



# 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

|                                                                                                                                                   |
|---------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>SBA Women-Owned Small Business (WOSB)</b><br>U.S. SBA · active 6/4/2024 – 6/4/2027                                                             |
| <b>SBA Economically Disadvantaged WOSB (EDWOSB)</b><br>U.S. SBA · active 6/4/2024 – 6/4/2027                                                      |
| <b>Small Disadvantaged Business (SDB) — SAM-verified designation*</b><br>Represented in SAM.gov; shown on GSA eLibrary for contract 47QRAA25D00AA |
| <b>NYC M/WBE program: certified WBE</b><br>NYC SBS · Cert #MWCERT2026-164 · through 2/28/2031                                                     |
| <b>NYS WBE</b><br>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](mailto: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

# MedPride / HL Medical: a 7-year strategic brand partnership

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

|                                        |                                                |                                                   |                                                      |
|----------------------------------------|------------------------------------------------|---------------------------------------------------|------------------------------------------------------|
| <b>CLIENT</b><br>HL Medical (MedPride) | <b>SECTOR</b><br>Healthcare & medical supplies | <b>TIMEFRAME</b><br>Feb 2018 – Jan 2025 (7 years) | <b>SCOPE</b><br>150+ healthcare & household products |
|----------------------------------------|------------------------------------------------|---------------------------------------------------|------------------------------------------------------|

**Healthcare Brand Growth & Digital Commerce Case Study**

A 7-year strategic partnership that transformed a growing healthcare brand into a market leader.

PROJECT DURATION: Feb 24, 2018 –  
CLIENT: HL Medical  
PRODUCT PORTFOLIO: 150+ Healthcare &  
INDUSTRY: Healthcare &

**TRUSTED CARE. EVERY DAY. EVERYWHERE.**

Nitrile Exam GLOVES  
POWDER FREE • NON-STIRLED

Disposable Face MASKS  
50 (100% 3" x 6")

Gauze Sponges  
100% COTTON • 4" x 4"

Alcohol Prep Pads  
70% ISOPROPYL ALCOHOL

Double Fold Bandages  
1" x 4" • 100%

**02 RESEARCH & DISCOVERY**

We conducted in-depth research to uncover insights that shaped a winning brand strategy.

- Competitive market analysis
- Consumer behavior research
- Product positioning assessments
- Customer review analysis
- Content & messaging audits
- Category research & trend evaluation

## THE CHALLENGE

MedPride 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
- MEDPRIDE.COM digital brand experience, mobile-optimized

## RESULTS

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

**150+**

Products supported

**18,000+**

Customer reviews

**7 years**

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).

**06 SERVICES DELIVERED**

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

**07 RESULTS**

A proven track record of growth, engagement, and market leadership.

- 150+ Products Supported
- 18,000+ Customer Reviews
- \$1.8M → \$89M+ Annual Revenue Growth
- 7 Years Strategic Brand Partnership

Category leading recognition and customer engagement | Strong, consistent brand across all touchpoints | Scalable framework supporting long-term growth

- Competitive market analysis
- Consumer behavior research
- Product positioning assessments
- Customer review analysis
- Content & messaging audits



- Brand assessment & optimization
- Product communications strategy
- Visual content development
- Brand messaging refinement
- Digital brand experience design
- Product imagery & creative development
- Customer engagement enhancements
- Brand implementation support



# 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.

|                           |                                                         |                          |                                                                                                              |
|---------------------------|---------------------------------------------------------|--------------------------|--------------------------------------------------------------------------------------------------------------|
| <b>CLIENT</b><br>Curewell | <b>SECTOR</b><br>Over-the-counter (OTC) pharmaceuticals | <b>TIMEFRAME</b><br>2026 | <b>AUDIENCE</b><br>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.

|                                        |                                              |                                 |                                                                |
|----------------------------------------|----------------------------------------------|---------------------------------|----------------------------------------------------------------|
| <b>CLIENT</b><br>G'shmak Bakery & Café | <b>SECTOR</b><br>Food service: bakery & café | <b>LOCATION</b><br>Brooklyn, NY | <b>AUDIENCE</b><br>Families, food lovers and community members |
|----------------------------------------|----------------------------------------------|---------------------------------|----------------------------------------------------------------|

**01 CLIENT OVERVIEW**

**INDUSTRY**  
Bakery & Café

**LOCATION**  
Brooklyn, New York

**PROJECT OBJECTIVE**  
Create a memorable brand identity and customer experience that reflects quality, freshness, and warm hospitality.

**TARGET AUDIENCE**  
Families, food lovers, and community members seeking high-quality baked goods and café experience.

**02 BRAND IDENTITY**

A modern, handcrafted brand that feels premium, approachable, and full of personality.

**COLOR PALETTE**

#E6E3D2 #222021 #67D558

**TYPOGRAPHY**

Aa Montserrat Bold Aa Montserrat Regular

Artisan Quality Fresh Community Delicious

## 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

