



GSA CAPABILITIES STATEMENT

Designated a Small Business

Effective 4/17/2013

SINS: 541-1 Advertising Services • 541-2 Public Relations Services



Duns #: **783631336**

CCR and ORCA **Registered**

CAGE CODE: **46VG9**

EIN Number: **521631708**

NAIC Codes:

54810	Advertising Services
541820	Public Relations Agencies
541830	Media Buying Agencies
541860	Direct Mail Advertising
541890	Other Services Related to Advertising
541430	Graphic Design Services
541613	Marketing Consulting Services
519130	Internet Publishing and Broadcasting and Web Search Portals

CONTACTS:

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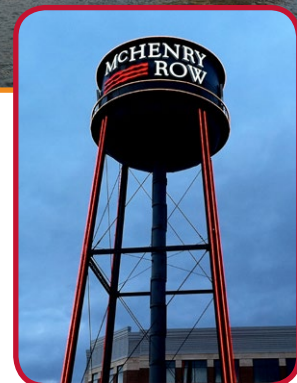
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ABOUT GKV

GKV is celebrating 30 years of creating advertising, direct marketing, branding, interactive and public relations campaigns on behalf of our clients. Our success is rooted in our ability to create and execute breakthrough strategies for companies and organizations that are out-spent in their categories. GKV and its clients succeed by challenging the category status quo. On their behalf, we have created advertising that has succeeded consistently in the marketplace and in industry award competitions by demonstrating thought leadership, emotional power and confidence.

We take great pride in the fact that we are a well run organization financially and a good steward of our clients' money. Since our inception, we have been a member in good standing with the Advertising Agency Association of America.

With a client roster of international, national and regional clients, GKV is located at McHenry Row near Baltimore's Inner Harbor (just five minutes off of Interstate 95). We're just a short drive from federal agencies located throughout the Baltimore-Washington Metropolitan area. More information can be found at www.gkv.com.



MARKETING SERVICES

GKV offers end-to-end creative marketing solutions. Tradition labels us an advertising agency. But what we really do is bring critical thinking, planning and innovative execution to the ever-growing number of ways you have to connect with your stakeholders and customers. Our overarching goal is to build successful marketing campaigns using the strategies and tactics that best meet the challenges and communications objectives of the task at hand. Our integrated services include:

- Strategic Planning
- Brand Development & Positioning
- Advertising
- Media Planning & Buying
- Research
- Digital Services
- Social Media
- Web Design
- Search Marketing
- Direct Marketing
- Event Planning
- Community Outreach
- Grassroots/Mobile Marketing
- Promotions/Partnerships
- Media/Public Relations
- Community Action Toolkits



CATEGORY EXPERIENCE

While our category list is diverse, the clients who have chosen to work with us have one thing in common — their desire to change the status quo to achieve greater success. They have sought our guidance to help them break from conventional marketing thinking to develop new approaches.

- Federal, State & Local Governments
- Health Systems
- Attractions & Restaurants
- Cause Marketing
- Travel & Tourism
- Retail
- Financial Services
- Higher Education
- Business-to-Business
- Health Insurance
- Packaged Goods/Food

Our work with government clients has been very diverse, ranging from the very successful national launch of the Medicare Prescription Drug Program on behalf of the Centers for Medicare and Medicaid Services, to the award-winning anti-tobacco initiative developed and managed for the State of Maryland.

CURRENT & FORMER CLIENTS

- Centers for Medicare and Medicaid Services (CMS)
- Coventry Health Care
- Maryland Health Insurance Plan (MHIP)
- Maryland Senior Prescription Drug Assistance Program (SPDAP)
- Maryland Department of Health & Mental Hygiene's Maryland Smoking Stops Here Anti-Tobacco Campaign
- MedStar Health
- Martek Biosciences Corporation
- St. Joseph Aspirin
- National Aquarium
- Reginald F. Lewis Museum of African American History & Culture
- National Foundation for Credit Counseling
- Nature Conservancy
- Maryland Department of Tourism
- Puerto Rico Convention Bureau
- InterContinental Hotels & Resorts
- Maryland Port Administration
- L-3 Communications
- Lockheed Martin
- Iridium Satellite, LLC
- Aerotek
- Penn State University Smeal College of Business
- University of Virginia Darden Graduate School of Business Administration
- Morgan State University
- PANDORA Jewelry
- Cape Cod Potato Chips
- Lance Snack Foods
- Maryland State Lottery

