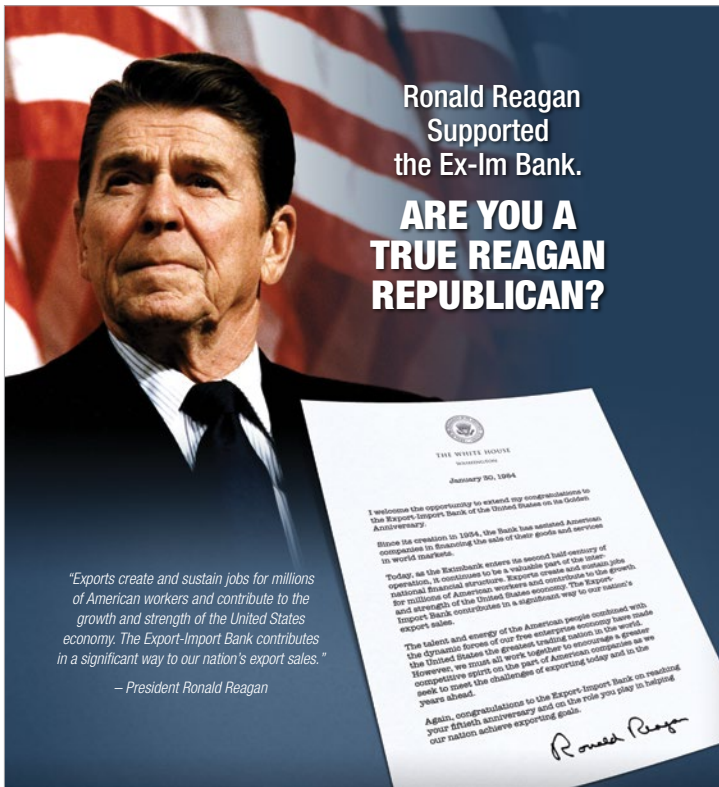
Today, I think Washington's National Security Spending is:

SUBMIT ANSWERS >

sponsored by

AIA AEROSPACE INDUSTRIES ASSOCIATION

Interactive Poll and Results Page: Layout and Design



Ronald Reagan
Supported
the Ex-Im Bank.

**ARE YOU A
TRUE REAGAN
REPUBLICAN?**

THE WHITE HOUSE
WASHINGTON
January 30, 1984

I welcome the opportunity to extend my congratulations to the Export-Import Bank of the United States on its Golden Anniversary.

Since its creation in 1984, the Bank has assisted American companies in financing the sale of their goods and services to world markets.

Today, as the Kiewitbank enters its second half-century of operation, it continues to be a valuable part of the total national financial structure. Reports create and sustain the growth of millions of American workers and contribute to the growth and strength of the United States economy. The Export-Import Bank contributes in a significant way to our nation's export sales.

The talent and energy of the American people combined with the dynamism of our free enterprise economy have made the United States the greatest trading nation in the world. However, we must all work together to encourage a greater competitive spirit on the part of American companies as we seek to meet the challenges of exporting today and in the years ahead.

Again, congratulations to the Export-Import Bank on reaching your fiftieth anniversary and on the role you play in helping our nation achieve export-related goals.

Ronald Reagan

"Exports create and sustain jobs for millions of American workers and contribute to the growth and strength of the United States economy. The Export-Import Bank contributes in a significant way to our nation's export sales."

— President Ronald Reagan



iaa-aerospace.org

FACTS ABOUT EX-IM BANK

- In 2012 and 2013, earned over \$1 billion both years for the American taxpayer, and contributed this money to the U.S. Treasury.
- Over 90% of the Bank's transactions directly benefit small businesses across the U.S.
- Supported more than \$600 billion of U.S. exports, leveling the playing field for U.S. companies competing abroad against 60 foreign credit agencies.

Print Advertisement: Layout and Design



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

MEET THE EX-IM BANKS OF CHINA, RUSSIA AND FRANCE.

These countries support efforts by those in Washington seeking to dismantle the U.S. Ex-Im Bank.

WHY? Because shutting down the U.S. Ex-Im Bank is good for business and creates thousands of jobs... **IN CHINA, RUSSIA AND FRANCE.**

DON'T LET 200,000 AMERICAN JOBS GO OVERSEAS.

#ExIm4Jobs

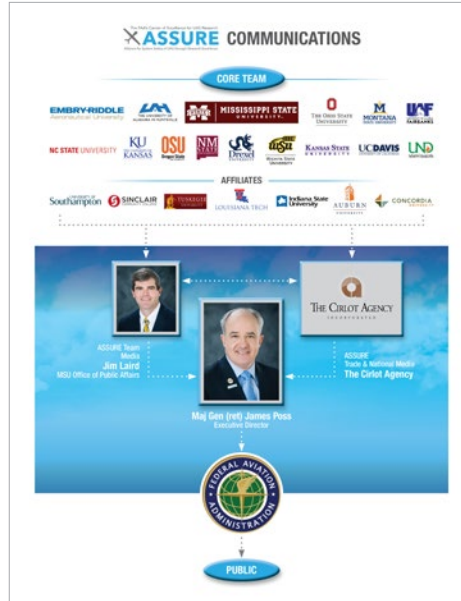



Print Advertisement: Layout and Design



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.



Annual Report

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

research, we have an opportunity to reflect on the program. As Executive Director of this team has grown together to meet the needs in a consortium environment, it can be a great challenge and has provided world-class, leading the UAS rulemaking process through

in support of the UAS integration roadmap, the ability to conduct regular and reliable operations quickly enough, our experience with UAS operations that are in many ways unique to tracking and identification of UAS, testing and maintenance standards, and issues which directly impact full integration, UAS Policy Through Research."

provided the FAA and the nation in its efforts to let us with any ideas, suggestions, or feedback that is currently underway, safe integration of UAS into the NAS.



ASSURE 2017 Annual Report



ASSURE 2017 Annual Report



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.



Raisbeck Engineering, an Acorn Growth 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. The Agency continues to provide Raisbeck with strategic visual and messaging materials necessary for effective marketing and communications outcomes.

**EPIC PERFORMANCE
for the ENTIRE
KING AIR 200 FAMILY...**

*Simply more of
what you bought
your King Air for!*

UTILIZING SWEPT BLADE TECHNOLOGY

**BEECHCRAFT
KING AIR
B200GT
B200
200 & 250**

Collateral Cover: Layout and Design

**EPIC PERFORMANCE for the ENTIRE KING AIR 200 FAMILY...
UTILIZING SWEEPED BLADE TECHNOLOGY**



Tibusam esciend elenist re aiden
qui re audi aut aut voluptibs macons
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206.723.2000 raisbeck.com

RAISBECK ENGINEERING
AN ACQUISITION COMPANY

Product Print Ad Template

RAISBECK ENGINEERING
AN ACQUISITION COMPANY

RAISBECK ENGINEERING
AN ACQUISITION COMPANY

Michelle L'euallen
Director of Marketing

4411 South Ryan Way
Seattle, WA 98178
Tel: 206.723.2000
Cell: 503.880.5993
michelle@raisbeck.com

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raisbeck.com

RAISBECK ENGINEERING
AN ACQUISITION COMPANY

4411 South Ryan Way | Seattle, WA 98178 | (800) 537-7277 | raisbeck.com

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 4,200 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 in 2001, including conducting the naming/rebranding process.

A photograph of two F-16 fighter jets flying in formation against a blue sky with light clouds. The jet in the foreground is dark blue and has the number "671" on its tail. The jet in the background is white.

Reaching the Highest Point in Service.

Vertex: by definition, the highest point.

With over 25 years of experience, Vertex is proud to bring the apex in technical service to our military.

Our 4,500 highly trained technicians are the backbone of our service – bringing all the resources necessary to get the job done. Anywhere, anytime.

Vertex Aerospace. Our service knows no bounds.

The Vertex Aerospace logo is repeated in the bottom right corner of the advertisement.

The Technical Services Advantage.
Formerly Raytheon Aerospace
www.vertexaerospace.com

Name Change Campaign

We Keep 'Em Flyin'

When it comes to keeping the military air-ready, our service knows no bounds.

Vertex Aerospace has over 25 years of experience in aviation and aerospace technical service – from life-cycle support to inventory system management for entire aircraft fleets. With 4,500 highly trained technicians, Vertex has the resources necessary to get the job done. And we'll go anywhere in the world – on a moment's notice – to do it.

Vertex Aerospace. Proudly keeping our troops flyin'.

The Technical Services Advantage.
Formerly Raytheon Aerospace
www.vertexaerospace.com

Name Change Campaign

The Sky's No Limit.

With Vertex, our service reaches beyond all normal bounds.

From maintenance, repair and modernization to life-cycle support and inventory management systems for entire fleets ... our 4,500 highly trained technicians bring all the resources necessary to get the job done. And we'll go anywhere in the world – on a moment's notice – to do it.

Vertex Aerospace. There's no limit to our service.

The Technical Services Advantage.
Formerly Raytheon Aerospace
www.vertexaerospace.com

Name Change Campaign



With over 200 patents and nearly 75 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



Cosa onsequae enim

*Moluptatquo quassitat que dolorat
hillit dignimin niaero beatiat.*



E-NEWSLETTER

Issue | Month • Day • Year

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Your Success is OUR Mission

marotta.com

E-Newsletter Template

Your Success is OUR Mission



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



CAPABILITIES | 2017



marotta.com

Corporate Identity

marotta.com

Collateral Cover: Layout and Design

THALES

With 64,000 employees in 56 countries, Thales is a global technology leader for the Aerospace, Defense, Security, Space and Transportation industries. The Cirtot Agency developed an integrated communications strategy for both internal and external audiences to help position Thales within the United States.



THALES

AEROSPACE | SPACE | DEFENSE | SECURITY | TRANSPORTATION | TRAINING & SIMULATION



OVERVIEW THALES IN THE UNITED STATES

Thales has a legacy of over 100 years of successful operation in the United States.

No newcomer to the U.S. market, Thales's American roots date back over 100 years to a company founded in Philadelphia, Pennsylvania. Over a century later, both the global company and Thales in the United States have evolved significantly through strong organic growth coupled with a series of mergers, acquisitions and other business ventures.

Thales is an international company working for the United States.

Thales in the United States has expanded operations in recent years to focus on a wider range of core customer and market segments. Today, Thales has 21 locations in 14 States and the District of Columbia. With a workforce of nearly 3,000, including our joint ventures, Thales has demonstrated a commitment to the U.S. economy by establishing a solid local workforce and production capability. In 2012, Thales globally had a U.S. supplier investment of \$482.6 million in 42 States and the District of Columbia.

Thales is a global technology leader for the defense, security, aerospace, transportation and space markets.

With an exceptional international footprint, Thales employs 65,000 people in 56 countries. In 2012, the company generated revenues of \$18.3 billion. With a strong U.S. leadership team in place, Thales is well positioned to bring the breadth of its global capabilities to meet the needs of its U.S. customers.

Innovation is at the core of all we do.

With 22,500 engineers and researchers, Thales has a unique capability to design, develop and deploy equipment, systems and services that meet the most complex requirements.

Corporate social responsibility is a top priority.

As an integral part of the Thales company culture, our focus on corporate social responsibility is represented in our ongoing commitment to our customers, suppliers, partners, shareholders, employees, global and local communities, and the environment.









Space

Thales's space business continues to gain momentum in the U.S. market. Thales Alenia Space (TAS) is a joint venture between Thales and Finmeccanica (previously owned by Boeing). TAS is actively engaged in North American space-related activities through its U.S. subsidiary, Thales Alenia Space North America, Inc. (TAS-NA). Through TAS-NA, TAS plays an active role in the commercial and government-related space sectors in the United States, working with government agencies, private space partners, satellite operators and U.S. manufacturers. TAS-NA has played a significant role in NASA programs since it was established in 2001, supporting European involvement in the International Space Station (ISS) program.





Defense

Thales Defense & Security Inc. (formerly Thales Communications, Inc.) is a global company serving defense, federal, and commercial markets with innovative solutions for ground tactical, airborne and aerospace, naval, maritime, public safety, and security domains. TDS is a U.S. prime company (five Government projects, supporting strategic partnerships in the development of key technologies for the defense market. TDS provides mission-critical communication systems, helmet-mounted displays and motion tracking SATCOM terminals, advanced sensor systems, air traffic management, navigation, surveillance and simulation, and data protection solutions.





Transportation

Thales Transport & Security, Inc. is a unit of Thales USA, and belongs to the Thales business line that has been providing the world's leading Communications Based Train Control (CBTC) solution for the better part of 30 years. Thales in the U.S. offers a wide range of rail signaling solutions and integrated transportation systems. To ensure safe and secure transportation of goods and people, TTS is involved in a number of transportation, security and rail programs, including the New York MTA, the Las Vegas automated people mover system and San Francisco's Market Bayview (M&B) where Thales fitted the Market Street subway with its CBTC technology, providing a dramatic improvement in system headway.





Training & Simulation

As a pioneer in simulation technology, Thales provides the most advanced synthetic training in the most realistic environments. Thales offers a comprehensive range of solutions from highly affordable Computer Based Training (CBT) solution for the better part of 30 years. Thales in the U.S. offers a wide range of training solutions and full mission training solutions including the infrastructure, operations and logistic support services needed in operation.

Thales USA Headquarters

2733 South Crystal Drive
Suite 1000
Arlington, VA 22202
Tel: 703-838-9685

In a world where change is the only constant, Thales offers a wide range of solutions from highly affordable Computer Based Training (CBT) solution for the better part of 30 years. Thales in the U.S. offers a wide range of training solutions and full mission training solutions including the infrastructure, operations and logistic support services needed in operation.

Jim Fraser
Vice President, Communications and Government Relations
jim.fraser@us.thalesgroup.com

Thales USA Headquarters
2733 South Crystal Drive • Suite 1000 • Arlington, VA 22202 • Tel: 703-838-9685

Print Collateral

AEROSPACE | DEFENSE | SECURITY | TRANSPORTATION



WITH US, AMERICA IS MORE SECURE.

We are Thales USA, part of an international organization with 68,000 employees. We are proud of our contribution to America's land, sea and air defense. Including advanced combat management, technology and undersea warfare systems for the U.S. Navy. Working hand in hand with our U.S. industry partners. Delivering innovative solutions. And proving our passion for keeping America strong, safe and productive. **Learn more at www.thalesgroup.com/usa.**

Photo courtesy Dennis DiGgiano General Dynamics/Released

THALES

Ready. Proven. Here.

Brand Development Print Campaign

AEROSPACE | DEFENSE | SECURITY | TRANSPORTATION



WITH US, AMERICA IS MORE SECURE.

We are Thales USA, an American company, part of an international organization with 68,000 employees. We are proud of our contribution to America's land, sea and air defense. Including the avionics for the UH-72A Lakota, the U.S. Army's new multi-mission Light Utility Helicopter. We're here in the U.S., working closely with government and industry customers. Delivering innovative solutions. And proving our passion for keeping America strong, safe and productive. **Learn more at www.thalesgroup.com/usa.**

Source / copyright: European Aeronautics Defense and Space Company

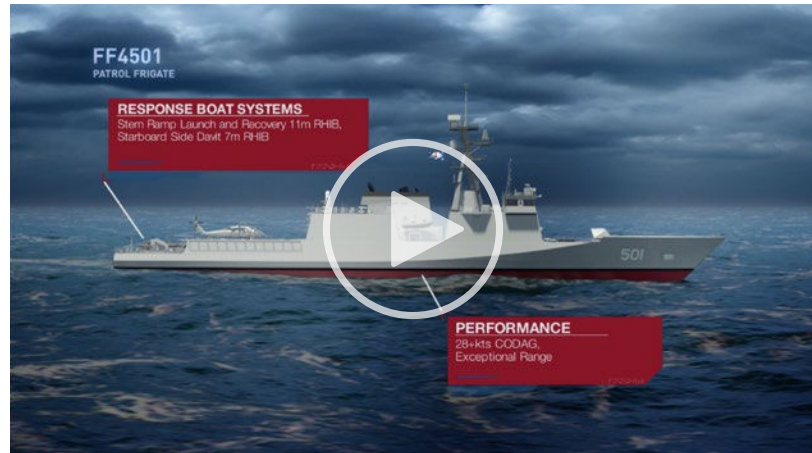
THALES

Ready. Proven. Here.

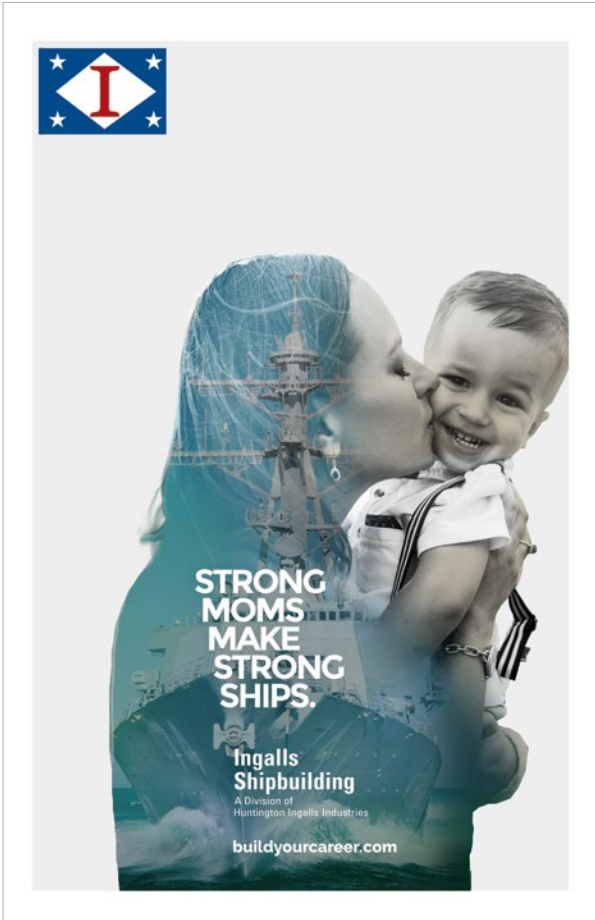
Brand Development Print Campaign



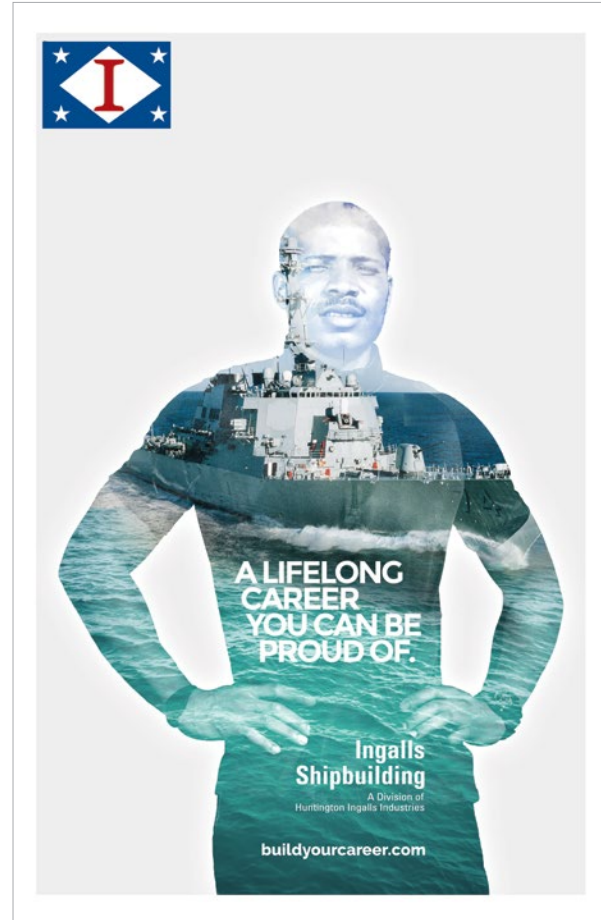
Over 35 years ago, The Cirlot Agency became the corporate communications firm of a shipbuilding facility known as Litton Ingalls Shipbuilding, later to be known as Northrop Grumman Shipbuilding, and now currently as Huntington Ingalls Industries. Over the years, the Agency has performed various services for the company, including international corporate capabilities campaigns and business development programs incorporating print advertisements, trade show displays, websites, and corporate videos, among others.



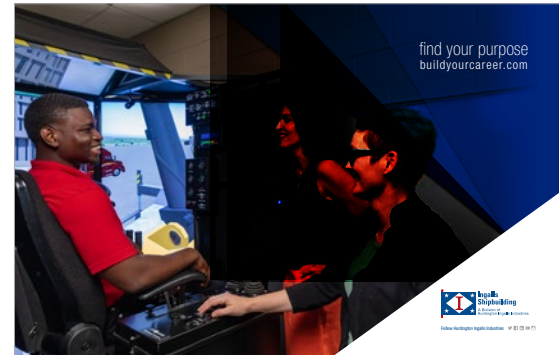
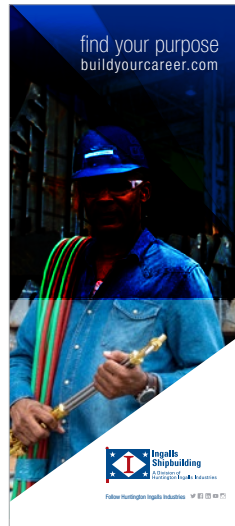
Multi-role Frigate Product Video



Diversity Employee Recruitment Poster



Diversity Employee Recruitment Poster



Recruitment Branding

BUILDING



FREEDOM

NORTHROP GRUMMAN

DEFINING THE FUTURE™

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.

In addition to strategic marketing and communications efforts, The Cirlot Agency has helped with the following public relations announcements and events:

National Press Club – Coordinated Various Briefings in Support of DD 21/DD(X)/DDG 1000

ICGS Deepwater – Media Event, National Contract Announcement Held in Washington, D.C., at National Press Club

USS COLE – Media Event, the Return to Northrop Grumman Ship Systems in Pascagoula, MS; Media Event, the Return to Service for the U.S. Navy



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 reacted:

- **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.
- **Disaster of nearly \$3 million** was given directly to affected employees.
- **Health care coverage was continued for two months.**
- **40000** money was made available.
- **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 guidelines for employee personal vehicles** were provided to those assisting with facility recovery efforts.
- **Replaced employee personal auto** (\$1.5 million) and covered deductibles on personal vehicles (\$400,000) damaged on-site.
- **Free internet and fax** installations in 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 an on-site human resources service center** 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 production area were **paid full salary and sent into the community** as a part of a **career established by the company to rebuild entire homes, Habitat 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 career backlog of work** helps create a secure future for your family.
- **We strive to keep a steady stream of new work as 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 \$1.1 million is donated throughout the community, including:

- **Education programs**—8-12 institutes in work/retirement 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

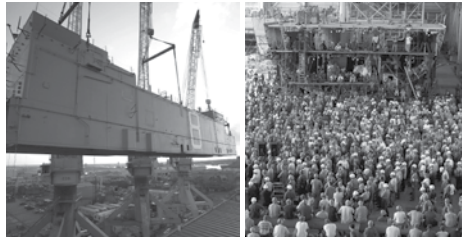
www.northropgrumman.com

Northrop Grumman Shipbuilding Union Negotiations

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 2009, 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 \$41,618 for the first year; \$42,162 for the second year; and \$43,506 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 receive 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



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 began in 1998 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.

NOTHING GOES BETTER WITH NAVY THAN GOLD.

Gold. It symbolizes experience ... value ... solid performance.
When Gold is combined with Navy, the result is enhanced beyond the imaginable.
The DD(X) Gold Team – Northrop Grumman and Raytheon.
The perfect combination for Navy.



NORTHROP GRUMMAN
Ship Systems

Raytheon



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Prime Contractor Contract Solicitation Campaign

TO THE SONS & DAUGHTERS OF *Freedom...*

... the men and women who sail our ships – who ensure and defend our freedom day in and day out – we pledge to provide you with the most capable, most survivable ship ever to sail the oceans of the earth. We pledge to bring you comfortable accommodations, and the latest technology so you may keep in close contact with those you hold dear. To you, we pledge the ZUMWALT (DD 21) Class – a sailor's ship from bow to stern. We pledge to bring you ZUMWALT because every day you pledge to bring us the luxury of freedom that so many the world over yearn for ... but may never, ever know. This is our pledge to you, the sons and daughters of freedom. www.DD21GoldTeam.com

NORTHROP GRUMMAN Ship Systems **Raytheon** **BOEING**

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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.

In 2002, 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 Bell Helicopter, Thales USA, Textron AirLand, ATK, Northrop Grumman, Elbit Systems of America, Raytheon, Lockheed Martin, Boeing and Ingalls Shipbuilding, among many others. 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 industries.

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.

- Strategic Counsel
- Media Relations & Spokesperson Training

- Media Conferences & Events
- Media Tours
- Public Relations
- Press Conferences
- C-Level Positioning & Thought Leadership
- Industry Association Positioning
- Investor Relations
- Government Relations
- Marketing Communications
- Message Development
- Content Development
- Blog Strategy & Execution
- Social Media Strategy & Execution
- Social Media Monitoring & Analytics
- Promotional & Collateral Materials Development
- Internal Communications
- Labor Relations
- Employee Relations
- Employee Recruitment
- Employee Communications
- Public Affairs & Grassroots Communications
- Crisis Planning & Management
- Issue & Reputation Management
- Philanthropy & Community Relations
- Special Event Planning & Execution
- Trade Show Planning & Support

- Speechwriting & Presentation Development
- Communication Training
- Communication Audits
- Translation Services

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 e-services to our clients, including:

- 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
- Blog Development
- Social Media Development
- Email Marketing & Campaign Development
- Data/Application Technologies: SQL Server, MySQL, PHP

- HTML W3C Compliant
- Interactive Technologies: Javascript, CSS, JQuery, HTML 5, Bootstrap, Custom WordPress and CMS Solutions
- Video Production
- Animation
- Motion Graphics

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
- Market Positioning Strategy
- Product Launches
- Product Name Development
- Service Name Development
- Product/Service Campaigns
- "Keep It Sold" Campaigns
- Corporate Identity
- Logo Development
- Positioning Statement Development

- Key Message Development
- Creative Strategy & Development
- Promotion Strategy
- Integrated Sales & Marketing
- Business Development & Contract "Must-Wins"
- Optimized Sales, Pricing & Demand Strategies

STRATEGIC MEDIA BUYING SERVICES

The Cirlot Agency's media staff has been placing media across the globe for nearly 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 in today's corporate jungle. The Cirlot Agency provides the following services to establish benchmarks, pinpoint messaging and discover ways to infiltrate our audiences' thought processes.

- Competitor Analysis
- Competitor Intelligence
- Corporate Position & Image Analysis
- Experience Management™

- Employee Research
- Issues Identification
- Market Analytics
- Focus Group Discussions
- 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
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
October 2, 2002, 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,
VP Northrop Grumman in Charge of DD(X), Surface Navy Show 2000

“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



THE CIRLOT AGENCY

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