



# THE PERCEPTION

MMXIII

THEPERCEPTION.COM

An advertising  
agency built with  
your success in mind.

## Differentiators

**Diverse by Design**

**People-first Perspective**

**Transcends Transactional Relationships**

**Altogether Human**

### NAICS

**541810** - Advertising Agencies

**541613** - Marketing Consulting Services

**541820** - Public Relations Agencies

**541830** - Media Buying Agencies

**541430** - Graphic Design Services

**541910** - Marketing Research

**541511** - Web Design Services

**512110** - Video/Film Production

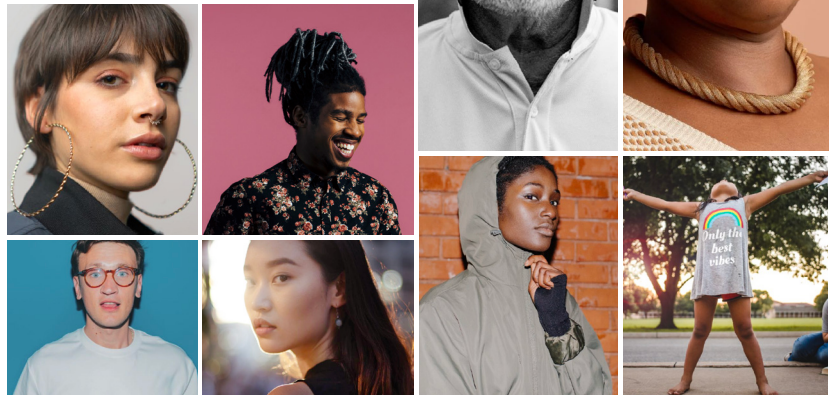
**541890** - Other Services Related to Advertising

**541850** - Indoor and outdoor display advertising

**541910** - Marketing Research and Public  
Opinion Polling

**541990** - All Other Professional, Scientific,  
and Technical Services

Results-driven  
work that's  
altogether human



Executing creative ideas at the intersection of strategy and storytelling. Our team takes a research-based approach to produce results that resonate deeply with diverse audiences.

### COMPANY SNAPSHOT



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# We act as an extension of your team.

The Perception helps next-level clients transcend transactional relationships and make their brands relatable to unique audiences.

We pride ourselves on seamlessly integrating with our clients' internal team to act as a true extension of their organization. This close collaboration allows us to deeply understand the brand's vision, goals, and challenges. By working side-by-side with our clients' team, we ensure consistent communication, swift decision-making, and tailored solutions that drive impactful results. Our commitment to partnership means we're not just a service provider, but a dedicated ally in achieving ongoing success.

As a Minority Owned Small Business with SBA 8(a) certification, The Perception is committed to excellence and creating innovative and flexible solutions for our State and Federal clients.

## What sets The Perception apart from the competition?

We find humanity in everything we do

We reveal new perspectives others do not see.

Radical responsiveness backed by a team assembled with you in mind.

### CORE CAPABILITIES

#### Brand Building & Campaigns

Create and enhance a brand's identity and market presence through brand planning, visual design, and targeted campaigns that resonate with users.

#### User Experience & Websites

Design and develop engaging digital interfaces that meet user needs. This includes everything from websites to platforms to products.

#### Go-to-Market & Activation

Strategically launch and promote products or services to ensure successful market adoption. This includes rolling out marketing plans virtually and in person.

## We believe in the power of co-creation.

We leverage the expertise of third parties and consultants who are subject-matter experts. For specific engagements, we bring these specialists onto our team to ensure we have the established knowledge and skills to meet our clients' needs.

FEDERAL CERTIFICATION	SBA-8(a)
STATE CERTIFICATIONS	<ul style="list-style-type: none"><li>NJ MBE (Minority Business Enterprise)</li><li>PA SDB (Small Diverse Business)</li></ul>
NON- GOVERNMENT	NMSDC-National Minority Supplier Development Council