

CAPABILITIES STATEMENT

blueprint
creative group

UEI: DLWKJXG3TZ65 | CAGE #: 85K76

CORPORATE SUMMARY

Founded in 2008, Blueprint Creative Group is an 8(a) and WOSB certified strategic communications and program management firm. By leveraging our agile expertise in research, analysis, and communications, we help government agencies unlock innovative solutions, bridge communication gaps, and engage diverse communities in building a resilient and thriving future. Our aim is to help government agencies modernize, digitize and innovate their programming, processes and systems to better respond to disruptive trends in consumer behavior, technology, and public health



CONTACT DETAILS

Contact Name: **Fabiola Fleuranvil**
Address: 990 Biscayne Blvd, Suite 503
Miami, FL 33132
Phone: **305.741.0378**
Email: **Fabiola@blueprintcreativegroup.com**
Website: **blueprintcreativegroup.com**



CERTIFICATIONS

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



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



CORE COMPETENCIES

- ▶ Health & Science Communications
- ▶ Enterprise-wide strategic communications
- ▶ Public Affairs Office support
- ▶ Program management
- ▶ DEIA program development
- ▶ Market research & feasibility studies
- ▶ Advertising and multimedia development
- ▶ Digital modernization
- ▶ Training & development
- ▶ Conference organizing & meetings support



DIFFERENTIATORS

- ▶ **Neuroscientist** leads Blueprint's Health & Science Communications practice with a focus on behavioral science and scientific research.
- ▶ **International past performance** supporting program management overseas.
- ▶ **Full-service communications** firm with in-house capabilities. Benefit: Quick turnaround, lowers risk and cost efficient.



NAICS CODES

- ▶ **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

PAST PERFORMANCE

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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.

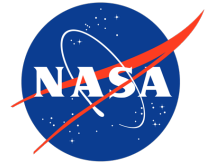
Public Affairs Office Support

Blueprint supports the U.S. Army Medical Research and Development Command (USAMRDC) with expert communications support to elevate military medicine. We provide speechwriting for Command leadership, science writing, visit organizing for congressional visits, and graphic design services.



Program Support for Innovation, DEIA Outreach, Communications and Meeting Logistics

Subcontractor on the NASA Open Innovation Services \$175 million IDIQ and provides program support to NASA's Early Stage Innovations & Partnerships Portfolio for the Space Tech Catalyst prize competition. Our SOW includes stakeholder engagement and outreach to underserved communities, message development, materials development and logistics and planning for the convening meeting.



Meeting and Conference Organizing in Southeast Asia

Awarded on a \$75 million IDIQ to support USTDA's priority markets, Blueprint's current task order supports program management, conference and meetings logistics, Reverse Trade Missions, technical assistance and training.



Digital Marketing, Media Buying and Materials Development in Colorado and Georgia

Supports Colorado and Georgia Army National Guard's Recruiting and Retention Battalion with advertising, media and outreach support to drive enlistment.



Traffic Safety Education, Behavior Change Communications

Supporting Nashville Department of Transportation (NDOT) with Vision Zero marketing and education campaign to eliminate traffic fatalities. Scope of work includes research, behavior change marketing, multimedia production, paid and earned media and web content development.



Enterprise Communications, Web Development, Materials Development

Supporting City of Nashville and Davidson County with city and county-wide communications and public affairs across nearly 60 departments and sub-agencies with program support, web development, multimedia, crisis communications, and community engagement.



Health and Science Communications

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.

