
CAPABILITY STATEMENT

Parker Avenue has delivered creative marketing services for 20+ years while embracing a client-first mentality and an ethos of ethics and accountability. Clients know they can count on us to deliver strategic creative and a level of transparency rarely found. With deep experience, we embrace organizational and cultural sensitivities that inform how we work with clients and the creative we deliver. www.parkeravenueadvertising.com

CORE COMPETENCIES

Advertising/Marketing

- Advertising campaigns
- Media
- Strategy and planning
- Creative and concept development
- Events and promotions

Content Development and Copywriting

- Advertising copy
- Collateral
- Website content and copy
- Customer/organization success stories
- Video and radio scripts

Branding

- Branding strategy
- Branding identity design and systems
- Logos
- Taglines
- Messaging development

Video

- Video strategy
- Concept development
- Scriptwriting
- Directing
- Editing

DIFFERENTIATORS

- Projects always on time and on budget
- Client-first culture
- Insightful industry-driven creative work
- Highly experienced professional team with an unbeatable work ethic
- Large and small projects without compromise

COMPANY STATEMENT

CAGE Code: 9MVA6

Adrienne Parker
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Fort Lauderdale, FL 33315
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650.348.9889

SOCIOECONOMIC STATUS

WOSB: In review, awaiting approval.

PAST PERFORMANCE

State of Pennsylvania Department of Community and Economic Development

Sub-contractor: Visit PA website concept development. Fall in PA website research, content development, writing. Hershey Dutch Country website concept, content development, research, podcast interviews, photography

Del Norte County Convention & Visitors Bureau

Contractor: Advertising campaign, website development and all content

San Mateo County Health (CA)

Contractor: Advertising campaign, recruitment brochure, web pages, videos

Washington Hospital Healthcare District (CA)

Contractor: Ad planning, multiple digital advertising, social media and offline ad campaigns including print, broadcast, outdoor, transit, and video, website content and landing pages, collateral materials

NAICS CODES

541810 (**primary**), 512110 (**primary**), 541850, 841860, 711510, 541613, 926140, 512191, 541921, 541922