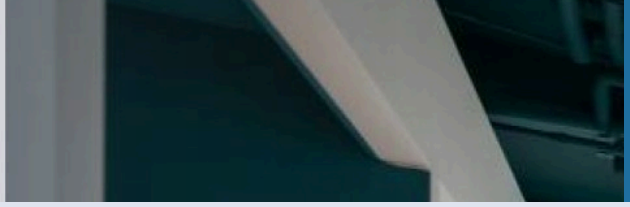
PR BRAND MARKETING



NYC
CERTIFIED WBE
SBS M/WBE

CAPABILITY **STATEMENT**
NEW YORK CITY

Marketing & Strategic Communications for New York City Agencies

ABOUT US

PR Brand Marketing is a New York City-based, NYC-certified WBE marketing and communications agency specializing in strategic communications, public awareness, outreach, creative, media and digital campaigns. We help city agencies and public-sector organizations turn complex programs and policies into clear, accessible communications for diverse communities across all five boroughs.

CORE COMPETENCIES

- Public Awareness Campaigns
- Strategic Communications Planning
- Community Engagement & Outreach
- Multilingual Communications
- Media Strategy & Paid Placement
- Digital & Web Campaigns
- Graphic Design & Creative Production
- Event & Public Engagement Support

NYC AGENCY CAPABILITIES

Priority city agencies aligned with PRBM's services:

- **Economic Development & Small Business:** NYCEDC, SBS, DCWP
- **Health & Human Services:** DOHMH, HRA, NYC Aging
- **Children, Youth & Education:** ACS, DYCD, DOE
- **Housing & Community Development:** HPD, NYCHA
- **Transportation & Environment:** DOT, DEP, DSNY
- **Culture, Parks & Tourism:** DCLA, NYC Parks, NYC Tourism
- **Immigrant & Community Affairs:** MOIA, MOCS

PARTNER WITH PRBM

One agile New York City team — strategy, creative, media, digital and multilingual outreach for city agency programs, from procurement through delivery.

NYC WBE · NYS WBE · SBA WOSB · GSA MAS

NYC Certified WBE (SBS)
NYS Certified WBE
SBA Woman-Owned Small Business
GSA MAS Contract Holder

DIFFERENTIATORS

- NYC Certified WBE via SBS — eligible for M/WBE set-asides & discretionary awards
- 12-person agile team with deep five-borough market insight
- Integrated strategy, creative, media, digital + outreach
- Clear, accessible communications for diverse communities
- Government-ready: SAM registration + active GSA MAS
- Measurable, outcome-focused performance reporting

SELECTED EXPERIENCE

1590+ projects | 254+ client engagements

NYC Photo Group — Brand strategy, product positioning, visual content + Amazon / digital marketing

National healthcare products client — Brand assessment, product communications + creative / marketing support

NYC WBE CERTIFICATION PROFILE

NEW YORK CITY WOMEN BUSINESS ENTERPRISE (WBE)

Certified by NYC Dept of Small Business Services (SBS)
Certificate #: MWCERT2026-164
Valid through: February 28, 2031
Eligible for NYC M/WBE discretionary awards up to $1.5M

NYC ONLINE DIRECTORY | NAICS 541613 MARKETING CONSULTING

GOVERNMENT CREDENTIALS

NYC SBS Certified WBE | #MWCERT2026-164 | through 2/28/2031
NYS Certified WBE | Empire State Development (Article 15-A)
SBA Woman-Owned Small Business (WOSB)
GSA Multiple Award Schedule (MAS) | 47QRAA25D00AA
UEI: LUSSPNKZG1S8 | CAGE: 9KB94

CONTACT

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ADDITIONAL FEDERAL NAICS

541820 PR | 541810 Advertising | 541430 Graphic Design | 541511 Web/Digital Services
541830 Media Buying | 541840 Media Reps | 541890 Other Advertising
541611 / 541618 Management Consulting | 561920 Event Support | 611710 Educational Support