PR BRAND MARKETING

CAPABILITY STATEMENT

MARKETING · PR · STRATEGIC COMMUNICATIONS

Certified to Serve. Built to Stand Out.

UEI LUSSPNKZG1S8 | CAGE 9KB94 | GSA MAS 47QRAA25D00AA | PSC R701 | SAM.gov: Active

COMPANY OVERVIEW

PR Brand Marketing, Inc. is a Brooklyn-based, woman-owned marketing and communications agency founded in 2018. We help government agencies, nonprofits and businesses turn complex programs into clear, accessible communications that increase awareness, engagement and program participation, with strategy, creative, media, digital and outreach under one roof.

CORE COMPETENCIES

- Public awareness campaigns
- Strategic communications planning
- Community engagement & outreach
- Multilingual communications
- Public relations & media relations
- Branding & visual identity
- Graphic design & print production
- Digital, web & social campaigns
- Photo, video & content
- Event & public engagement support
- Media strategy & paid placement
- Performance reporting

DIFFERENTIATORS

- **Certified at every level:** SBA WOSB & EDWOSB, SDB (SAM-verified), NYC WBE, NYS WBE, GSA MAS.
- **One accountable lead:** our Founder & CEO stays on the account after award.
- **Plain, accessible language:** multilingual materials; deliverables built to Section 508 / WCAG 2.1 AA.
- **Measured:** outcome-focused reporting on every campaign.

PAST PERFORMANCE & CLIENTS

- **National healthcare products brand** (2018–2025): brand strategy, product communications, creative and digital across 150+ healthcare products; 18,000+ customer reviews; during our partnership, the client's annual revenue grew from $1.8M to $89M+ (as reported in our case study)
- **Curewell**: OTC brand development, identity, packaging, website
- **G'shmak Bakery & Café** (Brooklyn): identity, packaging, website, in-store graphics
- **NYC Photo Group**: brand strategy, visual content, digital marketing
- **Touro University**: nursing program brochure · **BLAZE Workspace**: brand guideline · **ViolationNow**: website and promo video

References available on request.

CERTIFICATIONS & BUSINESS DESIGNATIONS

SBA WOSB & EDWOSB · Women-Owned Small Business & Economically Disadvantaged WOSB · 6/4/2024–6/4/2027

Small Disadvantaged Business (SDB) — SAM-verified designation · SDB is a federal small-business designation; PRBM is not an SBA 8(a) program participant.

NYC SBS Certified WBE · Cert #MWCERT2026-164 · valid through 2/28/2031 · PASSPort enrolled

NYS Certified WBE · Empire State Development, Article 15-A · certified 7/28/2026

GSA Multiple Award Schedule · Contract 47QRAA25D00AA · base period 6/10/2025–6/9/2030

COMPANY DATA

Legal name	PR Brand Marketing, Inc.
UEI / CAGE	LUSSPNKZG1S8 / 9KB94
NYC vendor (FMS)	VS00085036
Registrations	NYC DOE vendor; NYC PASSPort active; SAM.gov active (eligibility to contract, not an award)
Payment	Government purchase card accepted

HOW TO BUY

- **Federal:** GSA Advantage! / eBuy on 47QRAA25D00AA; WOSB/EDWOSB set-asides on eligible NAICS
- **NYC:** M/WBE Noncompetitive Small Purchase; M/WBE goal subcontracting
- **NYS:** MWBE discretionary purchasing; Article 15-A goals via primes

GOVERNMENT AGENCIES & SECTORS WE SUPPORT

Priority NYC agencies: NYCEDC, SBS, DCWP, DOHMH, HRA, NYC Aging, ACS, DYCD, DOE, HPD, NYCHA, DOT, DEP, DSNY, DCLA, NYC Parks, NYC Tourism, MOIA, MOCS, NYC SCA.

Priority NYS entities: ESD, DOL, NYSDOT, MTA, DASNY, DOH, OCFS, OTDA, NYSED, SUNY, NYSERDA, DEC, HCR, OGS.

CODES

NAICS (SAM.GOV)

541430	Graphic Design Services (primary)
541511	Custom Computer Programming Services
541613	Marketing Consulting Services
541810	Advertising Agencies
541820	Public Relations Agencies
561920	Convention & Trade Show Organizers

NIGP COMMODITY CODES

915-03	Advertising and Public Relations Services
915-22	Communications Marketing Services
915-48	Graphic Arts Services (Not Printing)
915-96	Web Page Design, Management and Maintenance
918-76	Marketing Consulting

GSA MAS SINs: 541613, 541511, 541430, 561920, OLM · **PSC:** R701 · **Additional NAICS:** 541830, 541840, 541890, 541611, 541618, 611710

Hannah Giro, Founder & CEO · Brooklyn, NY

info@prbrandmarketing.com · 917-309-8101 · prbrandmarketing.com