



COMPANY DATA

NAICS: 511210, 519190, 541519, 541611, 541613, 541618, 541810, 541820, 541890, 541910, 611420, 611430, 711510 **PSC:** R409, R426, R499, R708, R799
CAGE: 6HQG5 **DUNS:** 620897413

CERTIFICATIONS

CONTRACTING VEHICLES

A+ Better Business Bureau
U.S. HUBZone, WOSB and SBA 8(a)
U.S. Dept. of Transportation DBE
New Jersey SBE & MWBE
New York State and NYC MWBE
Port Authority of NY/NJ MWBE
WBENC WBE
NMSDC MBE



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KEY OFFERINGS

Social Media Management
Public Relations and Events Support
Crisis Communication and Media Training
Strategic Marketing and Business Development
Website, Brochure, Video and Collateral Creation

WHY IMPACT

Impact Consulting Enterprises helps businesses grow and brands expand by telling their untold stories to women, millennials, African Americans, Latinos and Asians. Foundations, corporations and individuals work with us to elevate their public profiles, increase brand awareness and achieve revenue objectives.

Clients choose Impact so that their customers and constituents feel good about where they are, and better about where they are going.

DIFFERENTIATORS

Optimized to strategize, implement, assess and recalibrate as a dependable and quality-driven extension of your team.
Experienced in strategically connecting with diverse audiences.
Able to reduce marketing expenses by creating and implementing segment driven strategic plans that tell the untold stories.
Focused on identifying targeted psychographic profiles that guide marketing and advertising decisions.

PROBLEMS SOLVED. RESULTS ACHIEVED.

Eliminate frustration with ineffective email-marketing campaigns.
Re-energize social media channels and websites that are not generating desired traffic or response rates.
Elevate public awareness and increase understanding about programs, products and services.
Clarify ways to easily connect offline and online presences to increase revenue.
Tell your untold stories and grow your business.

SELECTED PAST PERFORMANCE

Clinical Trial Recruitment: Suven, Inc.

Public Relations, Social Media Management, Marketing

Event Management: Newark International Film Festival

Live Awards Ceremony, Strategic Branding, Public Relations and Social Media Support

Storytelling: Newark, N.J.'s Department of Economic & Housing Development

Strategic Branding, Public Relations and Social Media Support

Re-branding: U.S. Merchant Marine Academy Admissions Office & Department of Public Affairs

Marketing Strategy and Media Campaign. Digital and Print Recruitment Materials, Brochures, Videos and Digital Flip Books

Urban Development: Newark, N.J.'s Community Economic Development Corporation

Media Relations and Strategic Communication: Public Relations, Positioning and Media Monitoring

Non Profit: Newark Celebration 350 (NC350)

Media Relations and Strategic Communication: Year-End Report, Public Relations, Positioning and Media Monitoring

We work with words.
We work with you.



Gateways to Newark Artist: Nina Chanel Abney

OUR URBAN EXPERIENCE AT A GLANCE

Challenge:

What was once a world-class, industrial, powerhouse is now a global, multi-cultural, urban center focused on revitalizing a people's hope and re-invigorating a region's economic prosperity. Newark's Downtown District needed to share the city's mural project with the nation, and present Newark's concrete cityscape, vibrant people and cultures to the world.

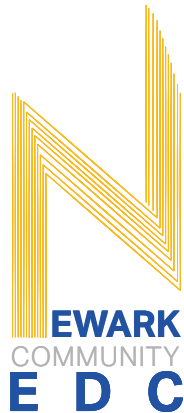
Solution:

Our team provided communication oversight and assisted in executing the culminating events. Team Impact created and disseminated information about the second longest mural in the country. A comprehensive media kit was produced with media materials that detailed mural facts and figures; highlighted the projected community impact; talked about the inspirational collaborations, donations and partnerships that brought the mural to fruition; and shared the accolades and visions of the 17 artists commissioned to transform the wall. Media coverage garnered an audience of nearly 2 million people, as well as the attention of trendy art bloggers and culture aficionados.



Newark International Film Festival

Impact provided oversight and assisted in executing the final phase of festival activities. Our production team produced the live awards ceremony and secure international media coverage. We coached the film festival team, when and where needed, and provided strategic public relations support. In all, we secured nearly 50 million online views and media coverage with a publicity value in excess of \$500,000. This project yielded a 99,000-percent return on investment. Yes - 99,000% ROI.



Newark Community Economic Development Corporation

Newark, NJ had a story to tell and Impact told the world. We created a strategic plan and then identified, updated and shared stories that made people feel good about Newark and better about Newark's future. Seven of our targeted campaigns, including Mayor Baraka's Model Neighborhood Initiative, reached more than 1 billion people online. Additionally, we secured more than \$1 million worth of media coverage in less than 12 months, and organically acquired more than 2,000 Facebook fans and 1,000 Twitter followers within six months of engagement via content that we curated, posted and managed.



Newark Celebration 350 NC350

Strategic communication support was needed for the final months of Newark's year-long, anniversary celebration. Our team designed and created videos, and marketing and media materials featuring events from the 350th anniversary year. Impact reviewed, polished and helped prepare NC350's Year-End report, Reflections. And, although the final news conferences were generally local affairs, Impact garnered a global audience of 3.1 million people and secured measurable radio, television, cable, print and online coverage valued at nearly \$240,000.