



Digital Communications, Creative, Media & Technology

AGENCY PROFILE

A boutique consulting firm with decades of subject-matter expertise in advertising, digital media, creative, communications, and technology.

Well & Lighthouse engages domestic and international audiences with advertising and communications, has generated more than \$100 million in revenue for clients, and pioneered the practice of individual-level digital persuasion and influence media across government, defense, and issue-advocacy campaigns.

01 Government, GovCon & Policy Experience

The U.S. Department of Veterans Affairs, the International Monetary Fund, major U.S. defense contractors, national non-profits, and dozens of the most influential public affairs professional and policymakers in Washington DC.

02 Recent Recognition

Two PRSA 2024 Silver Anvils — Best in Government and Overall Best of the Anvils — for the VA Million Veteran Program. 2018 MarCom Gold Award winner for the VA's Decision Ready Claims campaign.

03 Shared Mission

Decades of expertise across government communications, digital advertising, creative production, and data-driven campaign strategy — united by mission-driven work.

GOVERNMENT CONTRACTING · PAST PERFORMANCE

Delivering for the VA, continuously, since 2016.

Well & Lighthouse has helped Prime partners earn option-year renewals, re-competes, and new awards across more than a dozen Department of Veterans Affairs programs — nearly a decade of measurable, mission-driven advertising and marketing performance with veteran audiences nationwide.

VETERANS BENEFITS ADMINISTRATION

C&P Exam Digital Outreach
2016–2017

Decision Ready Claims
2017–2018

Loan Guaranty Program
2022–2025

VETERANS HEALTH ADMINISTRATION

NCPTSD, Provider Consultation Program
2016–2021

Rocky Mountain MIRECC — SRM
2018–2022

NCPTSD, Veteran Advertising & Outreach
2018–Present

Blue Water Navy Benefit Awareness
2019–2020

Strength at Home Program Recruitment
2019–2020

Hannon Act VA Suicide Prevention Analysis
2021–2022

Million Veteran Program
2021–2025

Office of Suicide Prevention
2023–2025

NATIONAL CEMETERY ADMINISTRATION

“Plan Today. Honor Forever.” Campaign
2024–Present

3 Work across all VA Administrations

12+ VA programs directly supported

10+ Option-year renewals, re-competes won

GOVERNMENT CONTRACTING · SELECTED OUTCOMES

Results that earn the next contract.

Across a decade of government experience, the strength of W&L's services and performance have helped capture thirteen contracts and the awarding of twenty option year extensions.

131M

IMPRESSIONS DELIVERED

Decision Ready Claims outreach across 35 states for the Veterans Benefits Administration — recognized with a 2018 Gold MarCom Award.

20_{of} 20

STATES IMPROVED

The C&P Exam campaign lifted veteran satisfaction in every targeted state — with one rising 24.3 percentage points.

1M

VETERANS ENROLLED

The Million Veteran Program reached its participant goal by Veterans Day 2023 — an integrated marketing effort awarded two 2024 PRSA Silver Anvils.

PRIME CONTRACTOR CASE STUDY · DEFENSE & AEROSPACE

Shaping the acquisition conversation for a leading defense prime.

AUDIENCES REACHED

- Military / DoD** Program and acquisition decision-makers across the services
- Trade Press** Defense and national-security media and their readership
- Congressional** Members, committee staff, and policy audiences on the Hill

THE ENGAGEMENT

A top-tier prime defense contractor engaged Well & Lighthouse to run a 90-day influence campaign positioning an emerging autonomous-systems platform with the audiences that shape defense acquisition — military and DoD decision-makers, national-security trade press, and Capitol Hill.

OUR APPROACH

We seated the message in earned media, then repointed the conversion path to owned channels mid-flight. Individual-level, PII-matched targeting and bi-weekly attribution let us reallocate spend the moment performance signaled where intent was strongest.

RESULTS · 90-DAY FLIGHT

3.37M

Precisely targeted impressions delivered

11,969

Clicks captured to earned and owned media destinations

0.36%

Aggregate click rate — 2–3× the .10–.20% benchmark

3x lift once conversion path directed to owned channels

AGENCY CAPABILITIES

Six functional capabilities. One coordinated program.

APPLICATIONS Awareness / Acquisition / Engagement / Influence / Persuasion / Branding

01

Advertising / Paid Media

CTV / OTT, streaming, display, video, search, audio, geo-fence, DOOH, and print. Award-winning campaigns.

02

Social Media

Strategy, creative, and growth across Meta, LinkedIn, YouTube, X, TikTok, Reddit, and RallyPoint.

03

SMS / MMS / RCS

Opt-in text with interactive buttons, video, and two-way secure communication across all devices and carriers.

04

Creative Production

Brand development, video production, HTML5 display, social, infographics, and complete websites — concept through launch.

05

Email Marketing

Strategy, content, design, and execution — integrated with CRM, e-commerce, and ad platforms.

06

Data & Technology

Audience targeting, PII research, COMPASS platform — 90+ APIs for real-time reporting.

CAPABILITY 01 OF 06

Advertising.

MEDIA PLANNING · BUYING · EXECUTION · ANALYTICS

Decades of experience in all aspects of media planning and execution — campaigns at the local, national, and international level, budgets from hundreds to millions of dollars, and deep network relationships ensuring access to the latest products, formats, and targeting technologies.

AD FORMATS & CHANNELS

Digital Video (pre-roll, mid-roll, OLV)
Connected TV / OTT Streaming
Programmatic Display & HTML5
Geo-fence / Location-Based Mobile
Search Advertising (Google / Bing)
Digital Audio (Spotify, podcasts)
Native Advertising
Digital Out-of-Home & Billboards
Linear Television
Print & Radio

AWARD-WINNING

Two PRSA 2024 Silver Anvil Awards — Best in Government and Overall Best of the Anvils for the VA Million Veteran Program.

BESPOKE INVENTORY

Deep relationships with networks and data providers ensure access to premium inventory, audience data, and proprietary targeting tech.

GOV & DEFENSE PROVEN

Awareness and behavioral-change campaigns for the VA, plus brand and influence campaigns for private equity, defense start-ups, and leading government contractors.

CAPABILITY 02 OF 06

Social Media.

STRATEGY · CONTENT · GROWTH

For more than a decade we have produced social content that drives clear communications goals. The process is built around speed, trend-awareness, and authentic creative — content people want to engage with, share, and act on. Authenticity, relevance, veracity, and clarity are the core requirements of all successful social content.

OUR PRACTICE

Strategy & Research

Audience analysis, competitive landscape review, platform selection, messaging framework, and content calendar aligned to communications priorities.

Content & Creative

Short-form video, motion graphics, copywriting, and community management — built natively for each platform's format, algorithm, and audience behavior.

Growth & Analytics

Paid social amplification, A/B testing, engagement tracking, and rolling performance analysis to improve reach, frequency, and audience impact.

CAPABILITY 03 OF 06

SMS / MMS / RCS.

BULK MESSAGING · TWO-WAY · RICH CONTENT

Short Message Service (SMS) and Rich Communication Services (RCS) enable bulk and targeted text-messaging campaigns. Clients can use SMS for most applications, while RCS is a more complex channel that yields significantly more capability in message content, format, and interactivity — with interactive buttons, video, and two-way secure communication across all devices and carriers.

OUR PRACTICE

Strategy & Research

Audience analysis, platform selection, messaging framework, and a calendar aligned to communications priorities.

Growth & Analytics

Paid amplification, A/B testing, engagement tracking, and rolling performance analysis to improve reach and frequency.

Content & Creative

Short-form video, motion graphics, copywriting, and community management — built natively for the channel.

Audience Management

Build key internal and external audience segments over time to achieve significant reach and visibility for priority messages.

CAPABILITY 04 OF 06

Creative Production.

VIDEO · DISPLAY · WEB · PRINT

We use imagination, critical thinking, and technical skill to develop effective creative across every medium. With fifteen-plus years of experience writing, editing, and producing impactful content — we write thousands of pages and complete hundreds of individual creative projects annually for government, defense, and corporate clients.

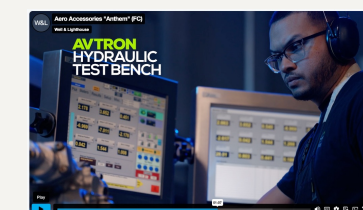
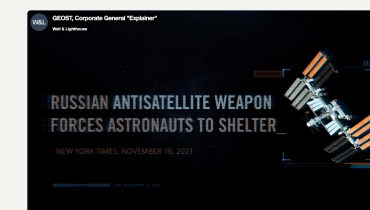
01

Broadcast-Quality Video

Fifteen-, thirty-, and sixty-second spots, documentary-style, testimonials, and B-roll packages. Full script-to-delivery production.

02

Creative Reel



03

Digital Display & HTML5

Animated HTML5 display ads in all standard IAB sizes — designed for high CTR, strong brand recall, and cross-platform compatibility.

04

Social & Email Content

Our experience in content development spans more than a decade of building great briefs, developing on-brand, on-time copywriting projects.

05

Website Design & Build

Full site development from concept to launch — responsive design, CMS integration, UX optimization, landing pages, and pixel / UTM tracking.

06

Reports, Docs & Collateral

Print-ready documents, infographics, one-pagers, branded slide decks, and long-form reports for internal and external audiences.

CAPABILITY 05 OF 06

Email Communications.

CONCEPT · CONTENT · DESIGN · EXECUTE

Delivering the right message to the right person at the right time isn't simple. We help teams develop a rhythm of email communications that drives sustained engagement — seizing inflection points while building cumulative brand impressions and continuously optimizing through rolling A/B test patterns.

OUR PROCESS

01

CONCEPT

Goal-setting, audience segmentation, message strategy, and editorial calendar development.

02

CONTENT

Copywriting, editing, and responsive HTML template design optimized for all clients.

03

DESIGN

CRM-native templates, branded layouts, mobile-first design, image and asset production.

04

EXECUTE

Deployment, A/B subject-line and content testing, real-time delivery monitoring, and optimization.

PLATFORM INTEGRATIONS

WordPress / CMS

Salesforce CRM

Shopify / E-Commerce

Google Ads

Facebook / Instagram

MS Azure

Google Cloud Platform

AWS

CAPABILITY 06 OF 06

Data & Technology.

COMPASS · TARGETING · REPORTING

Standard and custom dashboards, analytics, and reporting powered by real-time data integration — so the team always sees the complete picture.

COMPASS, our proprietary platform, processes tens of thousands of records daily across more than ninety active API integrations.

90+ API integrations

10K+ Records / day

15+ Years of analytics

COMPASS C1

Media & Communications

APIs integrate data from CRM systems, Google, Facebook, Instagram, Shopify, and 40+ more sources for fast campaign-wide reporting.

COMPASS C2

Customers & Compliance

Proprietary data pipelines move information securely to and from CRM systems, transaction processors, and e-commerce platforms.

ADDITIONAL CAPABILITIES

PII TARGETING

Individual-level PII matching, third-party data acquisition, and geo-fence construction across government and defense audiences.

LIVE REPORTING

Bi-weekly campaign reports with KPI tracking, landing-page attribution via UTM and pixel, and rolling A/B optimization.

SOME OF OUR CLIENT EXPERIENCE

A practice built on long-term, mission-driven relationships.

GOVERNMENT

U.S. Department of Veterans Affairs
National Cemetery Administration
National Center for PTSD
Rocky Mountain MIRECC
VA Loan Guaranty Program
Strength at Home Program
Hannon Act Suicide Prevention Analysis
VA Office of Suicide Prevention
Veteran Benefits Administration
Veterans Health Administration
The Million Veteran Program (VA)

CORPORATE

Textron Systems
Aero Accessories
Antora Energy
Dynamic Integrated Services
GenFlat Inc.
GEOST
Lightridge Solutions
Ophir Technologies
The Daschle Group / DB3

INTERGOVERNMENTAL & NON-PROFIT

International Monetary Fund
D'Aniello Institute for Veterans &
Military Families

WE WANT TO HEAR FROM YOU

**Learn more about our work, our capabilities,
and what we can accomplish together.**

SENIOR VICE PRESIDENT & PARTNER

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