



22 in 22 HIGHLIGHTS

22
IN
22

DECEMBER 2022

In 2022 Octane celebrated its 22nd Anniversary! We had big dreams and great hopes when we opened our doors on June 7, 2000. As we reflect on the past 22 years, we celebrate our clients, partners, stakeholders, and employees that have made it all possible.

2022 brought memorable highlights that included signature campaigns, compelling engagements, impactful client creative, as well as industry and national recognition. Our work continued to positively impact the communities where we live, work, and play.

These results would not have been achievable without the vision and support of our clients. We attribute our success to our clients' continued success and are thankful to everyone that has been part of our journey.

A YEAR OF TOP-TIER CAMPAIGNS

2022 was a year of refining recurring campaigns and exploring new possibilities. From sexual health to the impact of statehood, we are constantly taking action to make our audience's voices heard and needs met.

EL SÍNTOMA MÁS COMÚN, ES NO TENER SÍNTOMAS.

#VIH @BIENESTARDC

12,144 Impressions

MAYOR MURIEL BOWSER'S NATIONAL MATERNAL & INFANT HEALTH SUMMIT 2022

PANEL 4:
1:05PM - 1:55PM

"BABY NEWS NETWORK"

A Conversation with
Moms in Media

12,866 Impressions

10,128 Impressions

Did you know...

DC pays more total federal taxes than 12 states and more in total federal income tax than 22 other states?

DEMOCRACY NOW

democracynowdc.org

DC HEALTH: "PEP: In Case You Need It"

DC HEALTH: "Fight Covid. Fight HIV."

Buy Legal: The Impact of Buying Legal

DC STATEHOOD: "Democracy Now"

Washington, DC—abiding by all citizenship—have desired to be all other citizens of the United States of America.

A YEAR OF COMPELLING ENGAGEMENT

We are constantly inspired by the communities we serve! Our highest moments of engagement speak to these needs of our audiences while reflecting the communities they live in.

A YEAR OF IMPACTFUL WORK

From branding to large-scale campaigns, 2022 saw us deliver inspiring and results-driven creative work across digital, print, and beyond.



PLATINUM WINNER:
Curaleaf Social Impact Report



GOLD WINNER: Pepco 'What Drives Us' Responsibility & Impact Report

HONORABLE MENTIONS:
Curaleaf USA Today Op-Ed
Life Deeds Branding Refresh

WHAT'S NEXT FOR OCTANE

We plan to build on our successes from 2022 and carry our vision into the future. That means building upon new and existing client relationships to increase engagement, involvement, and impact.

As we strengthen our influence in the mid-Atlantic region and extend our reach to nationwide audiences, we will always be grounded in our core belief in social equity. We feel a strong responsibility to our community and allow it to influence how we tell our stories.



Serving The Day

LIFE DEEDS: Branding, web

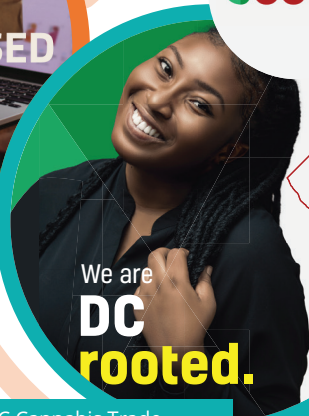
Based in Community



SUPPORT LICENSED CANNABIS

BUY LEGAL: Branding, web, social, print

WHERE YOU BUY MATTERS



DC Cannabis Trade Assoc: Branding, Social

A YEAR OF RECOGNITION

MARCOM AWARDS



National LGBT Chamber of Commerce
Certificate Number 24698



National Minority Supplier Development Council
Certificate Number CR29697



Dept. of Small & Local Business Development
Certificate Number LSD76026112022