

1.0 Mission Understanding

██████████ needs a reliable comprehensive solution for communication evaluation, assessment, and reporting. ██████████'s size and variety of services including research, schools, medical centers, joint service operations, public health, dental and veterinary services all impacts the public perception of major ██████████ issues such as Traumatic Brain Injury, Post-Traumatic Stress, and care for Wounded Warriors. As a large enterprise caring for almost four million active-duty service members, retirees, and families, ██████████ needs media analysis and recommendations to guide senior leadership in creating strategic communications. This analysis needs to be timely even during weekends and holidays and comprehensive in the ever-growing volume of content distribution, especially on-line. This comprehensive collection must be rooted in a deep understanding of the Army, ██████████, and the issues today's Soldiers, Veterans, and families are facing.

In today's 24/7 media environment, ██████████ need a contractor who fully understands the media and social media domains. Media is growing at an unprecedented rate, especially new social media platforms and independent media sources, along with the emerging tools and technologies to analyze this increasing amount of data. As social media grows exponentially in outreach and popularity, ██████████ must be able to properly monitor and analyze this growing field in order to truly determine accurate public perception. Major media events can occur nights, weekends, and federal holidays, or in austere or contingency environments; a media analysis team must be available to work in emergency situations, providing detailed reports and guided recommendations. Providing routine media monitoring must be coupled with strategic analysis to include long-term trend analysis and recommendations in the context of current strategic initiatives. Barbaricum is ideally suited to support ██████████ with the people, established coding methodology based on ██████████ and the suite of subscriptions and tools already in place to immediately start supporting your efforts. *We conducted the baseline research for the recently issued campaign,* ██████████ already understanding the communication objectives and overall intent of the campaign for ██████████.

It will be important to not only put in place an effective solution for ██████████ today, but also to ensure that solution is flexible enough to integrate new tools and innovation in the future. Our commitment to innovation ensures the latest technologies will be incorporated into our platform solution while remaining technology agnostic. In the changing world of social media, one measurement tool may be relevant today but not tomorrow; ██████████ constantly tests new tools and services to provide the most up-to-date and useful data for accurate communications recommendations. ██████████ will benefit from our innovative philosophy combined with low-risk, cost-efficient proven solution that is already in place. Accessing the right content and information at the right time, filtering through massive amounts on non-related data, and highly trained human analysts that understand its impact and meaning as well as what to do about it is the full cycle of our approach outlined in this proposal. This approach is tested and proven for similar size scope and complexity of clients. In this period of uncertainty and change, Barbaricum offers ██████████ the greatest value, aligned with current ██████████ priorities and the resources to support ██████████ without any mobilization time.

2.0 Summary of Capabilities

██████████ in Washington, D.C. specializing in media analysis, strategic communication, and technology assessments. ██████████

██████████ We are a veteran owned and operated firm that proudly supports veterans' groups and causes. Our personal commitment to the Army and critical issues such as medical innovation combined with our small business culture to ensure high quality ensures a value added partner for ██████████

██████████ clients benefit from our company philosophy, which places a great emphasis on combining trusted experience with innovation. ██████████

similar to our name, we are always striving to delve into the great unknown. Our internal structure also provides significant advantages. Clients enjoy working with our company due to our small size, responsive nature, and cohesive team structure that provides effective collaboration. A partnership with ██████████ ensures that superb media monitoring and assessments will be delivered on time, within budget, and with pride for ██████████

██████████ will be better positioned in an unknown media environment by utilizing our core competencies in media assessments and experience working for the ██████████. We currently support the ██████████ media monitoring and assessments, including daily, weekly, monthly, and ad-hoc reports. We use a proprietary mix of technology, tools, and ██████████

██████████. Our team is proficient in collecting and analyzing traditional, social, and Hispanic media. We manually track influential Twitter, Facebook, and YouTube accounts with relevance to the ██████████. Our knowledge of the changing media environment allows us to filter sources to determine impact, relevance, and the success of outreach efforts.

Our media analysis team is also experienced in determining media support or criticism by coding each article or reference to determine several factors including tone, message, and frequency of spokesperson mention. We ensure reports are delivered on time, mobilizing early in the morning or on weekends and holidays to meet client demands. All reports contain linked and referenced articles that have been previously reported, demonstrating continuity of coverage. Our technological expertise and passion for new media enabled us to construct a media database that stores coded data and delivers segmentation models in the form of mapping, charts, and other visualizations. ██████████ devotion to innovation also allows us to continually test new social media analysis tools that better enable the client to determine social media outreach. We constantly strive to improve quality over time. Results include custom interactive mapping, automated visualization, advanced analytics, reformatting reports and briefings, and achieving exclusive distribution agreements with key outlets ██████████ The Feature/Benefit

table on the following page correlates to specific challenges based on our experience and current knowledge of [REDACTED]'s requirement.

<i>Challenge</i>	<i>Team Feature</i>	<i>Benefit</i>
Access to Data	No less than 6 different media content aggregators to ensure redundant collection for more than 51,000 sources and over 40 million blogs; direct feeds from Twitter, Facebook, and YouTube; exclusive access to trade publications and premium content.	Unprecedented access to multiple sources of media, ensuring a complete and comprehensive pool of data with 24/7 access. No ownership or copyright issues.
Confidence in Analysis	Proficient in current [REDACTED] missions and goals for context of analysis, peer-to-peer analytical process, custom visualization	Trends and recommendations based on viable proven <i>data-driven human-led methodology</i>
Mission-Focused Service Provider	Veteran-owned and operated team of media analysts proudly supports [REDACTED] Currently work a night shift and weekends.	Assurance in our entire solution being dedicated to [REDACTED] when needed, anytime.
Adaptive Solutions	Our innovative nature ensures that we constantly test new tools and remain technology agnostic	Never concern for an outdated solution as our entire platform is constantly improving by integrating the latest technology.