

# CAPABILITY STATEMENT

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

36 NE 42 Street Miami, FL 33137

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

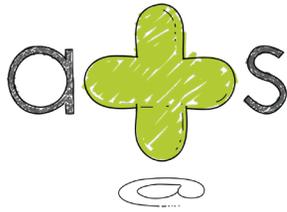
PHONE + FAX: 1-833-4-APLUSS (1-833-427-5877)



CONTRACT NUMBER:  
47QRAA20D006R

CAGE CODE:  
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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](mailto:s@aplussideas.com)



**ANDRES FERNANDEZ**  
PARTNER + CSO

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E-mail: [a@aplussideas.com](mailto:a@aplussideas.com)

**EXCELLENT**  
TRACK RECORD + REFERENCES

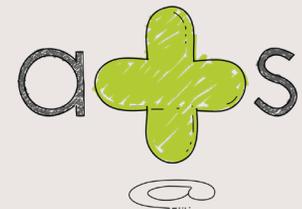


## SOCIO-ECONOMIC CERTIFICATIONS



APLUSSIDEAS

# STELLAR PERFORMANCE + LONG TERM RELATIONSHIPS



simple+good looking ideas



## U.S. DEPARTMENT OF AIR FORCE

SCOPE	Design a 120-page print & digital Acquisition Report
RESULTS	A crucial communications piece that details the US Air Force's Acquisition activities for the agency's fiscal year in the areas of personnel, technology and equipment.
HIGHLIGHTS	Editorial-quality design   Optimal organization + communication

LENGTH OF CONTRACT: 2 Years, Ongoing



## U.S.-CHINA ECONOMIC AND SECURITY REVIEW COMMISSION

SCOPE	Design a 40-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: 3 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



## 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: 12 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: 3 Years, Ongoing