

# Capability Statement

Planit Advertising, Inc.



## Company Overview

Planit Advertising, Inc. is a full-service marketing agency, bringing together 80+ multidisciplinary experts to deliver integrated communications and marketing solutions for government, government-funded, and commercial organizations. We have more than 30 years of experience helping clients meet compliance standards, engage diverse audiences, and achieve measurable outcomes.

We approach every engagement with a structured, strategic mindset, ensuring alignment with regulatory and organizational requirements while delivering clear, effective communications that inform, connect, and inspire action.

## Company Credentials

**MAS Contract Number:**  
47QRAA26D002E  
**UEI:**  
SWJFCDYZLEZ1  
**CAGE:**  
3UCR7  
**DUNS Number:**  
96-246-5324

## NAICS Codes

- 541810: Advertising Services
- 541820: Public Relations Services
- 541430: Graphic Design Services
- 541511: Web-Based Marketing
- 512110: Video & Film Production
- 541613: Marketing Consulting Services
- 541910: Marketing Research and Analysis
- 561920: Conference, Meeting, Event & Trade Show Planning Services

## Core Competencies

### Advertising Campaign Development

- Integrated Campaign Strategy, Monitoring, Analytics, Reporting & Optimization
- Paid Media Strategy (search, social, programmatic, display & video)
- Media Planning, Buying & Placement (digital and traditional channels)

### Public Relations & Social Media

- Strategic Communications & Message Development
- Media Relations, Outreach & Placement
- Press Materials, Media Monitoring & Crisis Communications
- Social Media Strategy & Management

### Creative & Graphic Design

- Visual Identity & Brand System Design
- Design for Print & Digital Communications
- Marketing Collateral, Packaging Design & Informational Materials
- Section 508-Compliant Design & Accessibility Coordination

### Digital Communications & Web Development

- Responsive UX/UI Design
- CMS Implementation & Full-Stack Development
- Email Marketing & Search Engine Optimization (SEO)
- CRM & Marketing Automation

### Video Production

- Pre-Production & Location Scouting
- Photography, Video Production & Editing
- Motion Graphics, 2D/3D Animation & Drone Videography

### Marketing Consulting Services:

- Market, Audience & Stakeholder Research
- Strategic Marketing & Communications Planning
- Brand Strategy and Positioning

### Marketing Research & Analysis

- Audience, Segmentation & Brand Perception Research
- Category, Market & Competitive Analysis
- Surveys, Focus Groups & In-Depth Interviews

### Trade Show & Event Support

- Event Strategy, Content Development & Booth Design
- Marketing, Promotion & Audience Engagement

## Past Experience



SourceAmerica



## Contact Us

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[planitagency.com/GSA-schedule](http://planitagency.com/GSA-schedule)

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## Key Advantages:

### What sets Planit apart from the competition?

<b>Our People</b> A team of experts that cultivates valuable relationships with our clients and their customers to create innovative solutions and drive quantifiable results	<b>Strategic Leadership</b> Our multi-level involvement results in highly relevant, impactful evolutions that truly differentiate brands	<b>Integrated Solution Teams</b> Seamless alignment of core capabilities reduces risk and improves efficiency
<b>Insights-to-Execution Model</b> Research and strategy directly inform design and advertising, ensuring consistency and effectiveness	<b>Scalable &amp; Flexible Engagements</b> Support for retainers, task orders, and project-based work across multiple SINS	<b>Proven Methodology</b> Structured, repeatable processes that support accountability, auditability, and measurable outcomes
<b>Industry-Agnostic</b> Cross-industry experience that brings fresh thinking, higher standards, and practical solutions aligned to mission and compliance	<b>Integrated In-House Delivery</b> End-to-end in-house execution that streamlines workflows, reduces handoffs, and improves efficiency	<b>Strategy-First Creative</b> Agency-grade design work grounded in audience and category insights so materials are clear, engaging, and effective

## Awards & Certifications

<b>AdAge</b> Small Agency of the Year	<b>Inc.</b> 5000 Fastest Growing Companies	<b>EMMYS</b> Regional Award Winner
<b>PRSA</b> 5 Best in Maryland Awards	<b>A</b> 25+ National Addys	<b>CLIO</b> A W A R D S Regional Award Winner

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