

COMPANY INFORMATION

DESIGNATION:

100% wholly owned WBE
Certified S Corp.

NIGP CODES:

918-26-00 PRIMARY:

Communications: Public Relations
Consulting

918-26-20 Consulting,
Communications, Public Relations

915-00-00 Communications and
Media Related Services

915-22-00 Communications
Marketing Services

915-27-00 Editorial Services

915-82-00 Video Production

915-72-00 Photography

965-30-49 Layout and Graphic
Design Services

961-90-95 Writing Services

NAICS CODES:

541820 PRIMARY: PR Services

541613 Marketing Consulting

512110 Video Production

541511 Web Design

519130 Internet Publishing

541430 Graphic Design

541922 Commercial Photography

SIC CODES:

8743 PRIMARY: PR Services

7812 Video Production

7335 Photography

7336 Graphic Design

PSC CODES:

R708 PRIMARY: PR Services

R426 Communications Services

T006 Video Production

T001 Graphic Design

T010 Photography



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CAPABILITY STATEMENT



Gail Fitzer, a former journalist for Reuters, AP and The Hollywood Reporter, founded AWAKEN PR to help government agencies, nonprofits and businesses raise public awareness about their vital work. AWAKEN PR is results-driven PR and marketing communications firm that delivers smart strategy, top-tier national media coverage, compelling content and video marketing, web design and graphic design to meet all of our clients' creative marketing needs. Our talented team members have held senior positions at some of the world's most respected PR agencies, media outlets, nonprofits, government agencies, hospitals and healthcare companies. Visit www.awakenpr.com to learn more about our capabilities and extraordinary results.

CORE COMPETENCIES

- **MEDIA RELATIONS** - An extraordinary track record of placing stories about our clients in top-tier national media outlets
- **CONTENT MARKETING** - Former journalists write articles, blogs, op-eds, website copy, ebooks, email newsletters and any other digital or print marketing content needed
- **VIDEO** - Former TV producers and editors deliver the highest-quality marketing videos
- **WEB DESIGN** - Talented web designers and content writers work together to produce compelling SEO-optimized, responsive websites
- **SOCIAL MEDIA** - Content writers post consistently on all relevant platforms, increasing followers and engagement while driving additional traffic to client websites
- **COMMUNICATIONS STRATEGY** - Media and marketing experts develop and implement highly effective integrated communications strategies
- **MEDIA TRAINING** - Clients are coached prior to media interviews to maximize positive publicity and prevent negative media coverage
- **PUBLIC AFFAIRS** - Talented experts implement multiplatform campaigns that mobilize grassroots support to effect legislative, political and social change

PAST PERFORMANCE

- Health and Human Services Organizations • Government Service Organizations
- Hospitals and Healthcare Companies • Colleges/Universities/Schools
- Nonprofit Organizations • Social Justice and Disabilities Organizations
- Startups and Small Businesses • Authors and Artists

DIFFERENTIATORS

- Extraordinary track record of top-tier TV, digital, newspaper, magazine and radio placements
- Distinctive blend of expertise in PR, journalism and digital marketing
- Results and service that surpass what clients receive from large, established PR firms
- One-stop shop for all your marketing communications needs
- Experienced team of PR professionals, former journalists, TV producers, web designers and digital marketers