

# CAPABILITIES STATEMENT



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## COMPANY OVERVIEW

Established in 2006, Phu Concepts, inc. is a full-service Global Marketing & Cultural Insights firm that specializes in driving growth and Impact through online marketing, web design, and media buying. Phu Concepts, Inc is an energetic and relevant firm focused on delivering products that exceeds expectations while building long-term relationships with clients - which includes large corporations, small businesses, universities and non-profit organizations.

## CORE COMPETENCIES

- Marketing Consulting
- Media Buying
- Digital marketing
- Web Design & Development
- Print (promotional, signage, apparel)
- Search Engine Optimization (SEO)
- Videography
- Application Development Hosting
- Social Media Marketing

## PAST PERFORMANCE

Jordan Health Center: Strategy Planning, Branding, Digital Marketing, Graphic Design 09/26/2019- Current

Greater Rochester YMCA: Media Buy, Digital Marketing, Webdesign 02/04/2016-1/20/2021

Urban League: Strategy Planning, Media Buy, Digital Marketing, Branding, Graphic Design. 07/15/2024- Current

## DIFFERENTIATORS

- Global Market Expertise: Ability to navigate and connect with audiences across cultural and geographic boundaries.
- Integrated Approach – Unified strategies across digital, traditional, and experiential channels.
- Partnerships and Networks: We have established strong relationships with influencers, thought leaders, and community advocates across a wide range of markets and audiences.
- Phu Community Service: Our non-profit organization aims to educate and decrease used needles and drug paraphernalia in our community.

NEW YORK AND ATLANTA CERTIFIED

