

CAPABILITY STATEMENT

A+S IDEAS STUDIO, Inc.

36 NE 42 Street Miami, FL 33137

www.aplussideas.com

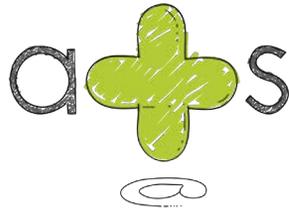
PHONE + FAX: 1-833-4-APLUSS (1-833-427-5877)



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 + CCO

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PARTNER + CSO

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EXCELLENT
TRACK RECORD + REFERENCES

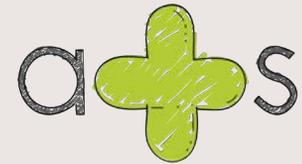


SOCIO-ECONOMIC CERTIFICATIONS



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



U.S.-CHINA ECONOMIC AND SECURITY REVIEW COMMISSION

SCOPE	Design a 30-page Executive Summary of annual report
RESULTS	An array of topics including U.S.-China trade tensions, U.S. reliance on Chinese pharmaceuticals, China's global military ambitions, and U.S.-China competition in critical emerging technologies.
HIGHLIGHTS	Short turn-around Optimal organization + communication

LENGTH OF CONTRACT: 1 Year, 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