

# 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

### NAICS Codes:

541430 - Graphic Design Services  
541613 - Marketing Consulting Services  
541810 - Advertising Agency  
541860 - Direct Mail Advertising  
541890 - Other Services Related to Advertising  
541910 - Marketing Research

**FBE Certified** - by Illinois Central Management Services

**IL DBE Certified** - by Illinois Dept of Transportation

**WI DBE Certified** - by Wisconsin Dept of Transportation

**CAGE Code: 5FBV4**

**DUNS: 830192220**



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