

CAPABILITIES STATEMENT



Ewelina Zajac-Holdrege
Founder & Creative Director

COMPANY: Holdrege Design, LLC,
DBA: Idea Kraft

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CAGE: 7S4Z7

CERTIFICATIONS:

EDWOSB
WOSB
WBE CERTIFIED

NAICS CODES

NAICS 115210 Branding

NAICS 518210 Web hosting

NAICS 541430 Commercial illustration services

NAICS 541430 Graphic design services

NAICS 541511 WEB (i.e., internet) page design services, custom

ESD I-0309 Graphic designers and services

ESD I-0402 Logos

ESD I-2447 Website design & marketing

NIGP 91596 Web page design, management and maintenance services

NIGP 96546 Graphic design services for printing

DIFFERENTIATORS

- Full service agency
- Responsive, quick turn-around
- International background
- Newest technology and software
- World class design

BUSINESS SUMMARY

Idea Kraft specializes in helping organizations create innovative campaigns that include branding, direct marketing, web design and print media. We transform our clients' businesses into strong, unique brands that stand out in a densely crowded marketplace and create long lasting relationships with their customers.

COMPANY DATA

- Founded in 2011
- 7 Full time employees
- 25+ active clients
- 2014 City of Binghamton Business Plan Competition winner
- Over 100% growth since 2013

SERVICES

BRANDING

Strategy & Naming
Research
Visual Identity Systems
Brand Guidelines
Art Direction
Video & Motion Graphics

DIGITAL

Interactive Design
Responsive Website Design
E-commerce
Social Media
App Design
Web Development

CUSTOMERS

Our clients, ranging from small start-ups and non-profits to global Fortune 500 companies, share our passion for quality design and understand its value to their businesses.

PRIVATE SECTOR

Modern Marketing Concepts
ICS
Cat® Lights
Pleasant Valley Wine Company
Progressive Dental

PRINT

Stationary
Packaging
Editorial Design
Print Advertising
Posters
Environmental Branding

INTERNET MARKETING

Search Engine Optimization
Paid Search
Social Media Marketing
Display Advertising
Email Marketing

GOVERNMENT

Binghamton Economic Development Office
Greater Binghamton Chamber of Commerce
Davis College