



# Allied Media Corp.

## Corporate Capability Statement

**Address:** 5252 Cherokee Ave. Suite 200. Alexandria, VA 22312.

**Phone:** 703-333-2008 **Fax:** 703-997-7539

**Web Address:** [www.allied-media.com](http://www.allied-media.com)

**Certification:** Small Business

**NAICS Codes:** 541810-541820-541830-541840-541850-541860-541870-541890-541910-541930-512110-512191-512240-541430-541613

Allied Media Corp. (AMC) boasts over ten years of experience in offering marketing, advertising, public relations and multimedia services with nationwide and global reach.

### Capabilities:

- **Media Consulting:** We maximize exposure through our grass roots understanding of local and regional communities. Our goal is to provide unparalleled business tools that lead to optimal decisions, effective deployment of resources, and efficient processes.
- **Market Research:** We analyze the market, look for behavioral patterns, and find out the best way to communicate with the audience and market to their unique preferences. The result being, a proven track record of reaching a new, rapidly growing markets.
- **Public Relations:** Our programs ensure that publicity is not the end result, but it is part of an overall effort to better support sales and maximize client's return on investment.
- **Media Placement:** We plan and execute multicultural campaigns on local, national and international levels. We negotiate and buy media placement at the lowest available costs, with the best possible slots. We track and analyze results to improve on campaign activities and increase sales.
- **Direct Marketing: Direct Marketing:** We provide complete direct marketing solutions to our clients who want to target ethnic communities that are spread across the United States. Our services include marketing research, designing, production, postal mailing and e-mail campaigns.
- **Production:** To go along with our wide media outreach, we produce a variety of multimedia content including: brochures, banners, displays and other printed materials; hosting, designing, developing and maintaining websites; video, audio, animation and graphics for TV, radio and internet outlets.

### Experience:

- **U.S. Census 2000:** Working with the Commerce Department, we encouraged public participation in the 2000 Census campaign. We provided the campaign with media consultation, multimedia production, direct marketing and media placement.
- **U.S. Army:** Since 2002, we have carried out a recruiting campaign for the U.S. Army that included media market research, TV ad production, and TV & print ad placement.
- **Treasury Department Campaign:** Working with the Treasury Department in 2004, we raised awareness in certain ethnic communities regarding changes in overseas money-transfer laws through press coverage and poster distribution.
- **Department of Justice:** In the aftermath of 9/11 attacks, DOJ stepped up its investigation efforts of civil rights abuses and sought our help in raising awareness in the Arab-American community. We distributed posters, performed media research and placed radio ads to spread the word for the Office of the Inspector General.