



## CAPABILITY STATEMENT

### CORE COMPETENCIES

PeRfect Plan Public Relations, LLC is certified by the North Central Texas Regional Certification Agency (NCTRCA) as a Disadvantaged, Minority Woman Owned Small Business Enterprise (D/MWBE) that focuses on the female and multicultural consumer markets, non-profit organizations, and diversity sensitivity. We blend advertising and public relations principles to develop customized communications strategies and solutions that are cost effective for the client and embraces the important third-party validation inherent with public relations. PeRfect Plan PR then integrates public relations intelligence into every aspect of a client's campaign.

### COMPANY DATA

- ◆ DUNS #: 070984865
- ◆ CAGE #: 8KVS4
- ◆ NAICS Code: 541820
- ◆ D/MWSBE Certification



### DIFFERENTIATORS

- ◆ **Senior Public Relations Experience** - 25 years of general market and multicultural public relations agency experience
- ◆ **Educated Sr. Leadership Team** - M.B.A. (Marketing Emphasis); Master of Social Work (Aging Population Specialization); B.A. in Communications (PR Emphasis); Dual B.A. in Social Work & Applied Gerontology
- ◆ **Nonprofit Management** - we use a for-profit approach and conduct demographic and psychographic research on a nonprofit's client base when developing nonprofit communication solutions



### SERVICES

- ◆ **Strategic Planning** - we develop customized, strategic plans that align with your business goals and objectives
- ◆ **Media Relations** - we understand the media and ensure that your key messages get into the right hands
- ◆ **Brand Management** - we define your brand as the unique essence and differentiating factor of an individual, organization, product or service
- ◆ **Airport Advertising** - we are JCDecaux's local sales partner at DFW International Airport
- ◆ **Internal Communications** - we ensure that your internal audience receives consistent and key organizational messaging to sell your organization's brand

### PRESENT & PAST PERFORMANCE

- ◆ American Airlines
- ◆ Bahamas Ministry of Tourism & Aviation
- ◆ Harley Davidson
- ◆ Housing Authority of Salt Lake City
- ◆ JCDecaux Airport Dallas Fort Worth, LLC
- ◆ Me Fine Foundation, Inc.
- ◆ National Court Appointed Special Advocate (CASA) Association