

Blaine Warren Advertising (BWA) is a full-service advertising and marketing agency with offices in San Antonio and Las Vegas. We specialize in military recruitment marketing and leads acquisition and refinement. BWA has 20 years of military recruitment experience, having served as the advertising agency of record (AOR) for the Air Force Reserve Command Recruiting Service. BWA is currently supporting the 2025 JAMRS Spring Youth Campaign for recruitment efforts for Today's Military that promotes all branches of the military.

## EXECUTING WITH EXCELLENCE

BWA has direct experience developing and operating a military lead Qualification and Refinement Center for 17 years, in which experienced former military recruiters served as the first point of contact and were tasked with getting qualified leads to recruiters. Innovations of real time lead contact + direct lead transfer led to highly successful outcomes.

BWA directly operated all mobile marketing vehicles and tours for 17 years for the Air Force Reserve and had proven highly successful outcomes with hundreds of events across all regions of the country.

BWA developed, launched and maintained a highly successful recruiter dashboard that brought efficiencies, benefits, and cost savings to the Air Force Reserve recruiting enterprise.

BWA has consistently produced award winning creative in the military recruiting space.

## COMPANY DATA

**SBA Status:** Small Business DUNS: 144-82-1647

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**CAGE CODE:** 3SWK2

**UEI:** JQEREJAJ53G4

**GSA Contract:** 47QRAA21D00AS

### NAICS CODES:

541810 – Advertising Agencies

561920 – Conventions and Trade Shows

541511 – Custom Computer Programming

541430 – Graphic Design

541613 – Marketing Consulting Services

541910 – Marketing Research

541830 – Media Buying Agencies

512110 – Motion Picture and Video Production

541820 – Public Relations Agencies

561422 – Telemarketing/Other Contact Centers

### GSA SIN CODES:

541810 – Advertising Services

541910 – Marketing Research

512110 – Video/Film Production

541511 – Web Based Marketing

**Website:** [www.blainewarren.com](http://www.blainewarren.com)

## CORE CAPABILITIES

- Qualification and Call Center
- Mobile Marketing vehicles/tours
- Digital management systems – Custom Dashboards
- Creative Development and Brand Strategy
- Event Sponsorship and Brand Activation
- Media Planning/Buying
- Video development/production
- PSAs and NCSAs

## GOVERNMENT POC

### DEAN HARRIS

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### LAS VEGAS, NEVADA

10155 W. Twain Ave, Suite 100,  
Las Vegas, NV 89147  
702-435-6947

### SAN ANTONIO, TEXAS

1777 NE Loop 410, Suite 600,  
San Antonio, TX 78217  
210-841-5797

## MILITARY BRANCHES / ORGANIZATIONS SERVED

- Advertising agency of record – Air Force Reserve Command Recruiting Service – 2005-2021;  
Annual CPAR ratings Exceptional
- Subcontractor to Mullen – Lowe, the AOR for JAMRS as part of their small business plan – 2023 to present
- Illinois Air National Guard – Contract #W50S7T24A0001 for local recruiting support/services – 2024 to present