



# Capabilities Statement

BRANDING | DESIGN | MESSAGING | RESEARCH

Drives Marketing. Moves People.



## COMPANY OVERVIEW

With staff augmentation for student enrollment, fan experience and alum engagement efforts, B63 Line serves public, private, and corporate preschool, primary, secondary and post-secondary education institutions. With distinct communication channels, targeted messages, and personalized value propositions we help schools drive marketing for enrollment, attendance, fundraising, diversity growth, workforce development and more.

## CORE COMPETENCIES

- Market Research
- Strategic Messaging
- Brand Awareness
- Print & Digital Design
- Recruitment Marketing

## UNIQUE COMPETENCIES

- Secret Shopping
- Competitive Investigative Analysis
- Copywriting and Content Creation
- Alum Engagement & Fundraising
- Environmental/Experiential Design

## DESIGNATIONS

DUNS: 929687932

Cage Code: 67P65

NAICS: 541613, 541430, 541620, 541810, 541850, 541860, 541870, 541890, 541910

UNSPSC: 55120000, 80000000, 80100000, 80140000, 80160000, 81000000, 81160000, 82000000, 82100000, 82110000, 82120000, 82130000, 82140000, 83110000, 83120000, 86000000, 86130000, 90150000

PSC: AA21, AA22, AA23, AA26, AA27, AE11, AE12, AE13, AM11, R499

EIN: 26-3793703

WBENC: 2005127879

WOSB: 170516 (Third-Party Certified)

## PAST PERFORMANCE

**Miami (Ohio) University** – Online fundraising portal



**Wright State University** – Arena floor design, environmental graphics



**University of Dayton Research Institute** – Branding, messaging, advertising, web portal



**Washington State Community College** – Market research, branding, design, website



**Eastern Kentucky University** – Copy writing, content development, brand integration



**Sinclair College** – Market research support, editing, graphic design



**Fastlane** – Branding, messaging, advertising, web portal, audience targeting and communications

**International Paper** – Employee education and engagement, design, messaging, communications

**U.S. Army Corps of Engineers**

– Legislative and technical educational materials, branding, communications, collaboration

## RECOGNITION

• 2009-16 American Graphic Design Awards (x19); GDUSA



• 2013 Eclipse Integrity Award Finalist; BBB



• 2012 CFO of the Year Honoree; Dayton Business Journal



• 2010 Forty Under 40 Recipient; Dayton Business Journal

• 2010 Rookie Business of the Year; Dayton Business Journal



## DIFFERENTIATORS

- Strategically focused creative solutions
- Value oriented for improved ROI
- On-call design and development services
- Fills capacity gaps within your workforce
- Offices in Ohio and Kentucky

DRIVES MARKETING. MOVES EDUCATION.

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