



CAPABILITY STATEMENT

NueWay Studios, LLC

Key Capabilities

- Ability to provide all branding and creative services
- Experienced dedicated staff
- Proven social media campaign results using innovative digital strategies
- Ability to provide all services at reasonable prices
- Efficient collaboration with relevant, vital partners to offer creative solutions
- Produced award-winning PSA's and short narrative videos.

Quick Reference Codes

DUNS#:	031493376
Cage Code:	81J87
NAICS Codes:	541430, 541810, 541810
EIN#:	47-2664901

ABOUT NUEWAY STUDIOS

NueWay Studios is a certified WBENC and WOSB full-service brand development, and creative service agency led by Charday Oldacre. NueWay Studios is made up of an award-winning video production team and vibrant, visionary creatives with hands-on experience in their different areas of specialization. NueWay Studios is not just a name. We believe in taking a Nue approach with design by using unconventional branding techniques to bring out the most from each project. Our goal of removing the complexity from the creative process combined with our unique approach has enabled us to see record-high success rates which have positioned our clients to gain a competitive edge.

NueWay is led by Charday Oldacre who has extensive knowledge and experience after working at a prestigious digital advertising agency where she had the opportunity to work on projects for major brands such as Coca-Cola, Sea World, AMC Theaters and many more. Since then she has taken a fledgling branding studio to secure national and local Atlanta based recognized clients such as NAACP, New Balance, BedHead Media, Total Marketing Solutions and Fathers Incorporated. NueWay Studios has successfully created and launched several brands and lead countless creative campaigns that have lead clients to see up to a 25% growth increase in their brand's awareness and bottom line.

Since our inception in 2014, we have successfully scaled our operations, capacity, capabilities, staff strength, and collaborations. In 2018 we were selected by UpCity as one of the top 15 branding agencies in Atlanta and our dedication to each project, along with our idea of creating a NueWay of doing business, allowed us to secure a government contract in 2018 to re-brand and visually enhance the brand presence of the National Responsible Fatherhood Clearinghouse (NRFC) which falls under the office of Health and Human Services (HHS).

We operate with permanent and contract staff. In the bid to ensure the quality of all our projects, we bring in our trusted and high-level professional consultants and experts who work on a per-project basis. We have successfully curated teams who have worked to complete several projects over the years successfully. These teams have worked with both government and private entities across several industry backgrounds.

RECENT PERFORMANCE HIGHLIGHTS

- Selected number 9 as one of the Top 15 Branding Agencies in Atlanta in August 2018 from UpCity.
- Selected as the 2018 Premier Black Owned Marketing Firms for Creatives Everywhere by The Demo Tape.