



CAPABILITY STATEMENT

Business Summary

We help clients increase their visibility and convey their messages to target audiences in creative and measurable ways.

Company Data

- Established in New York in 1991, incorporated in 1996
- NYS Certified WBE ID 20168252
- NYC Certified WBE ID MWCERT2019-3137
- DUNS #938802196
- EIN: 13-3905046
- NAICS Codes:
 - 541820 Public Relations Agencies
 - 541613 Marketing Consulting Services
 - 541810 Advertising Agencies
 - 541830 Media Buying Agencies
 - 541922 Commercial Photography
 - 512110 Motion Picture and Video Production
- All forms of payment accepted.
- Member:
 - Public Relations Society of America
 - Hudson Valley Direct Marketing Association
 - Media and Content Management Association
 - Rockland Business Women's Network
 - Rockland Business Association
 - Business Council of Westchester
- Awards:
 - Public Relations Society of America, Gold North American Summit Creative Awards, Gold
 - Advertising Club of Westchester, Two Time Winner Gannett Best in Show Award

Core Competencies

- Public Relations & Media Relations
- Marketing Consulting & Strategies
- Ad Campaigns & Media Buying
- Graphic Design
- Writing Services
- Event Management
- Social Media Support
- Photography & Videography

Differentiators

- GMG is highly valued for the compelling creativity we bring to every project.
- We take complicated issues and develop simple, intriguing, and eye-catching collateral that clearly conveys concepts on behalf of our clients. *We love a challenge!*
- GMG is known for meeting every deadline and staying within budget.
- We have established relationships, some for over 20 years, with media contacts across all platforms to ensure our clients' messages are seen and heard by their target audiences.
- At GMG we establish goals, track results and provide feedback so our clients can measure campaigns and strategically plan for the future.

Past Performance

1. Westchester Putnam Workforce Development Board (Sub)

(2016 - present)
Public Relations, Marketing Consulting, Ad Campaigns & Media Buying, Graphic Design, Writing, Event Management, Social Media, Photography
Thom Kleiner, ED, 914-995-3707,
tkleiner@westchestergov.com

2. Rockland Community College

(2019 - present)
Public Relations, Marketing Consulting, Media Buying, Writing
Susan Lyddon, VP Institutional Advancement,
347-840-1247, slyddon@sunyrockland.edu

3. BRIDGES

(Rockland Independent Living Center)
(2015 - present)
Public Relations, Marketing Consulting, Ad Campaigns, Graphic Design, Writing, Event Management, Social Media, Photography, Videography
Carlos Martinez, ED, 845-624-1366,
cmartinez@bridgesrc.org

4. Meals on Wheels

(2018 - present)
Public Relations, Ad Campaigns, Media Buying, Graphic Design, Writing, Event Management, Social Media
Kevin Hardy, ED, 845-624-6325,
khardy@mowrockland.org

5. Veolia (formerly SUEZ)

(2018 - present)
Ad Campaigns, Media Buying, Marketing Consulting, Video Production
Bill Madden, Director of External Affairs,
845-620-3353, bill.madden@veolia.com