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Maryland Women Owned Small Business. Virginia SWAM Certified Small Business.

GSA 541 AIMS Schedule: GS 23F 0057N and GS 23F 0058N

NAICS codes: 541430 Design Services, 541511 Custom Web Design, 541613 Marketing Consulting, 541810 Ad Agency, 541830 Media Buying, 541890 Other Ad Services

DUNS 120839386

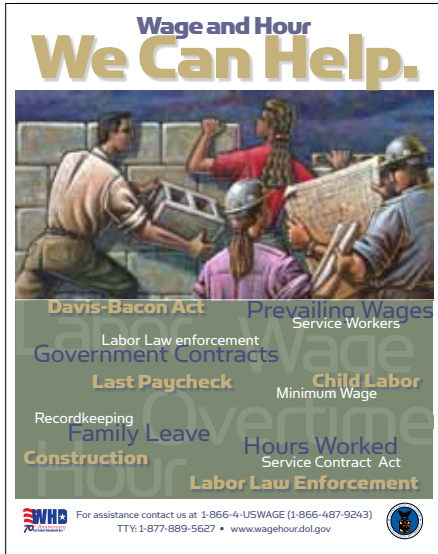
## SLICE CAPABILITIES AND CREATIVE SERVICES

We develop, craft and execute your marketing and brand strategy. With traditional marketing as our foundation for the past 30 years, we're fluent in the interactive space with fresh ideas—keeping you online, social and mobile.

Branding & Publications	Social Media	Web Design/Development	Mobile Apps
<ul style="list-style-type: none"> <li>• Annual Reports</li> <li>• Magazines</li> <li>• Brochures</li> <li>• Posters</li> <li>• Publications</li> <li>• Identity/Logo</li> <li>• Campaigns</li> </ul> 	<ul style="list-style-type: none"> <li>• Marketing Plan</li> <li>• Social Media Strategy</li> <li>• Branded Facebook, Twitter, YouTube, Blog Platforms</li> <li>• RSS Feeds</li> <li>• Social Media Training and Team Support</li> <li>• Metrics/Analytics</li> <li>• Advertising and Media</li> </ul>   	<ul style="list-style-type: none"> <li>• Design &amp; Development</li> <li>• Google Analytics</li> <li>• SEO (Search Engine Optimization)</li> <li>• Interactive multimedia</li> <li>• e-Commerce</li> <li>• Web site tracking</li> <li>• Content Management Systems</li> <li>• Cross Media &amp; PURL campaigns</li> <li>• Flash animation</li> <li>• Video Shooting &amp; Production</li> </ul>   	<p>Mobile apps for each of the three major platforms:</p> <ul style="list-style-type: none"> <li>• iPhone</li> <li>• iPad</li> <li>• Droid</li> </ul>    

## Case Study – Department of Labor Campaigns

**Client Situation:** Department of Labor We Can Help Campaign Series involved branding, posters series in English and foreign languages, Workers Rights Cards with foreign language, microsite on the DOL web site, exhibit display stands, powerpoints, video placements, bookmarks, magnetic signs and pocket reference booklet with foreign language.



English Poster Series

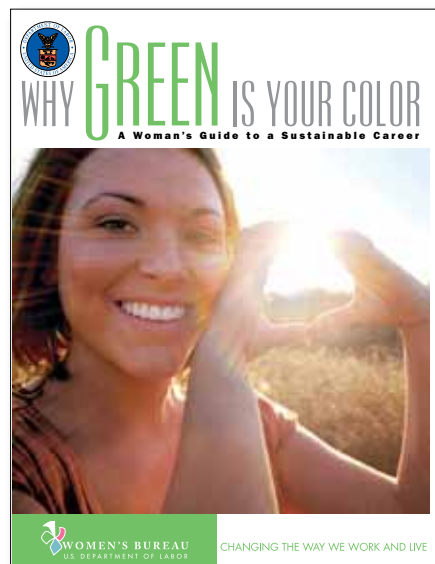


We Can Help web microsite with interactive U.S. map and videos.

*"The Wage and Hour Division has received incredible graphic design work and responsive service from the entire staff at Slice. They have creative ideas and are willing to accommodate any request. The company designed many components of our national public awareness campaign "We Can Help", various recruiting fliers, and a 70th anniversary commemorative booklet for the establishment of the agency. I looked forward to seeing their proofs whenever they took on a new project."*

— Michael Kravitz, Deputy Director, Wage and Hour Div.

**Client Situation:** Slice is partner with JB Management LLC to produce communications for the DOL Women's Bureau Communications involving branding, web site and social media outreach.



Women's Bureau Initiatives



Women's Bureau Poster