



Capabilities Statement

TSG is a 24 year-old, woman-owned integrated marketing communications and creative agency based in Lanham, Maryland. Comprised of highly capable professionals in a variety of marketing communications disciplines, our firm has consistently demonstrated its ability to deliver high-quality work product on time and on budget.

Agencies interested in partnering with a qualified small business resource to serve their key communications objectives should rely on TSG for a number of key reasons:

Always Looking to Provide Value

Government agencies must be assured that the investments they make in communicating with their constituents are made as efficiently and effectively as possible, providing return on investment where applicable. We are committed to using industry best practices in technology, process and creativity to solve our clients' challenges. The net result for our clients is work that is delivered on time, on budget and that consistently accomplishes the goals and objectives the organization has set for the work.

Target Audience Focused

Our first priority is the target audience. We realize more than most agencies and interactive firms that at the heart of successful marketing is the motivation and persuasion of each audience. This means we always take the time to examine the habits, preferences and motivations of our clients' target audiences before prescribing a solution.

At the Intersection of Design, Marketing and Technology

A cornerstone of what comprises TSG is our masterful ability to balance design, marketing and technology. Part of human DNA is an appreciation for "art"; simply put, we are attracted to and receptive of things we find aesthetically appealing. At the same time, we know that design without clear objectives and engineered purpose will fall short. For us, it's not about "Form VS. Function" but rather the balance of "Form AND Function."

Medium Neutral

As a rule, we don't believe in offering cookie-cutter solutions. Instead, we analyze our clients' unique challenges from all angles, working collaboratively to create multi-faceted, integrated solutions that achieve the intended objective.

Process-Driven

Our process is straightforward, but it's built on time-tested marketing principles. If someone tells you they're creating effective marketing any other way, they're not doing it right. It starts with Discovery: Gaining a 360° understanding of the clients' situation by asking tons of questions and doing lots of research. Once we have the insight we need, we formulate a strategy, and only then do we develop creative concepts that carry out that strategy.

Collaborative

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Certifications

MDOT Certified MBE:
Certification # 94-281

Certified Women's Business Enterprise (WBENC)

GSA Schedules
GS-23F-0076S
GS-23F-0075S

Services

Graphic Design
Identity Design
Collateral Design
Advertising
Copywriting
Publication Design
3-D Illustration
Animation/Motion Graphics
Email Marketing
Direct Marketing
Custom Advertising Specialties
Custom Apparel Design
Custom Award/Gift Design
Website Design
Search Engine Optimization
Application Development
Social Media
Flash Design and Development
Viral Game Development
Branding
Graphic Standards
Marketing Strategy
Public Relations
Event Production
Exhibit Design
Environmental Graphics
E-Learning/Distance Learning
Photography
Library Resource Management

NAICS Codes

541430 Graphic Design Services
541860 Direct Mail Advertising
541890 Other Services Related to Advertising
541511 Custom Computer Programming Services
541810 Advertising Agencies
541613 Marketing Consulting Services
541850 Display Advertising



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Client: Millennium Challenge Corporation

Challenge: Create a logo for a Government Agency that provides grants to third world countries that is easily identifiable as of U.S. Origin. Requirements (or restrictions) were a color palette limited to Red White and Blue, the inclusion of stars and stripes, and, oh yeah, don't make it look like a U.S. Flag.

Solution: The logo incorporates a standalone icon because the agency's name, Millennium Challenge Corporation, is hard to read even at poster size. It is simplistic as it is often placed on shipping crates, vehicles, hard hats, and warehouses, as well as brochures and letterhead. Ideally, the icon will become instantly recognizable because those third world countries with whom MCC is partnering, English may not be spoken or understood. The three stars in the blue field represent the three criteria the countries need to adhere to in order to qualify: good governance, economic freedom and investments in their citizens. The red and white stripes represent projects MCC undertakes, i.e. agriculture (stripes represent plowed fields) as well as transportation (roads). TSG also designed the logo in horizontal and vertical format and incorporated the tagline "Reducing Poverty Through Growth."



Select Related Work Samples



Client: National Aeronautics and Space Administration

Challenge: Develop an xml backend and user interface as part of an outreach effort by NASA to make the general public aware of ways in which space exploration affects their daily lives at home, in their travels, and in the workplace.

Solution: Assisting Woodpile Studios and Bully!, a 3D animation firm, The Sutter Group programmed a site previously hosted within the NASA.gov website. Viewers can navigate around two floating islands. Clicking on "NASA Home" reveals various rooms and all of the everyday products, appliances, etc. that were developed as a result of space technology. In "NASA City", you can enter the airport, the hospital, factories and office buildings — again revealing all of the products, tools and machinery that had their beginnings in the space program.



Select Related Work Samples



Client: Department of Energy

Challenge: Develop an environmental graphics design for the Department of Energy's Environmental Management (EM) Office that spanned the entire length of the hall in order to educate visitors on the Agency's mission.

Solution: Working with our display production partner, Adler Display, The Sutter Group conceptualized and designed an immersive environmental graphics display that made use of the Agency's library of graphics and photographs. Using an overlay of the EM office, we systematically created an experience that led users on a journey to learn about the many ways EM achieves its goal of the cleanup and removal of the nuclear waste that has resulted from nuclear energy research and weapons development.

Taking cues from the example display that we were shown prior to the walkthrough of Environmental Management's space, we integrated depth and dimension into the display by layering surfaces and finishes while also allowing for a number of the key components to be switched out, if needed. This modular approach is not only key for flexibility and scalability, but it will also provide visual interest that far outweighs other solutions.



Client List

Association for the Advancement of
Automotive Medicine
Anne Arundel Work Development
Corporation
American Board of Opticianry/National
Contact Lens Examiners
Alem International Event Planners
The United States National Arboretum
ARDMS American Registry for Diagnostic
Medical Sonography
Audi North America
World Villages for Children
Bay Bridge Decision Technologies
Bishop O'Connell High School
BMW Car Club of America
Central Penn Health and Fitness
Clark Construction
Consumer Products Safety Commission
Convergenz
Chesapeake Regional Tech Council
Cynergy Systems
Federation of American Scientists
Federation of American Societies for
Experimental Biology
Fisker Automotive
MoDevDC
Dover Downs
Genetics & IVF
Genovation Cars
George Washington University
Georgetown University Athletics Dept.
Herman Stewart Construction
Jaguar/Land Rover, North America
Johns Hopkins
Jon Daly International
Lambesis
Land Rover Event Marketing
Maryland Automobile Insurance Fund
Map Your Events
Maryland Chamber of Commerce
Millennium Challenge Corporation
MDDCCUA
Merkle
Motorweek
MSX International
NADA
NAHRO
Narrow Gate Electrical
NASA FCU
NASA Goddard Space Flight Center
National Foundation for Cancer Research
NIH
Nissan
PG County Executive Offices
PGCVB
Plexus Scientific
Porsche
ReGenX
SHRM
Skylouwer
Tandberg
Techno Sciences
TEFCU
True Lemon
TRX Systems
UMBC
USSMC
Vocus
WBENC/WPEO
William Morris Agency
Windsor Foods
Winvale



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