

# CAPABILITY STATEMENT

**A+S IDEAS STUDIO, Inc.**

36 NE 42 Street Miami, FL 33137

[www.aplussideas.com](http://www.aplussideas.com)

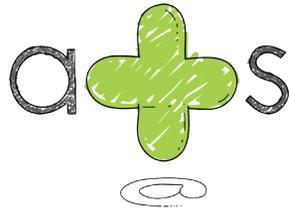
PHONE + FAX: 1-833-4-APLUSS (1-833-427-5877)



CONTRACT NUMBER:  
47QRAA20D006R

CAGE CODE:  
6YXE4

DUNS:  
079105546



simple+good looking ideas

AN AWARD-WINNING, MINORITY, WOMAN-OWNED, 8(A), HUBZONE, NMSDC AND WBENC CERTIFIED FULL SCOPE DIGITAL ADVERTISING, MARKETING + BRANDING AGENCY.



Headquartered in Miami, FL, whose partners have a combined 30+ year track record of success working with US Hispanic, general market and international clients across a multitude of private and public sectors. Whether it be web, print, email or video, **A+S IDEAS STUDIO, INC.** has the experience and capabilities to put your business or executive government agency in the best position to stand out and accomplish its mission.

## CORE COMPETENCIES



GRAPHIC DESIGN



IDEA + CONCEPT



PHOTOGRAPHY



PROMOTION



WEB DEVELOPMENT



ANALYTICS



COMMUNITY OUTREACH



BRANDING



SOCIAL MEDIA

+ BILINGUAL + MULTICULTURAL

## PRIMARY NAICS CODES

NAICS	PSC	TITLE
541810	R701	Advertising Agencies
541430	T001	Graphic Design Services
541511	D308	Custom Computer Programming
541613	R409	Marketing Consulting Services
541820	R708	Public Relations Agencies
541990		All Other Professional Scientific and Technical Services
519130	D316	Internet Publishing and Broadcasting and Web Search Portals
SIC CODE	7311	Advertising Agencies

**30**  
YEARS OF  
COMBINED  
EXPERIENCE

### FULL SCOPE AGENCY

- Creative Consulting
  - Project Management
  - Big + Small Challenges
- turned into simple good looking ideas that work

## CLIENTS



## KEY CONTACTS



**SARIMA GRACIA**  
FOUNDER + COO

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E-mail: s@aplussideas.com



**ANDRES FERNANDEZ**  
PARTNER + CSO

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**EXCELLENT**  
TRACK RECORD + REFERENCES

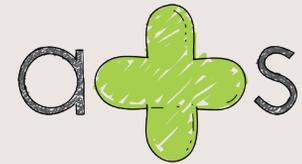


## SOCIO-ECONOMIC CERTIFICATIONS



APLUSSIDEAS

# STELLAR PERFORMANCE + LONG TERM RELATIONSHIPS



simple+good looking ideas



DOMINICAN REPUBLIC MINISTRY OF TOURISM	
SCOPE	Website Development + Maintenance in 7 languages   Analytics
RESULTS	Created award-winning multilingual website that has played key role in record tourism numbers, year over year.
AWARDS	Gold W3 and Best in Show (worldwide) ★
LENGTH OF CONTRACT: 10 Years, Ongoing	



FLORIDA INTERNATIONAL UNIVERSITY (FIU)	
SCOPE	Website Development   Capital Campaign Case Statement
RESULTS	Delivered website that has become central to fundraising efforts at South Florida's largest public university.
AWARDS	CASE Special Merit Award
LENGTH OF CONTRACT: 5 Years	



WYNWOOD BREWING COMPANY	
SCOPE	Branding   Website Development   Social Media   Consulting
RESULTS	Created brand and all marketing elements for Florida's first craft brewery, blazing the trail for an entire industry that employs thousands in the region.
AWARDS	Silver W3, Gold and Silver ADDY's, Davey Awards
LENGTH OF CONTRACT: 5 Years	



FLORIDA CENTER FOR ALLERGY & ASTHMA CARE	
SCOPE	Multilingual Website Design + Development
RESULTS	Created website that has become main source of new patient revenue for thriving South Florida medical practice.
AWARDS	Silver W3
LENGTH OF CONTRACT: 7 Years, Ongoing	



HISPANIC NATIONAL BAR FOUNDATION (HNBF)	
SCOPE	Branding   Website Redesign   Marketing   Consulting
RESULTS	Modernized the look & feel of the HNBF marketing materials, and created new responsive website to maximize impact and reach of the non-profit's efforts and mission
PRO BONO	Provided portion of services on a pro bono basis
LENGTH OF CONTRACT: 2 Years, Ongoing	