PR BRAND MARKETING

Government Qualifications Package

Certified to Serve. Built to Stand Out.

PR Brand Marketing, Inc. is a Brooklyn-based, woman-owned marketing and communications agency. We help government agencies, prime contractors and businesses connect with the communities and customers they serve: public awareness campaigns and community outreach, branding and graphic design, digital marketing and media.

SBA WOSB & EDWOSB | SDB · SAM-verified designation | NYC WBE | NYS WBE

GSA MAS 47QRAA25D00AA | UEI LUSSPNKZG1S8 | CAGE 9KB94







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CERTIFICATIONS & BUSINESS DESIGNATIONS

SBA Women-Owned Small Business (WOSB)
U.S. SBA · active 6/4/2024 – 6/4/2027

SBA Economically Disadvantaged WOSB (EDWOSB)
U.S. SBA · active 6/4/2024 – 6/4/2027

Small Disadvantaged Business (SDB) — SAM-verified designation*
Represented in SAM.gov; shown on GSA eLibrary for contract 47QRAA25D00AA

NYC M/WBE program: certified WBE
NYC SBS · Cert #MWCERT2026-164 · through 2/28/2031

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

* SDB is a federal small-business designation; PRBM is not an SBA 8(a) program participant.

IDENTIFIERS

Legal name	PR Brand Marketing, Inc.
SAM UEI	LUSSPNKZG1S8 (active)
CAGE	9KB94
GSA MAS	Contract 47QRAA25D00AA · base period 6/10/2025 – 6/9/2030
GSA contract NAICS	541613
PSC	R701 Advertising Services
NYC	PASSPort active · FMS vendor VS00085036 · NYC DOE vendor
Founded	2018 · Brooklyn, NY

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 (NYC SBS RECORD)

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

541430 Graphic Design Services · 541511 Web Based Marketing · 541613 Marketing Consulting Services · 561920 Conference, Meeting, Event and Trade Show Planning Services · OLM Order-Level Materials

TEAMING WITH PRBM

We join prime contractors as the communications and creative subcontractor on larger public-sector contracts: design and creative production, community outreach, strategic communications, marketing and digital, and video and production. Our certifications support federal WOSB, EDWOSB and SDB subcontracting goals and NYC and NYS M/WBE goals. To start a teaming conversation, send the solicitation, the services you need and your participation goal to info@prbrandmarketing.com or call 917-309-8101.

> "Hannah and her team have outdone themselves with their outstanding work. They are more than graphic designers, they are artists who breathe life into ideas. They've created eye-catching images for my Amazon listings and developed captivating product packaging, exceeding my expectations at every turn. ..."
>
> Heimden · 5 Google review

National healthcare products brand: a 7-year strategic partnership

A 7-year strategic partnership with a growing healthcare brand: research, brand strategy, product communications, creative and digital commerce across 150+ products.

CLIENT	SECTOR	TIMEFRAME	SCOPE
National healthcare products brand	Healthcare & medical supplies	Feb 2018 – Jan 2025 (7 years)	150+ healthcare & household products



THE CHALLENGE

Our client sells a large line of everyday healthcare and household products: gloves, face masks, wipes, gauze and bandages, first aid, medical supplies, household care and personal care. With more than 150 products across those categories, the brand had to look and sound consistent everywhere it appeared, and every product had to communicate clearly to the people choosing it.

OUR APPROACH

We started with research: competitive market analysis, consumer behavior research, product positioning assessments, customer review analysis, content and messaging audits, and category and trend research. Those insights shaped the brand strategy.

SERVICES

Brand Strategy · Brand Assessment · Product Positioning · Product Communications · Digital Marketing Assets · Amazon Creative · Product Photography Direction · Content Strategy · Customer Engagement · Creative Development

WHAT WE DELIVERED

- Research & discovery: competitive analysis, consumer research, positioning assessments, customer review analysis, content and messaging audits
- Brand assessment & optimization and brand messaging refinement
- Product communications strategy across a 150+ product portfolio
- Visual content and product imagery , including product photography direction
- Amazon Brand Store and Amazon creative
- Brand website, a mobile-optimized digital brand experience

RESULTS

During our 7-year partnership, the client's annual revenue grew from $1.8M to $89M+ (as reported in our case study).

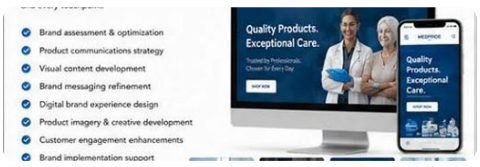
150+	18,000+	7 years
Products supported	Customer reviews	Strategic brand partnership

- Category-leading recognition and customer engagement
- A strong, consistent brand across all touchpoints
- A scalable framework supporting long-term growth

Reference available on request (authorized by the client).







Curewell: an OTC medicine brand, from brand creation to digital presence

A comprehensive brand development and digital strategy designed to build trust, drive awareness, and maximize retail and online success.

CLIENT	SECTOR	TIMEFRAME	AUDIENCE
Curewell	Over-the-counter (OTC) pharmaceuticals	2026	Adults and families seeking effective, affordable, and reliable everyday health solutions



THE CHALLENGE

Curewell was entering a competitive market with established brands. To compete, the line needed a strong visual identity, consumer trust, and clear communication of product benefits.

OUR APPROACH

We set the strategy and positioning first, then created a clean, trustworthy and modern identity that communicates care, reliability and quality, built on four brand values: Trusted, Effective, Accessible, Affordable.

SERVICES

Brand Strategy & Positioning · Logo Design · Visual Identity System · Packaging Design · Website Design & Development · Amazon Listing Design & Optimization · Marketing & Creative Direction · Launch Strategy Consultation

WHAT WE DELIVERED

- Brand strategy & positioning
- Logo and visual identity system: color palette, typography and brand values
- Color-coded packaging system across the line, including Aspirin, Omeprazole, Esomeprazole, Senna-S, Stool Softener, Docusate Sodium Liquid, Tussin and Tussin DM
- Website design & development: mobile-first, product-focused navigation, trust-building elements, built to convert
- Amazon assets: main images, infographics, Enhanced Brand Content / A+ content, brand store and SEO-optimized listings
- Marketing & creative direction and launch strategy consultation

PROJECT OUTCOMES

- A strong, trustworthy OTC brand identity
- A differentiated product line with clear, consistent packaging
- A user-focused website built to educate and convert
- Amazon listings optimized for visibility and sales
- A scalable foundation for future product expansion

Reference available on request (authorized by the client).







G’shmak Bakery & Café: brand identity & retail experience

A complete brand development and design solution for a modern bakery and café, delivering a cohesive experience across packaging, retail and digital.

CLIENT	SECTOR	LOCATION	AUDIENCE
G’shmak Bakery & Café	Food service: bakery & café	Brooklyn, NY	Families, food lovers and community members



THE CHALLENGE

The goal was to create a memorable brand identity and customer experience that reflects quality, freshness and warm hospitality.

OUR APPROACH

We developed a modern, handcrafted brand that feels premium, approachable and full of personality. Then we rolled it out across every touchpoint: a cohesive packaging system, clear product labels, a website, and interior signage and environmental design that create an inviting, memorable customer experience.

SERVICES

Brand Strategy · Logo Design · Brand Identity · Packaging Design · Product Labels · Retail Packaging · Environmental Graphics · Website Design · Creative Direction · Brand Rollout

WHAT WE DELIVERED

- Logo and brand identity , with brand strategy and creative direction
- Packaging system: consistent brand presence, high-quality food-safe materials, designed for takeout, retail and gifting
- Product labels: clear, clean and informative
- Website: clean navigation, mobile responsive, menu and product showcase, online ordering integration, brand story and values, optimized for SEO
- In-store environmental graphics: custom wall graphics and a branded counter presence
- Brand rollout across physical and digital touchpoints

PROJECT OUTCOMES

> “The new branding and packaging completely elevated our business. Our customers notice the difference, and our brand finally reflects the quality we stand for.”
>
> — G’shmak Bakery & Café

- A strong, memorable brand identity
- A consistent experience across physical and digital touchpoints
- A scalable foundation for future growth





