



Capabilities Statement

NAICS Codes

541613

Marketing Consulting Services

541430

Graphic Design Services

541410

Interior Design Services

541490

Other Design Services

541810

Advertising Agencies

541820

Public Relations Agencies

541830

Media Buying Agencies

541840

Media Representatives

541922

Commercial Photography

Awards

Ohio MBE Award: Top FBE, 2020

Best in Ohio Business Award:
Best PR/Marketing Agency, 2020

Expertise: Best Web Designers in
Dayton, 2020

Dayton MBAC EDGE Business
of the Year, 2019

Noir Marketing and Public
Relations is a member of:

- AAF Dayton

Certifications

SBE - Small Business Enterprise

WBE - Woman Business
Enterprise

HUD Section 3 certified through
the City of Dayton

EDGE certified through the State
of Ohio



Methodology

Before starting any job, we **listen**. We discuss with the client what their vision is for the project as a whole and what applications the project might have upon completion. We do our best to get an idea of things they like and things they don't like. Getting to the "why" of a project helps get to the solution.

Our next step is to **research**. We research similar ideas to see what's already been done so that we do not duplicate another organization's idea. Whether it's artwork or a name, we want to make sure our clients have a unique finished product.

After we research, we **sketch**. We doodle. We play with words and shapes until we get several options to show our client. Initially, we present three to five different concepts for our client to consider. It's common for clients take bits and pieces from several options to form another concept. Our second round of concepts will generally show just one version of the design, depending on the first-round direction. Generally, we have final art after round two.

Differentiators

Client-centered approach. We don't just want our clients to get good work, we want our clients to get excellent work and have an enjoyable experience from the first concept through to the completion of final files and deliverables. At Noir, our clients are part of our team.

Core Competencies

- Marketing Strategy
- Public Relations
- Graphic Design
- Media Planning / Purchasing
- Web Builds / Web Edits
- SEO
- Blogging
- Press Releases
- Logos / Branding
- Video
- Photography / Photo Shoots
- Content Creation
- Marketing Campaigns
- Social Media Strategy
- Event Planning / Event Logistics
- Signage
- Print Collateral
- Promotional Items

Previous Clients

- Konecranes
- Trotwood Community Improvement Corporation
- WiBN / Dayton BBB
- Alzheimer's Association, Miami Valley and NW Ohio Chapters
- Catholic Social Services of the Miami Valley
- Springfield Metro Housing
- Greater Dayton Premier Management
- Absolute Vacuum Corp., LLC
- The Windsor Companies
- Lindy Properties
- Greater Dayton YWCA
- City of Dayton Human Relations Council
- Divine Catering and Events
- Lifestyle Comfort Solutions
- TechAdvisors
- Oberer Management Services
- Dayton Minority Business Assistance Center



Thank you for the opportunity to discuss your communication needs. We are thrilled you are considering Noir for your project. Please visit NoirMarketingandPR.com or contact us for more information.

Jessica East

President and Creative Director

jessica@noirmarketingandpr.com



120 W. 2nd St., Suite 910, Dayton OH 45402

(937) 506-0661

@Noir_PR

/NoirMarketingandPR