

# CAPABILITY STATEMENT



## CORE COMPETENCIES:

- Brand development
- Graphic and web design
- Search engine & social media optimization (SEO & SMO)
- Video production and photography
- Motion graphics and animation

## QUICK REFERENCE CODES

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

NueWay Studios is an award-winning, full-service brand development agency helping mid-sized, B2B companies and government entities **EXPAND** their reach, **ELEVATE** their positioning, and **ENHANCE** connection and engagement at every stage of the customer journey.

## DIFFERENTIATORS

Two key principles distinguish NueWay from other creative agencies and drive our effectiveness: our company culture and our integrity.

We believe innovation happens at the highest level of creativity. As a certified WBENC and WOSB, we are intentional about incorporating diversity of thought to identify and execute imaginative solutions for our clients. Additionally, we curate only the best team for each project by engaging both our permanent staff and highly skilled consultants across multiple creative disciplines.

With an A+ rating from the Better Business Bureau, client trust is invaluable to us. We're dedicated to removing the complexity and frustration that can often accompany the brand development experience. Our goal is not just to create aesthetically-pleasing brand identities. We also aim to redefine the relationship between the client and the creative by offering our clients unrivaled transparency every step of the way.

## PAST PERFORMANCE

Since our inception in 2014, NueWay Studios has successfully used our unique, design-thinking approach to launch several brands and countless creative campaigns. We're proud to say that our clients have seen upwards of 25% increase in brand awareness and revenue after working with us.

## RECENT PERFORMANCE HIGHLIGHTS:

- Identified as 1 of the top 15 branding agencies in Atlanta
- A+ Better Business Bureau rating
- Telly Award for Social Video
- Hermes Awards for:

Print Media & Design for a rebranding campaign

Print Media & Design for marketing materials

## BRANDS THAT WENT A NUEWAY:

