

Capabilities Statement

Planit Advertising, Inc.



UEI: SWJFCDYZLEZ1

CAGE: 3UCR7

NAICS: 541810, 541820, 541430, 541511, 512110, 541613, 541910, 561920

DUNS Number: 96-246-5324

Agency Capabilities

Founded in 1995, Planit is one of the largest independent full-service agencies in Maryland. Our integrated talents run deep, allowing our team of 90+ experts the ability to tackle marketing challenges from multiple angles.

- Branding
- Content Strategy & Marketing
- Design & Copywriting
- Photography & Video Production
- E-Commerce & Retail Marketing
- Email Marketing
- Influencer Engagement
- Local, Regional & National Public Relations
- Traditional/Digital Media Planning & Buying
- Crisis Communications & Reputation Management
- Web Design & Development
- Search Engine Optimization
- Social Media Strategy & Management
- Results Reporting & Analysis

Graphic Design Services Creative Process



GATHER + STORM

With brief and strategic insights in hand, we brainstorm... sparking and inspiring what will become transformative ideas.



SCATTER + BURST

Solo creatives and small groups disperse, building upon the brainstorm, seeing what sticks, and crystallizing concepts.



DIG + SHARPEN

We pick the brightest ideas, dig way deeper, expand the thinking across channels, and refine the look, feel, and tone.



FINESSE + EXPLORE

With client feedback, we finalize details in creative that will make the brand explode inside the consumers' hearts and minds.

This construct is a team effort. While we focus on the Creative Team above, every step is informed by the cross-disciplinary team working on the brand.

2 TIME PRSA
Best PR Team in Maryland

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Top Workplace

7 TIME INC 5000
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CONTACT US

410.962.6444
mjd@planitagency.com

1414 Key Highway, Suite 100
Baltimore, MD 21230

  
www.planitagency.com