



Synopsis

MacKenzie+ is a GSA-certified small business, women-owned, full-service marketing, research, and communications agency located in Portland, Oregon. MacKenzie+ has been in business for more than 13 years working with government, corporate and nonprofit clients – providing services in market research and strategic planning, digital and brand strategy, public/media/crisis communications, and program management. MacKenzie+ is comprised of experienced senior strategists, innovative creative, and outcome-focused administrative personnel that deliver a wide range of capabilities for superior, cost-effective results.

Core Competencies

- Consulting services
- Market research
- Marketing strategy
- Marketing materials development
- Advertising and digital marketing
- Content creation and distribution
- Capacity building
- Public relations
- Education and outreach
- Relationship management
- Crisis communications
- Event planning and support
- Employee engagement
- Project management

Differentiators

- Experienced coordinators of public input for peer review of highly influential science documents
- Creator of the Market Alignment Process® – aligning communications to business' goals
- Unique blend of commercial and government experience
- Strategic partner that provides research-driven insights, strategy recommendations, and multi-channel implementation
- Senior-level staff with no less than 15 years of direct experience
- Passion for doing great work and long-term working relationships
- Devoted enthusiasts of innovative and effective practices, methodologies, and insights

Representative Clients



Capabilities Statement



GSA Contract Number:
GS-07F-014CA

GSA Contract Period:
10/9/14 to 10/8/19

GSA Schedule: 541

GSA SINS: 541-3 and 541-4A

DUNS: 794121231

CAGE Code: 6U3S7

NAICS Codes: 541611, 541613, 541810, 541820, 541850, 541890, 541910, 541922, 561920

PSC Codes

AF16, AD21, B548, B553, R4, R499, R553, R544, R599, R702, R708, T001, T006, T009, T010, T015, T016, T099, U001, U009, U099

Certifications

Small Business
Woman Owned Small Business
Oregon Women Business Enterprise
SBA Certified Small Business

Contact Information

Lisa MacKenzie, President
696 McVey Avenue, Suite 101C
Lake Oswego, OR 97034
Phone: 503-764-1474
Email: lisam@mackenzieplus.com
Website: www.mackenzieplus.com

Past Performance Examples

Client: U.S. Forest Service, Pacific Northwest Station (PNW)

Scope of Work: The Pacific Northwest Research Station is leading the effort to compile a summary of relevant scientific information pertaining to the Northwest Forest Plan. MacKenzie⁺ was retained to collect and assemble public comments (oral and written) on the draft Science Synthesis via public forum. This forum allowed PNW to meet OMB standards for peer review of highly influential science by providing the public the opportunity to give comments to peer reviewers in a proactive manner prior to final revisions and publication.



MacKenzie⁺ delivered to PNW a custom website to provide participants with details related to the public comment opportunity, the ability to register for the live forum or simultaneous webcast, and post comments before and after the event. This process included sourcing and coordination with third-party webcasting specialists, venue event and technical staff, and USFS stakeholders.

The event, held on December 6, 2016, was preceded by systems testing and speaker preparation during on-site rehearsals to ensure that all participants and technologies would work together seamlessly – which they did without error. Presentations and public comments were recorded, transcribed, and collated for the final report. Key deliverables included:

- Website development and design
- Event facilitation and coordination
- Speaker preparation and coaching
- Webinar management and reporting
- Comment gathering, transcription and reporting

Client: Insitu

Scope of Work: Insitu is a manufacturer of unmanned aircraft and part of the Autonomous Group at Boeing serving military and commercial customers. Insitu needed assistance in better communicating and differentiating many HR programs to a high-growth employee community. The HR organization was in the midst of developing innovative programming and custom tools that needed positioning and messaging that would catch the attention of employees during a high level of activity during Q1.



MacKenzie⁺ supported two significant product and program launches - a new enterprise-wide HR management system and an online system that eliminated annual reviews and promoted continuous feedback. For both of these rollouts, MacKenzie⁺ provided launch strategy and communications consulting including messaging and positioning, email marketing strategy, graphic design and promotion planning. During the period of performance, MacKenzie⁺ also delivered:

- HR organization positioning strategy and messaging framework
- Detailed brand architecture including identity, color palette, branded email templates, photography, presentation template, email communications template and overall brand stylebook for client and partner implementation
- Facilitated two off-site workshops for the HR team to foster teamwork and understanding

Client: US Army Corps of Engineers

Scope of Work: Strategic Communication for the five-year construction of the Next NGA West in St Louis, MO. MacKenzie⁺ was retained to provide the USACE project management team positioning, messaging, media relations, community relations and communications integration across agencies and organizations. Project began in Fall of 2017 with construction and occupancy by NGA in 2024.



**US Army Corps
of Engineers®**

- Created first positioning and messaging platform for the Corps to create understanding across agencies of their role and responsibilities of the construction project.
- Participate in a cross functional and cross agency communications team that includes The City of St. Louis, NGA and USACE N2W leadership
- Created and managed Industry Day that connected 650 subcontractor participants with the three design/build down select firms for 650 participants including registration, signage, facility acquisition and management, AV, and on-site management
- Provide insights and recommendations for creating durable relationships with neighborhood leaders and the City.
- Connecting USACE leadership with labor leaders to created job opportunities for skilled labor across trades.
- Created a social media strategy and process; Manage all ongoing social media.
- Delivered media relations preparation and training to NGA and USACE project leadership.