



Communiqué Design and Marketing, Inc. IDEAS AT WORK

CAPABILITIES STATEMENT

CONTACT INFORMATION:

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COMPANY OVERVIEW

Communiqué Design and Marketing was established in 1991 and is a premier full-service integrated marketing agency. Communiqué brings extensive experience managing marketing needs serving a wide variety of enterprises including:

- Government Entities
- Tourism
- Education/Academics
- Healthcare
- Finance & Investment
- Agriculture
- Culinary
- Environmental
- High Tech
- Manufacturing
- Transportation
- Medical
- Hospitality
- Office Tech
- Energy
- Insurance
- Construction & Development
- Real Estate
- Small Business

NAICS

- **541430** - Graphic Design Services:
- **541511** - Custom Computer Programming Services
- **541613** - Marketing Consulting Services
- **541810** - Advertising Agencies
- **541820** - Public Relations Agencies
- **541830** - Media Buying Agencies
- **541860** - Direct Mail Advertising
- **541890** - Other Services Related to Advertising
- **541990** - All Other Professional, Scientific & Professional Services
- **561410** - Document Preparation Services

COMPETITIVE DIFFERENTIATORS

- Only full service marketing agency in the region
- Extensive professional networks
- Research and focus group facilitation
- Marketing consultation at senior leadership level
- 23 years of experience working with over 100 clients

KEY PERSONNEL

Laurie Linn, President

Tim Youngs, Creative Director

Kitty Gifford, Social Media Director

Katie Shaw, Design & Marketing Associate

CERTIFICATIONS

Certified Woman-owned Business Enterprise (WBE)
#58316

CORE COMPETENCIES

- Integrated Marketing Communications – the coordination of all promotional activities
- Branding positioning and corporate identity
- Brand-logo development and graphic design collateral
- Social media strategy and management
- Web design services or updating a current one
- Online marketing services – SEO, SEM, etc.
- Managing your public relations
- Media buying & advertising campaigns
- Direct mail
- Packaging
- Photography
- Trade show displays
- Marketing consultation
- Radio and video production

COMPARABLE EXPERIENCE

- **Ithaca Tompkins Regional Airport** – all social and traditional marketing and public relations
- **Ithaca City School District** – focus groups, website development and design
- **The Greater Binghamton Tourism** – video, print and branding
- **Tompkins County Chamber of Commerce** – video, print and branding
- **Tompkins Cortland Community College** – re-branding, marketing, consultation
- **SUNY Oswego** – photography, video, art direction
- **Cayuga Medical Center** – focus groups & consulting
- **Tompkins Trust Company** – social media strategy, media buys, consultation
- **Alternative Federal Credit Union** – print, annual reports, marketing campaigns, media buys
- **Coltivare** – branding, web planning, social media development, grand opening campaign