



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
 Best in Ohio Business Award: Best Web Development Agency, 2021
 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
- WBENC Ohio River Valley

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, Ohio and West Virginia Chapters
- Catholic Social Services of the Miami Valley
- Downtown Dayton Partnership
- Greater Dayton Premier Management
- Absolute Vacuum Corp., LLC
- The Windsor Companies
- Lindy Properties
- Greater Dayton YWCA
- Rich Taste Catering
- EnviroControl Systems
- Lifestyle Comfort Solutions
- TechAdvisors
- Oberer Management Services
- Twist Cupcakery



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.

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