

# CAPABILITIES STATEMENT



## About Us

Greene Street Communications, LLC (Greene Street), is a full-service, award-winning creative agency with a niche for the thoughtful inclusion of diversity in marketing. We are a U.S. Small Business Administration 8(a) and HUBZone-certified firm, and we are certified women-owned by WBENC. Our expertise extends into both the government and corporate sector, where we've led rebranding efforts, launched promotional print and broadcast campaigns and managed high-profile events. Greene Street is here to break the conventional advertising mold. Our clients are advised to consider diversity at the start—a firm demonstration of a commitment to equity in a world begging for more.

## Core Competencies

Greene Street offers a targeted and effective approach to addressing challenging, ineffective marketing and Public Affairs concerns. The firm's specialties include, but are not limited to, the following:

- Community Outreach
- Crisis Communications
- Geotargeting/Geofencing
- Social Media Outreach
- Signage (Indoor & Outdoor)
- Large & Small Events
- Website Design & Maintenance
- Video Production/Editing
- Advertising
- 508 Compliance Services
- Media Buying
- Transcreation Services
- Direct Mail Campaigns
- Market Research
- News Releases
- Public Service Announcements
- Presentation Development/ Speechwriting
- Publication Design & Development
- Strategic Planning
- Executive Media Training

## Past & Present Clients

- Virginia Department of Emergency Management
- Virginia Department of Health
- U.S. Nuclear Regulatory Commission, Office of the Chief Information Officer
- Clark County School District (Las Vegas)
- Federal Emergency Management Agency (FEMA)
- U.S. Department of Defense - Defense Media Activity
- U.S. Department of the Interior
- U.S. Department of Housing & Urban Development
- MetLife, Inc.
- Boston Public Schools

## Differentiators

- Created a collection of impactful and targeted campaigns to support mitigation and vaccination efforts at the height of the COVID-19 pandemic across Virginia
- Successfully planned 10,000+ attendant events
- Worked FEMA disasters (including Hurricane Katrina, Midwest floods and California wildfires) and the launch of the National Recovery Network for the U.S. Fire Administration

**DUNS: 080042800**

**CAGE: 7H8Y9**

### NAICS Codes:

- 512110: Motion Picture and Video Production
- 519130: Internet Publishing and Broadcasting and Web Search Portals
- 541430: Graphic Design Services
- 541613: Marketing Consulting Services
- 541810: Advertising Agencies
- 541820: Public Relations Agencies
- 624230: Emergency and Other Relief Services
- 541910: Marketing Research and Public Opinion Polling
- 541990: All Other Professional Scientific and Technical Services
- 541611: Administrative Management and General Management Consulting Services
- 561410: Document Preparation Services



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