

## About Diversity Marketing and Communications

Diversity Marketing and Communications applies the science of human decision-making to inform, influence, and change behavior. We build communications campaigns that close the gap between awareness and action. Our approach yields meaningful and memorable results, particularly among audiences who may not readily connect with traditional marketing and media tactics.

Diversity delivers strategic solutions that support public involvement, community outreach, healthcare, recruitment, compliance, and other initiatives for businesses and public sector organizations. Our research-based, multi-channel campaigns include KPIs, with calls to action that track program effectiveness. All campaigns are scalable – from the hyper-local grassroots level to regional and national as needed

Now in our 15th year, Diversity is competitive with larger metropolitan agencies, yet maintains an entrepreneurial spirit, personal touch, and heartfelt passion for every project. We augment our core team of senior professionals with subject matter experts and KOLs who collectively deliver high value, customized and responsive business propositions.

**Let our certified woman-owned small business help you dig deep, think big, and drive change.**



### Our Services

- Community outreach and public involvement
- Content development for digital, print, and video (cultural adaptation and accessibility, plain language writing)
- Copywriting and editing
- Graphic design
- Market research (focus groups, IDIs, surveys, analysis) and strategic planning
- Multi-channel marketing campaigns (social, paid, and earned media; collateral; events; partnerships)

# Facts

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## Supplier Diversity Certifications

- State of New Jersey (DBE, WBE, SBE)
- State of New York (DBE, WBE)
- New York City (WBE)
- Port Authority of New York & New Jersey (WBE)
- U.S. Small Business Administration Woman Owned Small Business (WOSB)
- Women's Business Enterprise National Council (WBENC)

## Government Contract Vehicles

- GSA Multiple Award Schedule (Contract #GS-07F-0319U)
  - National Institutes of Health Blanket Purchase Agreement
  - U.S. Department of Agriculture Blanket Purchase Agreement
- System for Award Management (SAM)

## NAICS Codes

- 541613 Marketing consulting services
- 541820 Public relations agencies
- 541810 Advertising agencies
- 541430 Graphic design services
- 541910 Marketing research and public opinion polling
- 512110 Motion picture and video production
- 541840 Media representatives
- 561110 Office administrative services
- 561920 Convention and trade show organizers
- 541870 Advertising material distribution services
- 541860 Direct mail advertising

## Past Performance

### FEDERAL

National Institutes of Health  
U.S. Department of Agriculture  
U.S. Department of Labor

### STATE/REGIONAL AND HIGHER EDUCATION

Essex County (NJ) Prosecutor's Office  
Essex County (NJ) Sheriff's Office  
Hudson County (NJ) Office of Emergency Management  
Long Branch (NJ) Housing Authority  
Metropolitan Transportation Authority (MTA)  
New Jersey Department of Community Affairs  
New Jersey Department of Environmental Protection  
New Jersey Department of Health and Senior Services  
New York State Department of Transportation  
Port Authority of New York & New Jersey  
Rutgers University

### PRIVATE SECTOR

Dewberry  
ICF International  
Mason Tillman and Associates  
Princeton Partners  
Tetra Tech Inc.  
Winning Strategies



Leverage Diversity's network of MBE, WBE, DBE, SDVOSB, and 8(a) partners to tap the creativity and resourcefulness of small businesses. Learn more about this unique team and how we can help meet goals and requirements.

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*Government credit cards accepted*

