

CAPABILITIES STATEMENT



NORTHSTAR STRATEGIES INC.

Woman-Owned Small Business
Certified DBE



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CORE COMPETENCIES

NorthStar Strategies provides innovative marketing and advertising solutions for government.

- **Advertising:** Design and execute advertising for all media
- **Marketing:** Plan and execute integrated programs
- **Marketing Strategy:** Develop priorities/processes to achieve project goals
- **Branding:** Create public understanding of unique benefits
- **Creative Strategy:** Define targets, brand promise and rationale
- **Creative Development:** Strategic copywriting and art direction
- **Broadcast & Print:** Produce radio, TV, print, direct mail, brochures, etc.
- **Internet & Social Media:** Design and execute integrated programs
- **Graphic Design:** Maximize visual impact of print materials
- **Media Planning & Placement:** Negotiate options and implement
- **Promotions:** Plan and execute customer-oriented promotions
- **Market Research:** Design and execute qualitative & quantitative studies

KEY DIFFERENTIATORS

NorthStar Strategies is a proven, responsible provider:

- Meeting clients' needs on-time and on-budget for over a decade
- D & B Open Ratings Past Performance Score of 97%
- 97% D&B ratings for Cost, Timeliness, Quality, Reliability
- 98% D&B rating for Responsiveness
- 30+ yrs. advertising/marketing experience

PAST PERFORMANCE

- Developed and implemented a new integrated marketing campaign for Illinois Partners for Clean Air, a division of IL EPA. Expanded marketing to a 12-month continuity program. Introduced digital and social media as core elements of the program. "Grew social media activity including Facebook Likes from 114 to 8,200+ in 8 months, reaching over 48,500 Likes 2 ½ years later.
- Launched Car Free Week promotion for IL Regional Transportation Authority. Increased participation in a public transit trip-tracking program by 102%.
- Coordinated marketing program for Four Seasons Sunrooms. Customer leads up 83%, gross sales grew 76%, and cost-per-lead decreased 25%.
- Executed online marketing program for 39,000 real estate broker members of the Council of Residential Specialists.

COMPANY DATA

NIGP Class Codes:

915 01 Advertising Agency Services,
915 02 Advertising
915 03 Advertising/Public Relations
915 04 Advertising; Outdoor Billboard
915 06 Audio Production
915 14 Broadcasting Services; Radio
915 15 Broadcasting Services; Television
915 22 Communications Marketing Services

915 28 Electronic Information
and Mailing Services
915 48 Graphic Arts Services
915 51 Information Highway Electronic Services
915 71 Newspaper and Publication Advertising
915 74 Radio Commercial Production
915 78 Television Commercial Production
915 82 Video Production

FBE Certified

by Illinois Central Management Services

IL DBE Certified

by Illinois Dept of Transportation

CAGE Code: 5FBV4

DUNS: 830192220



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