











# VIRTUAL SUPPLIER DIVERSITY FAIR

## MEET WOMEN-OWNED COMPANIES

### THURSDAY, JUNE 1, 2023



PRESENTING COMPANY	COMPANY SUMMARY & WEBSITE LINKS	CONTACT	CERTIFICATION(S)
	<p><b>Advertising Production Resources (APR)</b> Advertising Production Resources (APR) is the world's leading Content Creation Optimization Consultancy. We advise fortune 500 brand marketers to work more efficiently and effectively with their creative agencies and production suppliers.</p>	<p><b>Jillian Gibbs</b> <a href="mailto:jgibbs@aprco.com">jgibbs@aprco.com</a></p>	WBENC
	<p><b>Arridia Group</b> Arridia is a full service production company working in the commercial and non-union space for clients like Apple, Marriott, and GM.</p>	<p><b>Hannah Soto</b> <a href="mailto:hannah@arridiagroup.com">hannah@arridiagroup.com</a></p>	WBENC
	<p><b>Beardwood&amp;Co.</b> Beardwood&amp;Co. is an independent branding agency that illuminates possibilities and amplifies brand growth. We partner with brand leaders seeking creativity to accelerate success within real world constraints. From original insights to iconic status, we build the full brand experience.</p>	<p><b>Julia Bearwood</b> <a href="mailto:julia@beardwood.com">julia@beardwood.com</a></p>	WBENC
	<p><b>Belle Communication</b> Belle Communication is a woman-owned and led, best-in-class boutique PR and creative strategy firm. Serving large enterprises, Belle combines deep expertise, trending insight and influencer relations to raise the profile of people-first brands. As an extension of in-house marketing teams, we unlock innovation for now and next through PR, social and influencer campaigns.</p>	<p><b>Kate Finley</b> <a href="mailto:kate@bellecommunication.com">kate@bellecommunication.com</a></p>	WBE, WBENC, WOSB
	<p><b>Empower ONYX</b> Empower ONYX is a platform looking to change the narrative around Black women and girls in sports.</p>	<p><b>Michelle Blake Wilson</b> <a href="mailto:michelle@empoweronyx.com">michelle@empoweronyx.com</a></p>	WBENC
	<p><b>Feral</b> Feral is a content studio for today's visually hungry world. Founded by Poppy Gordon, Feral specializes in sport, lifestyle, luxury, retail, and fashion. We help our clients connect and participate in today's culture by holistically articulating brand stories through film, photo, digital, experiential, design, and immersive environments.</p>	<p><b>Poppy Gordon</b> <a href="mailto:poppy@feralnyc.com">poppy@feralnyc.com</a></p>	MWBE
	<p><b>GoodQues</b> GoodQues is the "anti-research" research company; a full-service consumer insights company pushing the boundaries of qualitative and quantitative methodologies. Our mission? Make research more human. We've innovated the research experience for respondents and the research experience for our clients. From principles of psychology to storytelling with statistics, we write research design that connects and research output that excites.</p>	<p><b>Ali Riebe</b> <a href="mailto:ali.r@goodques.com">ali.r@goodques.com</a></p>	MWBE
	<p><b>Harmelin Media</b> We are the #1 local-first media agency in the country, delivering full-funnel performance for national and regional brands. By applying advanced analytics through a geographic lens, we uncover hidden growth opportunities for our clients. Our unique data framework reveals insights across the customer journey to accelerate measurable business results.</p>	<p><b>Mary Meder</b> <a href="mailto:mmeder@harmelin.com">mmeder@harmelin.com</a></p>	MWBE










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	<p><b>Heart and Hunter inc, DBA Hunter Marketing</b></p> <p>From the heart of Columbus, Ohio to the mountains of Costa Rica, you can find Hunter stories and campaigns that inspire action and get results. Whether you're looking for a videography partner who plays the heartstrings like a harp or a data-driven marketing partner who can take your business to the next level, Hunter has you covered.</p>	<p><b>Elsbeth "Elle" Paige-Sack</b>  <b>elsbeth@huntermarketing.us</b></p>	<p>WMBE</p>
	<p><b>KNOCK, inc.</b></p> <p>KNOCK is an independent, full-experience creative agency. We exist for our client's brand and business objectives. From a macro lens, we understand your brand through strategic insight and conceptual design thinking. From a microlens, we fulfill your brand through exceptional creative that reaches customers with exacting detail at the right time and place.</p>	<p><b>Lili Hall</b>  <b>lili.hall@knockinc.com</b></p>	<p>WBENC, NMSDC</p>
	<p><b>Mediastruction</b></p> <p>Mediastruction is a media planning, buying and analytics company. Our analytics platform, FutureSight™, integrates machine learning and cloud computing to attribute media's impact to business outcomes.</p>	<p><b>Marilois Snowman</b>  <b>marilois@mediastruction.com</b></p>	<p>WBENC, WOSB</p>
 <p>Purpose Worldwide</p>	<p><b>Purpose Worldwide</b></p> <p>Purpose Worldwide provides the world's most purpose-driven organizations with the brand positioning, marketing and PR strategies and services they need to drive a better future and grow. Clients include Ad Fontes Media, BRIDGE, the International Panel on the Information Environment, Lowe's One Roof Media Network and others.</p>	<p><b>Lana McGilvray</b>  <b>lana@purposenorthamerica.com</b></p>	<p>WBENC</p>
	<p><b>Obviouslee Marketing</b></p> <p>Obviouslee is a full-scale, strategic marketing company that creates great work for great people, and we have fun doing it. Our team is an incredibly unique group of individuals from all over the world – always bringing new ideas to what we do for real results and lasting impact. No egos here. Just normal, nice people with a drive to do better for ourselves, each other, and the world. Whether you're building a brand from scratch, trying to get the word out about your awesome launch, or wanting to shake things up – we're your secret weapon for success. We're here to make a positive difference in your business, obviously.</p>	<p><b>Lee Deas</b>  <b>lee@obviouslee.com</b></p>	<p>WBENC, WBE</p>
	<p><b>Popcorn Growth</b></p> <p>Founded by a minority female originally from Singapore, Popcorn Growth has developed a proprietary algorithm that eliminates unfair bias from the process of selecting influencers and paying them. Popcorn Growth is dedicated to bringing out the full creative potential of the content creators we work with. We regard each influencer as an all-in-one creative shop and support them throughout the entire process, from the initial concept through development, to post-production and distribution.</p>	<p><b>Sheryl Teo</b>  <b>sheryl@popcorngrowth.com</b></p>	<p>WBENC, MWBE (in progress)</p>
	<p><b>The Miller Group</b></p> <p>Award-winning, purpose driven digital ad agency based in Los Angeles and founded in 1990. The Miller Group is focused on providing big ideas/solutions to clients whose products and services make a positive impact on the planet. Our rallying cry is "make some noise." Simply stated, we turn opportunities into big ideas by unleashing powerful strategic insights into what matters most to our clients' consumers.</p>	<p><b>Maya Wynant</b>  <b>maya@millergroupmarketing.com</b></p>	<p>WBENC</p>