



Established

2015 - California LLC

Founders: Dana C. Arnett and Carlos Sapene



Dana Arnett, CEO

dana@wickedbionic.com

(424) 294-2533

Contact

1516 Westwood Blvd., Suite 202

Los Angeles, CA 90024

wickedbionic.com

424-294-2533

Fed ID 47-3946294 DUNS 88676880

NAICS 541613, 541830, 541810, 54185, 54189, 54191, 541430

Services

- Marketing Strategy
- Multicultural Marketing
- Branding
- Advertising: Digital, Radio, TV, Print, OOH
- Media Plans and Buying
- DEI Training
- Graphic Design

Certifications

WBE - WBENC #12783
LGBTBE - NGLCC #17033
WOSB - WBENC #171516
SBE - #3773
DOBE - #DISABIN31024
LSBE - #008010 LA County

Accomplishments

- Webby Award Official Honoree
- Interactive Media Award for Outstanding Achievement in Web Design
- LALCC and LAGLCC Members
- LAGLCC Board Member/Marketing Chair
- WBEC-West Los Angeles Forum 2022 Chair
- LALGBTQ Legislative Governance Committee
- Fulfillment Fund/ScholarBridge Board Member
- Empowering Youth Through Education
- Goldman Sachs 10KSB Alumna
- LA Small Business Academy Alumna
- Ted Circle Member - Los Angeles



Wicked Marketing Podcast

iHeart, Spotify, Google, Apple Music



Influence Over Coffee: How to

Gain It or Use It in Social Media

Authors

"We are so appreciative of the high quality of service you all provide! Wicked Bionic stands heads and shoulders above everyone else!"

—Raul Villanueva

California Citizens Redistricting Commission

Wicked Bionic is a full-service multicultural marketing and advertising agency bringing over 40 years of experience connecting millions of diverse consumers to products, services, and initiatives that change lives. Our verifiable approach is tailored to connect brands to consumers through innovative branding, media planning, buying, and placement strategies – managing budgets for the highest return. We do this with a deep understanding of cultural sensitivities and charge ourselves with delivering results for our clients and making a difference in real people's lives.

INDUSTRIES:

Government, Utilities, Non-Profit, Health, Entertainment, Technology, and Consumer Products

WE OFFER SERVICES THAT:

- Drive brand awareness, community engagement and influence in culturally diverse local, state, and national markets
- Through brand analysis, ensure a cohesive message that supports competitive media buying and media placement campaigns
- Deliver a proven targeted media approach using influential messaging that reaches Hispanics, Koreans, Chinese, African Americans, Women, LGBTQ, multi-generational consumers, and more
- Provide internal training videos on business initiatives like diversity and team building
- Support marketing efforts through web design and development, graphic design, and content management
- Bring in-depth data insights measuring performance, anticipating trends, and providing pivot recommendations based on results

DIFFERENTIATORS:

- 42+ years of experience in reaching global audiences
- Hyper-focused local targeted marketing to drive business to your location, product, or service
- Specialized, highly experienced leaders who understand cultural sensitivities and inclusion dynamics when marketing and advertising to consumers
- Ambassador diversity training for leading energy company
- In-depth proprietary research process which allows us to deeply understand your customers and target specific groups using messaging based on key factors
- Campaigns that effectively maximize your budget by leveraging existing relationships and expertise
- The ability to increase engagement and conversion for local and state initiatives by over 325% using data-driven media tactics

RECENT EXPERIENCE:

Los Angeles Public Library: \$3 million media planning initiatives and media buying campaigns reaching over 9.7 million multi-generational Hispanic, Korean, and African American residents

San Diego Gas & Electric: DEI customized utility industry training program videos

The Walt Disney Company: Creative branding design work for internal DEI team

California Citizens Redistricting Commission: We Draw the Lines media buying and placement campaign through the state of California, including graphic design and tag line

LA Mayor's Office of Budget and Innovation: 2020 Census campaign aimed at engaging low-income and low-tech residents through targeted campaign

LATV Networks: Leading Hispanic content platform. Marketing consulting, ad revenue support, media buying, and social support that's increased engagement by over 650%

E! Entertainment/NBCUniversal: Brand design/development launching the channel on digital and growing the platform from 440,000 unique visitors to over 19 million per day

TVOne.tv: African American network rebrand that showcases programming and celebrities

CLIENT REFERENCES:

Los Angeles Public Library Lauren Skinner

LATV Networks Andres Palencia

CA Redistricting Fredy Ceja

