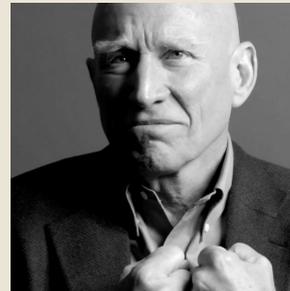
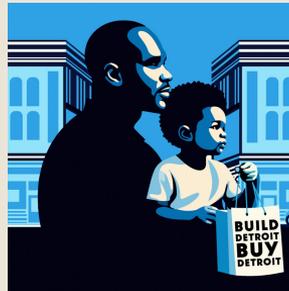
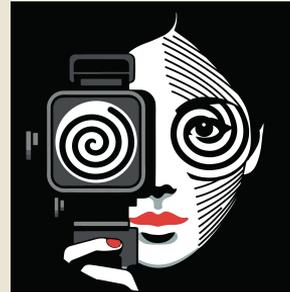
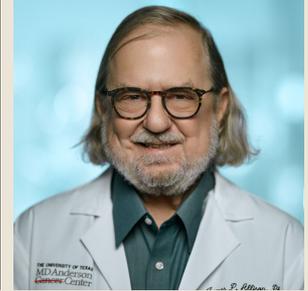
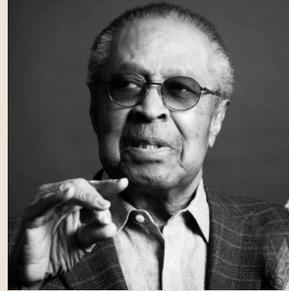


WONDROS

Capabilities Deck

WONDROS
a service-driven
creative company
that builds
transformative
campaigns.





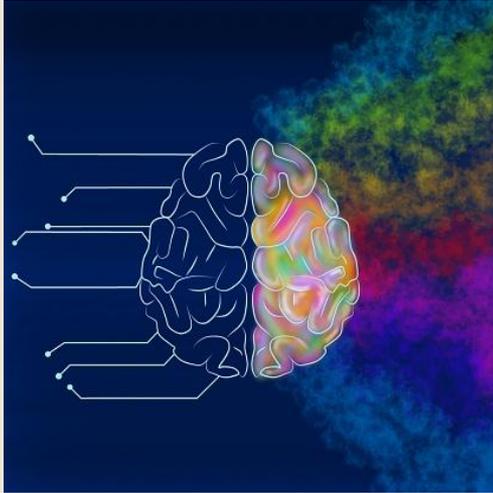
we tell stories that matter

.....

We create communications campaigns and assets that ignite action, shift behavior, and empower people when it matters most.

From tackling the fentanyl crisis to getting the second largest city in the U.S. vaccinated, recruiting diverse communities for health research to inspiring voter turnout and empowering citizens to protect themselves against cyber threats, our work influences real-world outcomes.





what sets us apart

.....

We specialize in creating powerful narratives and assets that connect deeply with the communities we serve. Our expertise allows us to translate complex ideas into world-class creative and strategy, giving our partners the tools they need to build a bridge to diverse audiences and inspire meaningful, measurable change.



WHAT WE DO





how we do it



Design Research

Strategy

Branding

Campaign Design

Film

Social Media

Animation

Digital Platforms

Community Engagement

Communications

Analytics



Wondros Campaign Overviews





For the **California Department of Health Care Access and Information (HCAI)**, Wondros designed, developed, and launched an extensive statewide awareness and outreach campaign around the new role of Certified Wellness Coach. The campaign was meant to provide potential candidates and employers with more information about the role and certification process; recruit linguistically and culturally diverse students and applicants; and generate awareness and trust among the general public.

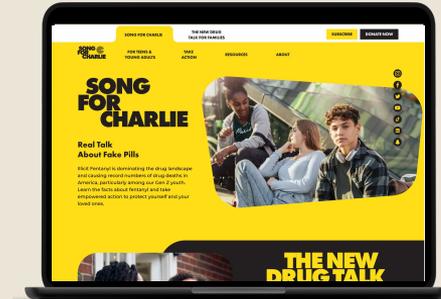
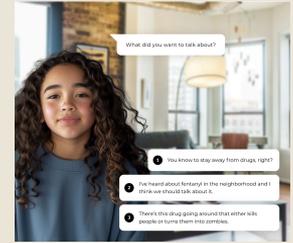
As of June, 2025, the campaign has successfully **recruited over 2,250 Wellness Coaches statewide**—on pace to exceed the original goal six months ahead of schedule—bringing capacity to communities that need it most. Significantly, the campaign has also **engaged with over 700 community and stakeholder partners** to support awareness, recruitment, and hiring efforts across the state.





Song for Charlie is an LA-based nonprofit dedicated to bringing awareness to the dangers of fentanyl misuse. Since 2023, Wondros has served as the organization’s long-standing strategic and creative partner and has designed a campaign website focused on education and resource sharing, award-winning film content and creative assets, social media strategy, and has piloted a youth-led peer-to-peer program. *The New Drug Talk* has garnered national recognition on prominent news networks such as NBC News Daily, *Los Angeles Times*, Fox News, and NPR.

Wondros content won a Silver Honor in the 2023 8th Annual Shorty Impact Awards for Youth & Family





National Institutes of Health
Turning Discovery Into Health



Wondros has served as a long-term partner on the **National Institutes of Health's All of Us Research Program**, which seeks to recruit 1 million or more diverse participants with the goal of fully sequencing their genomes and improving medical research. To date, Wondros has helped *All of Us* recruit and enroll more than 848,000 Americans in the program, 35% of whom represent racial and ethnic diversity, and 85% of whom are inclusive of populations underrepresented in biomedical research.



The **Neighbor-to-Neighbor Education and Outreach Initiative** aims to strengthen networks in under-resourced areas with high disaster and climate risk. For the California Governor's Office of Planning and Research and California Volunteers, Wondros developed a compelling brand identity for the program and orchestrated a comprehensive statewide campaign (culminating in May 2024) that raised awareness about the initiative while encouraging Californians to connect with their neighbors and participate in the program.

The project also won a Gold Honor in the 2024 9th Annual Shorty Impact Awards for Government & Politics

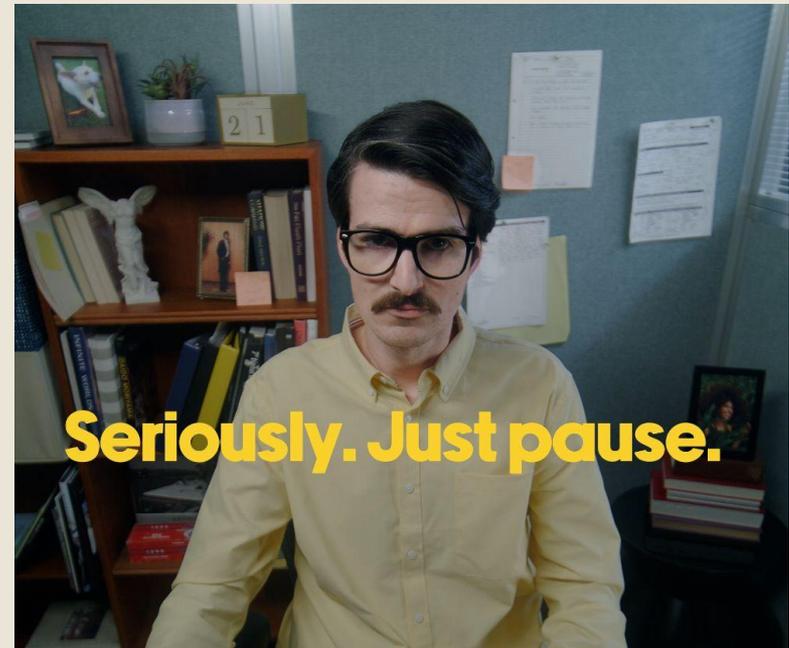


Craig Newmark Philanthropies



In 2024, Wondros and **Craig Newmark Philanthropies** launched **Take9**, a national cybersecurity awareness campaign aimed at tackling the human behaviors behind cyber threats. Unlike traditional checklists, *Take9* delivers a simple, powerful message: pause for nine seconds before you click, reply, or react. That brief moment can prevent costly mistakes. The campaign includes mobile videos, a website, social content, digital and outdoor ads, influencer partnerships, and activations—showing that everyday choices can protect our digital world.

316.4 million impressions, including earned media placements in *Axios*, *Forbes*, *Yahoo Finance*, and the AP. Over 8M engagements—exceeding industry standards—delivering a 4x return on investment and earning 25,000+ positive interactions. 142,000 website visits and strategic partnerships with 50+ leading cybersecurity organizations. In under 100 days, we recruited 12K+ individuals, including a *Los Angeles Times* best-selling author and a high-profile influencer, showcasing the campaign's broad appeal.



Thank You