

CAPABILITIES STATEMENT

CONTACT

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 Hart Inc.
 811 Madison Ave.
 Toledo, OH 43604

SMALL BUSINESS ENTERPRISE (SBE)

REGISTERED COMPANY NAME: PROFESSIONAL SERVICES
 HART ASSOCIATES, INC.
YEAR INCORPORATED: 1965
STATE OF INCORPORATION: OHIO
CORPORATION TYPE: S CORPORATION
SCHEDULE (PSS)
DUNS NUMBER: 018363457
CAGE CODE: 5NP48
UEI NUMBER: MU4JTKPNQK65

CORE CAPABILITIES

-  BRAND STRATEGY & BRAND PLANNING
-  DIGITAL & TRADITIONAL MEDIA PLANNING & BUYING
-  CREATIVE DEVELOPMENT & GRAPHIC DESIGN
-  VIDEO, TV & RADIO CONTENT PRODUCTION
-  PUBLIC RELATIONS, OWNED MEDIA & PROMOTIONS
-  ANALYTICS & MEASUREMENT REPORTING & RESEARCH
-  SOCIAL MEDIA COMMUNITY MANAGEMENT
-  WEB & APP DEVELOPMENT
-  EMPLOYEE, CONSUMER & BRAND EXPERIENCE CONSULTING
-  INNOVATION STRATEGY
-  CONSUMER, USER & COMPETITIVE RESEARCH

Award-winning, full-service advertising agency built to impact change in America.

Hart Inc. is a trusted partner within government contracting and has a deep understanding of the unique challenges and objectives facing local, state and federal agencies. We specialize in helping agencies communicate their missions, values and messages to the American public. Our programs aim to impact the lives of daily Americans through fully integrated PSA and marketing campaigns. We understand our government partners need to maximize resources and we work with them to implement best-in-class advertising practices, technology and human capital.

NORTH AMERICAN INDUSTRY CLASSIFICATION SYSTEM (NAICS)

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| 541810 Advertising Agencies | 541618 Other Management Consulting Services |
| 541830 Media Buying | 541720 Research and Development in The Social Sciences and Humanities |
| 541820 Public Relations | 541890 Other Services Related to Advertising |
| 541611 Strategic Planning | 541910 Marketing Research and Public Opinion Polling |
| 512110 Motion Picture and Video Production | 541922 Commercial Photography |
| 541430 Graphic Design Services | 541990 All Other Professional, Scientific, and Technical Services |
| 541490 Other Specialized Design Services | 561499 All Other Business Support Services |
| 541611 Administrative Management and General Management Consulting Services | |
| 541613 Marketing Consulting Services | |

PAST PERFORMANCE

Hart has relevant and significant past experience with local, regional and state level agencies, along with private sector companies.

Creative Design of Strategic Online Ads, Social Media Ads and Creative Print and Radio Advertising:

U.S. Treasury, Fannie Mae, DC Lottery, Ohio Liquor, Office of the Chief Financial Officer D.C., Destination DC, Destination Toledo, Metropolitan Washington Airports Authority, Columbus Regional Airport Authority, OH Department of Transportation, OH Lottery and many others.

Media Management and In-House Buying Services:

OH Department of Transportation, Metropolitan Washington Airports Authority, Columbus Regional Airport Authority, Experience Prince George's, Fannie Mae, U.S. Treasury, US Mint, U.S. Travel, National Geographic, OH Lottery, Ohio Liquor and many others.

Consulting Services: U.S. Treasury, Fannie Mae, DC Lottery, OH Lottery, Ohio Liquor and many others.

Video and Audio Production Services: Fannie Mae, OH Department of Transportation, Washington Metropolitan Airports Authority, Prince George's County, Office of the Chief Financial Officer D.C., Destination DC and many others.

Creative Copywriting & Editing Services: U.S. Treasury, Fannie Mae, DC Lottery, OH Lottery, Office of the Chief Financial Officer D.C., Destination DC and many others.

Purchases In Support of Media Initiatives: U.S. Treasury, US Mint, Fannie Mae, DC Lottery, OH Lottery, OH Department of Transportation, Prince George's County, Office of the Chief Financial Officer D.C., Destination DC, Destination Toledo and many others.