



Axiom is a professional consulting firm providing program management, information technology, and disability and accessibility services. The firm delivers research and analysis, marketing and communications, instructional design, and privacy and information assurance support.



## Marketing & Communications

Axiom helps both government and commercial clients bring new products and services to the open market. We integrate emerging technologies with traditional media and public relations to help clients deliver critical information to their audiences. Axiom supports clients with a unique blend of market research expertise to refine their communications message and creative and technical talent to bring it to life. This allows clients to craft compelling campaigns that include Web, mobile, social media as well as traditional print and advertising channels.

Axiom's Marketing & Communications services include:

- Market research and development of strategic communication and marketing plans
- Design of timeless and professional brand identities and guidelines to enforce the brand
- Graphic design and production of brochures, tradeshow booths, annual reports, posters, and print advertisements
- Website design, site development, and content management system (CMS) development and integration
- Appropriate and tactful integration of social networking through blogs, Facebook, Twitter, and other applications
- Mobile application design and development from concept to launch
- Streaming webcasts of live events and conferences

complete with interviews, summary reports, and interactive features for viewer evaluation

- Full video and audio production and direction, including formats suitable for Web, wireless, and podcast distribution
- Traditional and interactive training and instructional materials to support the campaign

Axiom past and present Marketing & Communications clients include:

- The Military Health System (MHS) and the TRICARE Management Activity (TMA), supporting efforts to manage expansions in the TRICARE benefit, as well as improved rehabilitation services for wounded service members
- The Centers for Disease Control and Prevention (CDC), helping to launch and support international efforts to combat the AIDS pandemic
- The Social Security Administration's (SSA) Ticket to Work program, helping SSA beneficiaries with disabilities enroll in employment networks that provide career training services, job counseling, and help with independent living

To learn more about Axiom's success helping clients meet their marketing research and communications needs, visit our website at [www.axiom-rm.com](http://www.axiom-rm.com) or contact Frank Cumberland at 703.208.3000, ext. 222, or at [fcumberland@axiom-rm.com](mailto:fcumberland@axiom-rm.com).