

BRAND

ADVERTISING GROUP

Susie Merida
(859) 338-7102
susie@baglex.com
baglex.com

UEI: GYJED8CFV3K6 | CAGE 8DRZ9 | GSA MAS Contract #47QRAA21D007S



**Strategy and
Branding**



**Traditional
Advertising**



**Digital
Marketing**



**Social Media
Marketing**



Production



**Online
Development**

About Us

Brand Advertising Group (BAG) is a full-service advertising agency committed to delivering strategic and results-oriented marketing solutions. Established in 2003 and headquartered in Lexington, Kentucky, BAG specializes in both traditional and digital marketing, offering an integrated suite of services that includes creative design, media planning, web-based marketing, search engine optimization (SEO), and social media strategy. By leveraging expertise across multiple channels, BAG develops customized campaigns tailored to meet the unique goals of each client. BAG takes pride in driving measurable growth, enhancing brand visibility, and delivering innovative solutions that resonate with target audiences.

Certifications

- Woman Owned Small Business (WOSB) by the U.S. Small Business Administration (SBA)
- Disadvantaged Business Enterprise (DBE) with Kentucky Transportation Cabinet (KYTC)
- Woman Business Enterprise (WBE) Lexington Fayette Urban County Government (LFUCG)
- GSA MAS Contract #47QRAA21D007S

NAICIS Codes

- 541810 – Advertising Services
- 541511 – Web Based Marketing
- 541613 – Marketing Consulting Services
- 512110 – Video/Film Production
- 541810ODC – Other Direct Costs for Marketing & PR Services
- 541530 – Graphic Design

PAST PERFORMANCE



Berea Tourism

Brand Advertising Group worked with Berea Tourism to develop a brand identity, marketing materials, and a website that showcases all Berea, Kentucky has to offer. We developed strategic media campaigns for Berea Tourism- and their signature programs; Festival of Learnshops and Berea Craft Festival. Each campaign combined traditional and digital marketing elements to engage, educate, and encourage visitors to Visit Berea! Brand Advertising Group expanded the Berea audience footprint beyond Kentucky to include the entire United States.



Kentucky Health Access Nurturing Development Services (HANDS)

(HANDS) program is a voluntary home visitation program for any new or expectant parents. The marketing plan focused on reaching and interacting with new mothers/families from pregnancy thru two years of age throughout the state of Kentucky. Tactics included social media, digital marketing plus traditional media. Creative included pushes for sign-up, vaccination, well-baby care and more.



Camping World

Brand Advertising Group provided Camping World with a "Boots on the Ground" action plan for the grand opening of the Georgetown, Kentucky location. Unique and traditional marketing efforts were used, including billboards, barn signs, promotional items. Multiple street teams interacted with a target audience to promote the grand opening. To date, it remains the most successful grand opening in the history of Camping World.



Kentucky Children's Hospital

Brand Advertising Group worked with the Kentucky Children's Hospital development team on the grant funded "Read to Your Baby" campaign funded by a grant from Kohl's over multiple funding years. Target market focused on Eastern Kentucky with billboards and television commercials to encourage parents to "Read to your Baby." Our team planned and executed multiple fundraising events and projects. The largest is the annual Coaches for the Kids men's event, which in 2024 raised over \$950,000 for the children's hospital!



Berea College Admissions

Brand Advertising Group embarked on an exciting mission with Berea College Admissions, aiming to captivate a specialized target audience: Appalachian high school students with exceptional academic achievements and distinct demographic qualities, residing within strategic geographic regions. Through a dynamic multi-channel strategy encompassing digital, social, and out-of-home advertising, the campaign drove heightened awareness, encouraged applications, and provided timely reminders to complete the admission process.



Halloween Express

Brand Advertising Group has represented Halloween Express since 2003, building the corporate brand and working with individual store owners across the US. Communicating with franchise stores all over the country, we research each market and create a marketing plan unique for them. We focus on finding our target audience and using a combination of digital advertising, billboards, print, direct mail and more to quickly and efficiently attract customers to their nearest Halloween Express.