

THE AD AGENCY

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A Certified Business Enterprise (CBE)
 On the DC Supply Schedule

SERVICES

IT

- Training
- Web Page Design, Management, and Maintenance Services
- Web Hosting Services
- Interactive Reputation Management
- Online Image Shaping
- Digital Business Management
- Digital Media
- Web Hosting
- Strategic Plan Writing

WEBSITE ANALYSIS

- Search Engine Placement
- Keyword Optimization
- Web Traffic Monitoring
- Internet Marketing

GRAPHIC DESIGN

- Artists (Including Digital Artists)
- Mixed Media Services
- Multimedia Services

PRINTING & RELATED SERVICES

- Offset Printing
- Digital Printing
- Web Press
- Card Printing

ADVERTISING & PRODUCTION

- TV, Radio, Print, Internet
- Public Service Announcements
- Promotion
- Collateral
- E-mail Blasts
- Video & Film Production

MARKETING RESEARCH

- Primary & Secondary
- Focus Groups & Surveys
- Creative Trials

STRATEGIC PLANNING

- Creative Process & Analysis
- Educational Integration
- Marketing Planning
- Marketing Consulting
- investor Presentations

PUBLIC RELATIONS

- Media Relations
- Media Database Development
- Media Clipping Services
- Crisis and Issue Management
- Communications Training
- Advocacy & Issues Advancement

CREATIVE DEVELOPMENT

- Brand Building
- Product Services & Advertising
- Corporate Identities
- Buzz/ Grassroots Marketing
- Messaging & Positioning

DIRECT MARKETING

- Multimedia Services
- Mixed Media Services
- Sales Collateral

PRODUCT PLACEMENT

- Television
- Film
- Virtual

MEDIA BUYING

- TV, Radio, Print, Internet
- Outdoor/ Billboards
- Mixed Media

EVENT PLANNING

- Special Events
- Road Shows
- Promotions
- Product/ Brand Launches
- Trade shows/ Exhibits/ Displays

CLIENTS

