

What story do you want to tell? KAI can help.

## Why Choose KAI

### Innovative

KAI uses the latest methods, technologies, and distribution channels to make sure you reach the broadest and most relevant audience possible.

### Informed

We draw on world-class subject-matter experts on the issues affecting Native communities, how they impact our relatives, and how best to talk about them.

### Indigenous

Modern Native experiences are unique, evolving, and deeply community-specific; we have the experience to understand your story, your people, and your audience.

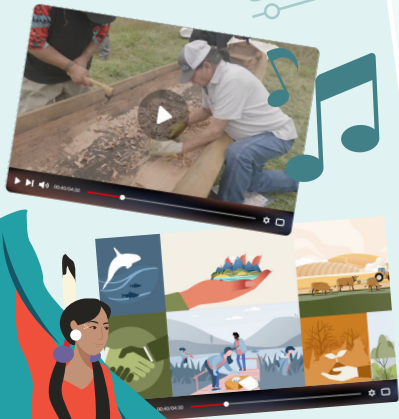
## Overview

**KAI develops research-based content and uses social change marketing strategies to reach audiences with messages that matter.** We are experts in communications with tribal communities and other specific audiences, and have won multiple industry

awards for guerrilla marketing, government communications, and health-related campaigns.

Timely, effective communications are the core of any campaign. To change the world, you have to reach the right people. KAI has the experience, the insight, and the people to make sure your message hits home.

### VIDEO



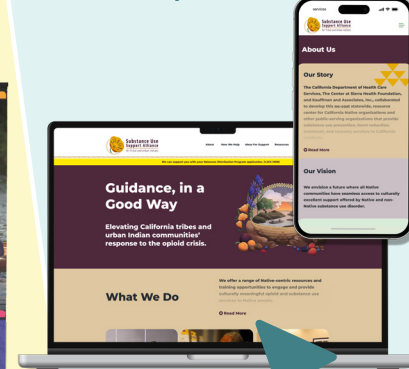
### SOCIAL



### GRAPHICS



### WEB



## Services

- Formative Research
- Social Change Marketing
- Strategic Communications
- Social Media
- Writing & Editorial Services
- Graphic & Web Design
- Video Production
- Multicultural Adaptations
- Promotion & Distribution
- Evaluation
- Accessibility
- Branding

# Project Examples



**KAUFFMAN**  
AND ASSOCIATES INCORPORATED

**Building Tribal Capacity & Reach:** Whether working directly with tribes, consulting with tribal organizations, or contracting with federal agencies, KAI has decades of experience helping to amplify and honor Native voices.

**Montana Crisis Recovery Hotline:** During the COVID-19 pandemic, KAI developed a campaign for the Montana Crisis Recovery Hotline that featured prominent Native influencer, artist, and dancer Supaman. Empowering Native voices is part of serving the community, and the experts at KAI have the insight, perspective, and expertise to both reach Native communities and help their voices be heard.



**Fighting the Opioid Crisis in Indian Country:** Misinformation and stigma make addressing the fentanyl crisis even more challenging, but effective Indigenous communications can help tribal communities fight back. KAI has worked with numerous organizations across Indian Country to spread accurate, contextual, actionable information on one of the most challenging problems of our time.

**Opioid-Use Disorder in Montana:** The Montana DPHHS medications for OUD campaign involved designing a series of ads across a variety of media—including billboards, bus stops, print, and digital—to raise awareness and combat stigma surrounding the opioid crisis in Montana. KAI segmented the campaign around a number of at-risk demographics, including the Native population, veterans, youth, and the elderly.



**Connecting People with Health Information:** The Centers for Medicare & Medicaid Services (CMS) administers programs that are very important to the delivery of health care to tribal communities. KAI supports CMS in developing and implementing a tribally focused media campaign for CMS program outreach education and enrollment that includes Native language PSAs, print and event advertisements, marketing emails and social media and web content.

**Healthy Mothers, Healthy Babies:** The HMHB Safe Sleep campaign was dedicated to providing women with the information they need to make good choices for themselves and their children, including guides to early childhood, infographics, and fact sheets. Through a campaign integrating a variety of social-media approaches, KAI ensured this crucial information would reach the mothers who needed it most.



## Contact Us

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