



CAPABILITIES STATEMENT

VALUE PROPOSITION

Established in 1994, Studio 210®, LLC, offers design solutions to corporate clients worldwide. Built on close, collaborative partnerships with our clients, Studio 210 has the expertise to deliver targeted results tailored to their mission and objectives across a variety of disciplines. We deliver high production value that exceeds industry standards.

A certified Woman-Owned small business.

AREAS OF CREATIVE EXPERTISE/SERVICES

MARKETING AND COMMUNICATIONS

BUSINESS TO BUSINESS, BUSINESS TO CONSUMER AND BUSINESS TO BUSINESS TO CONSUMER MARKETING

- Strategic direction
- Sales kits
- Case studies, white papers, brochures, communications, user manuals
- Marketing collateral
- Employee incentive programs
- PPT presentations
- Point-of-sale materials, on-site and electronic
- Payment card design

INTERNAL COMMUNICATIONS

- Usage guidelines
- Implementation manuals
- PPT presentations

MEDIA

- Digital Advertising
- Traditional Advertising
- Ad Placement
- Radio

ONLINE MARKETING SOLUTIONS

- Website design:
 - User/Application Interface
 - Graphic Design
- Website Development:
 - Prototypes, Completed Projects
 - PHP; JavaScript/jQuery; HTML5; CSS3; ActionScript
 - Responsive Web Design
- Mobile Platforms (iOS and Android)
- Content Development/Creation
- Search Engine Optimization
- Website Management
- User Guides

BRANDING

- Standards and artwork
- Application strategies
- Installation and design

PROJECT MANAGEMENT

- Planning and development of communications strategy and products
- Production/execution against communications platforms and channels
- Vendor coordination

PRODUCTION MANAGEMENT

- Press proofing
- Project coordination

TRANSLATION & TRANS-CREATION SERVICES

- User manuals
- Training guides
- Over 17 Languages

SERVICE CAPABILITIES

- Training
- Training with user manuals

CONFERENCES/EVENTS/ CORPORATE ENVIRONMENTS/ HOSPITALITY VENUES

- Conference planning
- Site location and set-up
- Permanent and temporary installations
- Corporate hospitality
- On-site supervision and vendor management
- On-line registration

INTERNATIONAL AWARDS

MERCURY EXCELLENCE AWARDS

The International Competition Honoring Outstanding Achievement in Professional Communications
2012: Gold, Silver
2011: Gold, Grand
2006: Gold, Grand
2005: Gold, Grand

GALAXY AWARDS

The International Competition for Excellence in Product and Service Marketing
2017: Honors
2016: Gold, Silver
2015: Bronze, Honors
2010: Gold, Grand
2006: Gold
2005: Gold

ASTRID AWARDS

The International Competition Honoring Outstanding Achievement in Design Communications
2016: Silver, Bronze
2012: Gold, Silver
2011: Gold
2007: Gold, Grand, Best in Show

PAST AND CURRENT PROJECTS

PRICELESS JAPAN PRESENTS GWEN STEFANI LIVE IN TOKYO

2016 - Tokyo, Japan

Partnered on a variety of activities including a private concert in Tokyo exclusively for MasterCard cardholders around the launch of Priceless Japan

RUGBY WORLD CUP

2015 - London, England

2011 - New Zealand

Managed global project for major financial institution; developed sales kits for affluent demographic used by global sales force in 15 markets

FIFA WORLD CUP

2006 - Berlin, Germany

2002 - Japan & Korea

1998 - Paris, France

Installed 10,000 sq.ft 2 floor semi-permanent corporate hospitality structure in Berlin; custom extrusion and architectural details

FIFA WORLD CUP RESOURCE CENTER

Created 150 page on-line resource center for the dissemination of sponsorship usage guidelines and artwork for major financial institution; included over 750 assets in 17 languages

METLIFE HEADQUARTERS

Created branding strategy for corporate headquarters for major insurance company; install and disseminate solution across 9+ additional locations nationally

INDUSTRIES SERVICED

- Financial
- Banking
- Consumer packaged goods
- Insurance
- Telecommunications
- Technology
- Fashion
- Music
- Real Estate
- Federal



Merrill Lynch



United Technologies Research Center

MetLife

DUNS# 942897596 CAGE# 5TC91

NAICS 323111 COMMERCIAL PRINTING (except screens and books)
 541410 INTERIOR DESIGN SERVICES
 541430 GRAPHIC DESIGN SERVICES
 541490 OTHER SPECIALIZED DESIGN SERVICES
 541511 CUSTOM COMPUTER PROGRAMMING SERVICES
 541613 MARKETING CONSULTING SERVICES
 541810 ADVERTISING AGENCIES
 541850 DISPLAY ADVERTISING
 541860 DIRECT MAIL ADVERTISING
 541890 OTHER SERVICES RELATED TO ADVERTISING
 611430 PROFESSIONAL AND MANAGEMENT DEVELOPMENT TRAINING
 711510 INDEPENDENT ARTISTS, WRITERS, AND PERFORMERS

CONTACT INFORMATION

19 Pine Hill Avenue
East Norwalk, CT 06855
+1.203.899.0210
+1.203.866.4099 fax

Karen Krieger
karen@studio210.net
+1.914.262.2248 cell

Jimmy Mouro
jimmy@studio210.net
+1.203.856.2332 cell

mastercard@studio210.net

www.studio210.net

