

CAPABILITIES STATEMENT



blueprint
creative group

Established in 2006, Blueprint Creative Group uses strategic communications to create public awareness, education, and outreach for public agencies. We work on projects that meet national priorities and helps to improve public health, solve social issues, activate people, engage the public, and promote public policy.

We are a woman-owned, minority, small business.

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BlueprintCreativeGroup.com

Fabiola Fleuranvil, President

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NAICS CODES

512110	Motion Picture and Video Production
541430	Graphic Design Services
541611	Administrative Management and General Management Consulting
541613	Marketing Consulting Services
541810	Advertising Services
541820	Public Relations Services
541830	Media Buying Services
541840	Media Representatives
541850	Outdoor Advertising
541860	Direct Mail Advertising
541870	Advertising Material Distribution Services
541890	Other Services Related to Advertising
541910	Marketing Research and Public Opinion Polling
561920	Convention and Trade Show Organizers

DIFFERENTIATORS

We blur the lines between strategy, data, and technology to use insights into consumer behavior and human motivation to yield transformational branding, behavior change, and social impact.

- As a consultancy, our formula for unignorable branding is 70% strategy and 30% tactics. The result is sustainable and deeply engaging public awareness campaigns.
- Through our global agency network, Blueprint Creative has the combined capabilities of a dozen agencies, each with different specialties and strengths.
- As an agency driven by data interpretation and marketing technology, we use analysis and research to develop innovative public education campaigns that produces cross-channel content, immersive storytelling, geofencing mobile, and digital strategy.

CORE COMPETENCIES

Blueprint Creative's communications capabilities include:

- Behavior change programs
- Outreach and communications
- Demographic research
- Market research, focus groups, and surveys
- Program development
- Public health education
- Outreach to disparate populations
- Social impact initiatives
- Issues advocacy
- Reputation management
- Crisis communications
- Thought leadership
- Organizational branding

CLIENTS

- VISIT FLORIDA
- NeighborWorks America
- Nashville and Davidson County
- University of Utah
- Northeast Florida Regional Council
- Atlanta Regional Commission
- Florida A&M University
- City of Miami Gardens
- City of North Miami
- Miami-Dade County
- Guyana Tourism Authority
- Spain Tourism Board
- Senegal Agency for Export Promotion

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