

CAPABILITY STATEMENT

POINT OF CONTACT

FRAN YANITY

President/COO

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The PM Group offers uniquely tailored solutions to your advertising and marketing needs, with unmatched media buying clout, an in-house TV and radio production company, on-site PR and digital services, award-winning creative, and a results-driven approach. With over 31 years in business and across the board expertise spanning numerous industries, The PM Group is your go-to partner for any and all advertising, marketing, digital and PR requirements.

BUSINESS DEVELOPMENT

PUBLIC RELATIONS AND CREATIVE

DIGITAL TV/RADIO PRINT VIDEO

MEDIA MEASURABLE RESULTS

STRATEGIC MARKETING & ADVERTISING

CORE COMPETENCIES

- Strategic marketing, advertising, PR and digital agency
- Full-service capabilities — one stop shop!
- Long-term key media relationships resulting in significant media savings, unparalleled added value and exposure
- In-house TV, radio and video production studio
- On-site digital and PR resources
- Exceptional media negotiating power, stewardship and accountability
- Clout and leverage to get best pricing

DIFFERENTIATORS

- Over 30 years in business servicing broad spectrum of industries and needs
- Tenured account service teams to get the job done — you get the A team
- Control and accountability from start to finish
- Exceptional negotiating skills and clout to reduce costs
- Seasoned executives to lead and oversee government projects
- The largest buyer of TV, cable/satellite, radio, and newspaper and is one of the largest buyers of outdoor and digital in San Antonio and South Texas

CORE DATA

GSA Contract Number: 47QRAA18D00GJ

CAGE: 7UNC9

DUNS: 021053439

Employees: 21

Revenue: \$14m+

NAICS:

512110 Motion Picture and Video Production

541820 Public Relations Agencies

541430 Graphic Design Services

541830 Media Buying Agencies

541490 Other Specialized Design Services

541840 Media Representatives

541511 Custom Computer Programming Services

541850 Outdoor Advertising

541613 Marketing Consulting Services

541860 Direct Mail Advertising

541810 Advertising Agencies

541890 Other Services Related to Advertising

Geo: Nationwide

Set-Aside: SB

Insurance/Bonding:

- General Liability: \$4,000,000
- Umbrella: \$1,000,000
- Worker's Comp: \$1,000,000

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PERFORMANCE HISTORY



SPURS SPORTS AND ENTERTAINMENT

Contact: Frank Miceli

Sr. Vice President of Sales and Franchise Business Operations
fmiceli@attcenter.com, 210-444-5000

Period of Performance: August 1, 2010 – June 30, 2016

Contract Value: \$6,243,903

Project Description: The PM Group provided Spurs Sports and Entertainment with strategic branding, development of media and creative messaging, media plan recommendations and execution of media plans, TV and radio production, graphic design services for print, outdoor and digital. The agency was responsible for all creative assets over a period of 6 years — ticket designs, all newspaper, digital ads, billboards, pocket schedules, posters, special brochures for season ticket holders. The agency placed TV and radio media as well as developed the spots.



AMERICAN PAYROLL ASSOCIATION

Contact: Mark Coindreau

Director of Chapter Relations, Public Relations, and Video
mcoindreau@americanpayroll.org, 210-226-4600

Period of Performance: 2013-Current

Contract Value: \$818,775

Project Description: The PM Group provides American Payroll Association with strategic media plan recommendations and execution of media plans during the annual National Payroll Week in September. The agency supports the campaign with national TV and radio, national newspaper and magazine, satellite media tours, digital and social media. The agency was responsible for the design and creation of a modern and responsive website for nationalpayrollweek.com, in 2018.



SOUPER SALAD (LNC VENTURES, LLC)

Contact: Dan Hernandez, President/CEO

danhernandez@icloud.com, 210-300-4757

Period of Performance: June 25, 2012 – August 31, 2013

Contract Value: \$508,923

Project Description: The PM Group provided Souper Salad with strategic branding, development of media and creative messaging, media plan recommendations and execution of media plans, TV and video production, six promotional campaigns annually, graphic design services for print and digital including food product shots with professional food stylists (still photos and video), press releases and local store marketing support. The agency was responsible for all creative assets for 14 months — print insertions, FSI's, in store point of sale materials, website development, social media development and website promotions. The agency placed TV and print media as well as developed the TV spots and video work, as well as created, organized and maintained a 'brand bible' for the client that included all marketing assets. For Corporate Sales, the agency developed a new Corporate Franchise Sales materials. In addition to Corporate needs, the agency worked with a few individual franchisees on local store marketing needs like print, direct mail and turnkey marketing elements for grand openings.

AVAILABLE RESOURCES



AD*VIEWS



KANTAR MEDIA



Google Search Console



Sizmek