



Capabilities Statement

BRANDING | DESIGN | MESSAGING | RESEARCH

Drives Marketing. Moves People.



COMPANY OVERVIEW

From startups to Fortune 100 organizations, B63 Line supports manufacturers of all sizes. We support in-house teams when capacity gets stripped or when expert collaboration is needed. We can also act as your entire marketing team if internal resources do not exist, to provide CMO-level guidance at a fraction of the cost. We'll keep an eye on objectives, timelines, budgets and metrics, while elevating your brand for growth.

CORE COMPETENCIES

- Market Research
- Strategic Messaging
- Brand Awareness
- Print & Digital Design
- Product Placement

UNIQUE COMPETENCIES

- Secret Shopping
- Competitive Investigative Analysis
- 3D Rendering & Animation
- Fundraising Campaigns
- Political Action Committee Support

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

Patient & Consumer Pharmaceuticals

– Branding, collateral, website



University of Dayton Research Institute

– Branding, messaging, advertising, web portal



Liteflex Composite Springs – Branding, collateral, sales support, exhibit displays

Buckeye Fabricating – Photography, copy writing, sales collateral



Lee Plastic – Branding, collateral, website



International Paper – Employee communications and engagement, design, direct mail campaign



Hydro Systems – Websites for U.S., China and Brazil

U.S. Army Corps of Engineers – Branding, communications, collateral



Bayer Healthcare – Technology support for exhibit

Blue Buffalo Pet Foods – PR support, communications

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

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