

NJI Capabilities



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about NJI.

Our mission: challenge the status quo.

Our Agency

Wildly creative and strategically disciplined, the NJI team works seamlessly across teams and time zones to align and deliver for our clients. With two decades of experience in Washington, D.C., London, & Singapore, NJI Media combines policy expertise, best-in-class creative, and exceptional client service. Our founders began their careers at the White House and on Capitol Hill and recognized, early on, the potential for leading-edge approaches to digital content and audience engagement in the public policy realm. We have built our reputation on high-caliber work and a flair for the elegantly unconventional.

Our Process

We start every engagement with a robust discovery process that yields actionable insights into clients' needs, goals, challenges, and opportunities. This business intelligence guides the development and execution of a customized plan of action. We support our key disciplines — strategy, content, creative, and development — with a thoughtful, well-integrated approach to data and to the specific landscapes in which our clients operate. We work closely with clients to ensure timelines and processes are clear and optimal.

Our Team

Our team — interdisciplinary, collaborative, and high-performing — represents some of the best creative talent in our field. We have assembled a well-rounded bench of strategists, artists, analysts, and masterminds who thrive on challenging work, bold ideas, and a dash of moxie. Together, we are holistic and efficient, personable and astute. We are passionate about our craft and take great pride in earning our clients' trust.

Creating a culture that empowers women, minorities, and individuals with disabilities is a core value of NJI. Inspired by the 3 Percent Movement and Women in Digital, we prioritize a diverse pipeline for every hire. We are proud to offer a welcoming work environment for people of all gender identities, sexual orientation, religious and political beliefs, race, and creed.

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FULL-TIME EMPLOYEES.
NO NEED TO SUBCONTRACT.

50%

OF OUR TEAM ARE WOMEN. WE
BELIEVE IN PRIORITIZING A
STRONG & DIVERSE CULTURE.

08

COUNTRIES REPRESENTED
IN OUR STAFF.

agency services.

we are
all-in.

our services.

01

Strategy

Begin with the end in mind. NJI focuses on projects with purpose — to persuade, to influence, to delight. We seek to understand how and why clients want to achieve a specific outcome. Powerful ideas are proven on the page; tactics are the best ones brought to life.

- Brand, Issue & Reputation Management
- Outreach & Issue Advocacy
- Coalition & Community Engagement
- Market & Audience Analysis
- Messaging & Talking Points
- Communications & Marketing
- Advertising & Paid Media
- Strategic Counsel & Project Management
- Digital Communications Strategy & Quality Control
- Social Media Support & Content Creation
- Campaign Targeting & Development
- SEO Enhancement
- Comprehensive Analytics Reporting & Assessments

02

Creative

Good design effortlessly conveys knowledge and insight. The strength of a brand, campaign, or single image comes from the expressive freedom and disciplined restraint our skilled design team brings to the table. NJI helps clients seize their brand and reputation potential.

- Branding
- Illustration
- Presentations
- Full-Suite Print
- Product
- User Experience Design
- Photography
- Animation

our services.

03

Video and Events

Hold attention. Influence opinion. Change behavior. Surprise and delight. Every communication and marketing effort seeks to stand out and speak clearly. NJI's approach to video and events ensures the medium amplifies the message every single time.

- End-to-End Video Production
- Custom Animation & Motion Graphics
- Concept and Story Development
- Copywriting & Copyediting
- Event Design & Production
- Virtual Meetings: secure, interactive and coordinated meetings tailored to custom requirements
- Multi-platform Virtual Events: pre-planning, training, delivery and execution
- Audience Engagement Content: design and produce content to increase audience attention span and engagement during virtual events
- 3D Renderings and Architectural Visualizations

04

Development

Code is a transformative tool. Written and deployed effectively, development languages can bring digital assets to life in new and unexpected ways. NJI leverages the knowledge and skills of our developers to future-proof assets that we create or transform existing ones to deliver results.

- User Experience & Interface Design
- Open-Source CMS Customization & Implementation
- Custom Web & Interactive Feature Development
- Advanced Third-Party Integrations
- Custom Database Development
- Administrative Support Maintenance & Monitoring

**thank
you.**

merci.
cheers.