



CAPABILITIES STATEMENT

PIVOTPATHDIGITAL.COM

PivotPath is an award-winning global brand marketing and communications agency serving municipalities, NGOs, and intergovernmental and nonprofit organizations across North America, West Africa and Brussels. Our mission is to provide innovative and effective marketing strategies that raise consciousness, inspire people and connect them to the ideas, stories and services that enhance their quality of life.

With 80+ years of collective communications experience, we help teams understand and embrace 'Mother Tongue' – the language of the communities they serve. **Our team understands the complexities of promoting positive behavioral change, especially in underrepresented communities.** By partnering, we become your communication liaisons, creating compelling campaigns and visual imageries to educate, engage and empower populations.

CORE COMPETENCIES

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| ✓ Communications Marketing Services | ✓ Market Research & Public Opinion |
| ✓ Branding & Brand Positioning | ✓ Creative —Graphic Design Services |
| ✓ Traditional & Digital Marketing | ✓ Communications Consulting |
| ✓ Video Production | ✓ Thought Leadership and Training |

CURRENT & PAST PERFORMANCES

- **City of Atlanta:** Develop and Implement advertising and PR strategies to enhance recruitment of Police Department
- **DeKalb County Government | Board of Health:** Increased public awareness of COVID-19 vaccination for refugees and immigrants through video animation and informational fact sheets in four languages.
- **Gwinnett County Government:** Developed strategic public engagement plan for commissioner-constituent feedback.
- **Suffolk County Government:** Provided program and organizational development consulting by developing and increasing the visibility and communications of Suffolk County's campaign matching fund program.
- **European Union:** Provide strategic communications, creative, digital marketing, advertising and media services for the EU's Jobs and Growth Program, Governance Program, and Civil Society Organizations Program in Sierra Leone.
- **International Republican Institute:** Creating compelling visuals to promote inclusive politics and citizen-led initiatives.
- **Maryland Clean Energy Center:** Strategic communications to advance clean energy initiatives in Maryland and D.C.

CODES AND CERTIFICATIONS

- FEIN: 83-1606825; CAGE: 8DG90; Unique Entity Identifier: KGUXM3SGGSV5
- 8(a) DBE, MBE, and EDWOSB Certified by the Georgia DOT, City of Atlanta and SBA
- NAICS: 541613; 541430, 541810, 541820, 541618, 541910
- NIGC Codes: 91522, 91876, 96546, 91824, 91826, 96153