



conceptual geniuses™

THINK. CREATE. COMMUNICATE.

## CAPABILITY STATEMENT

Cut through the clutter and stand out in a crowd with stellar design, compelling storytelling, targeted marketing materials and effective web-based solutions from **conceptual geniuses.**

### CORE COMPETENCIES

- » BRAND DEVELOPMENT
  - Logo & Identity Naming
  - Taglines & Slogans
  - Mission & vision statements
  - Messaging & positioning
  - Social media branding
- » WEBSITES
  - Comprehensive packages
  - Custom design
  - Content Management System
  - Site maintenance
  - Content development
  - E-Commerce
  - Mobile & responsive design
  - Social media integration
  - Email campaigns
  - Enewsletters
  - Web analytics
  - Usability testing
  - User training
- » PRINT DESIGN
  - Conceptual design
  - Collateral design & fulfillment
  - Advertising
  - Direct mail
  - Publication Design
- » CONTENT DEVELOPMENT
  - Copy writing & editing
  - Key messages development
  - Website copy
  - Business & proposal writing
  - Social media content
- » STRATEGIC COMMUNICATIONS
  - PR and media relations
  - Social media strategy
  - Communication plans
  - Consulting
  - Market research
  - Communication audits
- » CORPORATE COMMUNICATIONS
  - Corporate branding & positioning
  - B2B Communications
  - Leadership communications
  - Internal communications
  - Annual reports
  - Presentations
- » EVENT & MEETING MANAGEMENT
  - Logistics & on-site support
  - Event branding & marketing
  - Exhibit design & production
  - Online registration
  - Agenda & session development
  - Group facilitation
  - Entertainment management
  - Vendor management

**Let Conceptual Geniuses delve into who you are and what sets you apart.**



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

### WHO WE ARE

Conceptual Geniuses, LLC is a multidisciplinary, full-service marketing and communications firm committed to providing innovative solutions and creative excellence. Since 1993, we have brought brands to life, elevated causes, and amplified the work of nonprofits, government agencies, faith-based organizations and progressive small businesses.

### WHAT WE DO

Through thoughtful strategy, engaging designs and compelling copy, we help our clients educate, empower, promote health and wellness, bring about social change and justice, and create opportunities for hope and brighter futures.

### NAICS CODES

- 541430 Graphic design services
- 541430 Graphic art and related design services
- 541511 Web (i.e., Internet) page design services, custom
- 541613 Marketing consulting services
- 512110 Motion Picture and Video Production
- 541890 Other services related to advertising

### CERTIFICATIONS & MEMBERSHIPS

- Maryland Department of Transportation — Certified Minority Business Enterprise [MDOT/MBE]
- Montgomery County Local Small Business Reserve Program [LSBRP]
- American Institute of Graphic Arts [AIGA]
- National Association of Professional Women [NAPW]
- Women Business Owners, Montgomery County, MD
- Maryland Washington Minority Companies Association [MWMCA]
- Greater Silver Spring Chamber of Commerce

DUNS: 92-896-3818

A CERTIFIED MINORITY BUSINESS ENTERPRISE