



THE BRAWN BEHIND YOUR BRAND

The Advenger



www.gmcicreative.com

847.931.1511

CAPABILITY STATEMENT

ABOUT US

Gilmore Marketing Concepts, Inc. (GMCi Creative) is a full-service advertising and design agency that has been in business since 1991. We specialize in custom advertising, marketing, design, web, SEO, video and print work. GMCi has won numerous creative awards and accolades over the years in the fields of online marketing, web development, magazine publication, corporate identification, display advertising, brochure design and logo creation. GMCi has a full staff of marketing geniuses, design gurus, web programming specialists, video production experts & SEO superstars to make your marketing exceptional. We are THE ADVENGERS! Leaping tall deadlines in a single bound to be the brawn behind your brand!

As a Certified Women's Business Enterprise (WBENC, WOSB), GMCi Creative is committed to excellence and innovative, creative marketing, design, and advertising fulfillment for our local, State and Federal clients.

CONTACT US

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President & CEO

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847-931-1511 www.gmcicreative.com

WHAT SET'S GMCI CREATIVE APART FROM THE COMPETITION?

- Award-winning creative designers, programmers, and developers
- Strategic digital and conventional marketing strategies
- Client relationship management

CORE CAPABILITIES

Our marketing experts and digital certified professionals can analyze, research, design and implement solutions for all marketing needs including.

- Search engine optimization
- Web design and programming
- Digital and contemporary ad buys
- Digital and print design
- Video and sound production
- Logo and branding design and standardization
- Marketing and advertising plans and implementation
- Full advertising campaign logistics and follow through
- Social media management, creation, and curation
- Media mix management

CONSULTING

Our consulting services focus on integrated design and marketing solutions to enhance the performance of your business. By incorporating industry best practices, data analytics and competition analysis, we can help you stay ahead of the competition.

Our services include:

- Business and strategy planning
- Change management and facilitation support
- Marketing processes assessment and improvement
- Marketing objectives and issues recommendations
- Directives/methodologies including recommendations and reasonings
- Strategic design
- Strategy branding
- Ad word and paid digital marketing recommendations
- Drip marketing plans and designs
- Organic SEO facilitation
- Custom PR and follow up
- Alternative source advertising strategies
- Survey and focus group facilitation and data analysis
- Employee awareness training
- Internal protocol recommendations
- Literature matrixes
- Brand positioning
- Creative design strategy
- Copy writing, message refinement and additions
- Video/experiential design

TECHNOLOGY

Our technological services focus on cutting edge creative software and hardware solutions. We take pride in hard work with tangible results. Our pride and joy is new and different campaigns and marketing ideas, award winning design, experiential events, and viral winners that have spectacular return on investment for our clients. Our certifications include:

- Google ads & analytics certifications
- Meta marketing partner
- Constant Contact certified partner
- Adobe certified professionals
- Word Press UI and UX experts
- TikTok, SnapChat, LinkedIn, YouTube and Amazon marketing partners
- Hulu/Disney advertising managers

"Working to Rid the World of Bad Design. One Job at a Time" The Advenger



Certification

- SBA & SAM.gov registered
- WOSB
- WBENC
- Illinois Public Higher Education Cooperative Vendor
- Illinois BEP

**Kane County and City of Chicago
Illinois Registered Vendor**

NAICS Codes

- 323111 Commercial Printing (except Screen and Books)
- 511120 Periodical Publisher
- 519130 Internet Publishing and Broadcasting and Web Search portals
- 541430 Graphic Design Services
- 541613 Marketing Consulting Services
- 541810 Advertising Agencies
- 541830 Media Buying Agency
- 541860 Direct Mail Advertising
- 541870 Advertising Material Distribution Services
- 541890 Other Services related to Advertising

UNSPSC Codes

- 82101502 Poster Advertising
- 82101503 Magazine Advertising
- 82101504 Newspaper Advertising
- 82101505 Handbill or Coupon Advertising
- 82101800 Advertising Agency Services
- 82101801 Advertising Campaign Services
- 82101802 Advertising Production Services
- 82141500 Art Design Services
- 82141501 Layout or Graphics Editing Services
- 82141502 Art Design or Graphics
- 82141503 Photocomposition
- 82141505 Computer Generated Design Services
- 82141506 Package Design Services
- 82141600 Graphic Display Services

PSC Codes

- R426 Communications
- R701 Advertising
- R604 Mailing/Distribution
- T001 Graphic Arts/Graphic Design
- T012 Print Reproduction
- T016 Audio Visual
- T099 Print Publications

NIGP Codes

- 915-01 Advertising Agency Services
- 915-04 Advertising Services, Outdoor Billboard, etc.
- 915-10 Advertising, Digital
- 915-22 Communications Marketing Services
- 918-26 Public Relations Consulting
- 915-46 Graphic Design Services for Printing
- 915-48 Graphic Arts Services, Not printing
- 915-53 Marketing Service, Including Distribution, Research, Sales Promotions, etc.
- 915-71 Newspaper & Publication Advertising, Non-legal
- 915-76 Marketing Consulting
- 915-96 Web Page Design, Management and Maintenance Services

SOME OF OUR CLIENTS



OUR CERTIFICATIONS



OUR MEDIA PARTNERS

