

CAPABILITY STATEMENT

Suá Advertising is a **multiservice integrated marketing communications** firm with offices in Orlando, Florida. For the past 3 decades, we have been focused on effective and powerful **marketing, advertising** and **public relations** initiatives that target and engage consumers, businesses and organizations. We specialize in **multicultural communications**. Our heritage and professional background have given us a unique and insightful understanding of the growing **cross-cultural, diverse** and **niche segments** in America.



CORE COMPETENCIES

- Digital marketing, social media campaigns and reputation management
- Website design, content and development
- Radio, TV, print and outdoor advertising
- Audio/video production, photography, copywriting, graphic design, branding and creative services
- Strategic communications, planning and research
- Media planning, buying and management
- Public and media relations
- Corporate, community and governmental relations

DIFFERENTIATORS

We help create authentic and unique consumer experiences.

- **Experience**, over 32 years in business. First multicultural agency in Central Florida.
- **Seasoned and skilled team** of multicultural and multilingual professionals.
- **Multiservice** advertising, marketing and public relations firm. All under one roof.
- **Organizational Cultural**: community supporters and team players that understand and value strategic partnerships.
- **Technology**: incorporating the latest in information technology, cyber security and artificial intelligence software.

CLIENTS



PAST PERFORMANCE

Orlando International Airport / Greater Orlando Aviation Authority

Scope: Design, organize and execute the airports annual small business networking event marketing plan. The initiative includes market research and analysis, strategic planning, branding, creative, copywriting, graphic design of ads and collateral, email marketing, transcreations and community relations.

Florida Technical College

Scope: Manage the integrated marketing communications program for all 7 campuses. The year-round campaigns focus on promoting the various academic programs offered by the institution. Services include market research and analysis, strategic planning, lead generation, branding, creative, graphic design (traditional/digital ads and collateral), radio and TV spots production, website design and development, radio and TV spots production, public and media relations, and media management.

Plaza Del Sol Mall

Scope: Create and execute the malls advertising and marketing plan which includes highlighting the facilities tenants, amenities, and community events. Yearly conversations and plans include strategic planning, social media content and management, creative services, audio/video production, and public relations.

COMPANY AND CONTACT INFORMATION

DUNS: 602910056

UEI: P5CJCAMQJEQ8

CAGE: 8TFL8

Primary NAICS codes	541613	541810	541820		
Secondary NAICS codes	323111	519130	541430	541611	541618
	541830	541840	541850	541860	541870
	541890	541910	541922	541930	711510

MBE, DBE, ACDBE and LDB Certifications

We are MBE Certified by the National Minority Supplier Development Council, the State of Florida, Orlando International Airport, the City of Orlando and Osceola County. DBE, ACDBE and LDB Certified by the Florida Department of Transportation and Orlando International Airport (GOAA).



Ralph Suárez, Founder & President

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