## CAPABILITIES STATEMENT

UEI: DLWKJXG3TZ65 | CAGE #: 85K76

## **CORPORATE SUMMARY**

Founded in 2008, Blueprint Creative Group is an 8(a) certified woman-owned strategic planning firm. We integrate strategy, technology and learning development to provide government with enterprise-wide communications, institutional awareness and digital modernization through data analytics, automation, data visualization and dynamic content. Our strategic planning work supports program management, change management, and Diversity Equity Inclusion and Accessibility (DEIA) programs.



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8(a): C00fMd (Exp: 10/31/29) | WOSB certified



U.S. Small Business Administration 8(a) Certified







- ► 541611 Administrative Management
- 541613 Marketing Consulting
- 541810 Advertising
- 541820 Public Relations
- 541910 Market Research & Public Polling
- ► 541511 Custom Computer Programming
- ► **519190** All other information services
- 611430 Professional & Management Training



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- Health & Science Communications
- Enterprise-wide strategic communications
- Strategic planning
- Program management
- Media monitoring & executive briefings
- Market research & feasibility
- Advertising and multimedia development
- Digital modernization
- Training & development
- Administrative and business support



- Neuroscientist leads Blueprint's Health & Science Communications practice with a focus on behavioral science and scientific research.
- Strategy is our wheelhouse not tactics and we lead all marcomms with strategic planning and not by discipline (i.e. PR, digital, media).
- Full-service agency with in-house capabilities. <u>Benefit</u>: Quick turnaround, lowers risk and cost efficient.

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We help government meet real time needs during times of opportunity, change and crisis to include: rapid response during crisis and emergencies; adapting to and managing organization-wide change; and leveraging opportunities to grow and improve business impact and program/service delivery.

### **U.S. Trade and Development Agency**

Supporting USTDA on \$75 million IDIQ to support infrastructure development initiatives in priority markets. Scope of work includes program management, organizing conferences and Reverse Trade Missions, technical assistance and training.

Contract period: Feb 2022 with 12-month base period plus four 12-month options Contract value: \$5 million ceiling during each year of the IDIQ

#### **Metropolitan Government of Nashville and Davidson County**

**PAST PERFORMANCE** 

Supporting with city and county-wide strategic marketing and public affairs across nearly 60 departments and subagencies within the government structure. Scope of work includes program support, technology design, multimedia development, crisis communications, brand strategy, messaging and community engagement.

Contract period: January 2019 - January 2024 Contract value: \$2 million

#### **Nashville Department of Transportation**

Supporting NDOT with Vision Zero marketing and education campaign, which is a national traffic and road safety initiative. Scope of work includes strategic development, behavior change marketing, multimedia production, paid and earned media strategies and execution and web content development.

Contract period: April 2022 with option to extend to 5 years Contract value: \$2.1 million

#### **University of Utah Health**

Support the world's largest genetic database with enterprise-wide strategic communications with the objective of elevating the national ranking and international profile of the health system. Includes promoting clinical, educational and scientific research.

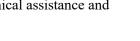
Contract period: Period: Dec 2018 with 4 annual renewal options and extended Aug 2022

Nashville.gov

NDOT







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