

## CAPABILITIES STATEMENT

# We build business value through better branding.

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### core competencies

- **Strategic Branding**
  - Brand positioning
  - Define brand strategy
  - Develop sustainable brand messaging
  - Implement marketing tactics effectively and consistently
- **Brand Identity**
  - Logo, stationary and web design
  - Naming and tagline
  - Corporate communications and investor relations
- **Sales Enablement Tools**
  - Inbound marketing
  - Sales collateral
  - CRM integration
  - Trade shows
- **Advertising and Online Marketing**
  - Website design and development
  - Email and social media marketing
  - Search Engine Optimization
  - Blogging
  - Print, broadcast and mobile advertising
  - Pay-per-click advertising

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### company data

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SBA 8(a) Certified Woman Owned Small Business

DUNS # 944323054

NAICS 541810 (Advertising Agency) & 541810 (Marketing Management Consulting)

SIC Codes 7311 Advertising Agencies

SAM 944323054

### differentiators

Founded in 1995, Hummingbird Creative Group helps build business value through better branding. We work primarily with leaders of manufacturing/distribution, B2B and service businesses to define brand strategy, develop sustainable brand messaging and implement marketing tactics through advertising, graphic design, sales enablement, public relations and online marketing services. Hummingbird Creative Group helps companies imagine and build brand equity in succinct and practical ways. We offer a system of measuring brand equity over time driven by marketing strategy and execution. We shift value from the owner to the business by building a brand for the business, and we help the business gain more "Monopoly Control" by developing strong USPs to differentiate.

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### past performance

#### NC Defense Business Association

Hummingbird Creative Group performed insight interviews with members and strategic branding activities with the NCDBA board to develop high level brand messages and now works with the NCDBA's marketing committee to ensure those messages are consistently used in all their materials.

#### Protus3

Hummingbird Creative Group works with Protus3, a security consulting, investigations and design firm established in 1988. Initially, Hummingbird created brand positioning driven by customer insight, a new company name and logo, public relations, website development and SEO, and today Hummingbird manages ongoing marketing tactics.

#### EMS American

Hummingbird Creative Group worked with EMS American to develop sales and marketing materials to promote the company's portable module buildings to the DOD and other government agencies.



where ideas fly.

