

DAVID ESRATI DBA

# THE NEXT WAVE

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## COMPANY INFORMATION

Cage Code: 3HVZ6

Corporate Structure: Certified SDVOSB, EDGE Certified, HUB Zone Certified.

D&B Number: 627406994

EIN: 31-1228264

## NAICS CODES

339950 POP Trade show display production

541810 Advertising Agencies

541430 Graphic Design Services

541613 Marketing Consulting Services

323122 PrePress Services

323114 Quick Printing

541830 Media Buying Agencies

512110 Motion Picture and Video Production

541511 Web Development

518210 Web Hosting

512191 Teleproduction & Other Postproduction Services

541820 Public Relations Agencies

541860 Direct Mail Advertising

541890 Other Services Related to Advertising

541921 Photography Studios, Portrait

541922 Commercial Photography

611420 Computer Training

339999 All Other Miscellaneous Manufacturing

## COMPANY BACKGROUND

The Next Wave is an Ohio based company founded in 1990. A Service Disabled Veteran Owned Small Business with expertise in advertising, marketing, branding, graphic design, video production, internet strategy and site design and hosting. We also teach courses in utilizing Open Source Content Management Systems on the web.

## COMPANY PRINCIPAL

David Esrati, the Chief Creative Officer – founded the company in 1990. He served with US Army Special Forces from 1981-1988.

BSB Marketing Wright State University 1988

Contract professor University of Dayton, 1998-2001.

Over 70 ADDY awards for creativity.

## CAPABILITIES

- Brand and image building
- Efficient communication strategies
- Marketing integration
- Strategic use of technology for message delivery
- TV, Radio, Web, Print, Direct mail, guerrilla campaigns.
- Search engine optimization/content management
- Media planning/placement including online
- HD video production
- Printing and promotional items, trade show booths
- Social media management

## EXPERIENCE/PAST PERFORMANCE

- Advertising Create brand changing campaigns utilizing all available media.
- Graphic design: Develop brand marks, brochures, letterhead, identity standards manuals, interface design for usability. Make complex communication messages simple. Portable trade show booth design.
- Marketing: create names for companies and products, establish target markets and methods to communicate with them, research brand message and develop strategies to create higher brand awareness.
- Internet: Build websites utilizing open source software solutions, optimize sites for search engines, navigation and 508 accessibility. Integrate the internet into the communication strategy, including social media management.
- Print: Design and produce any type of printed material from business cards to books.

• Video production: Complete video production. Past performance with the Cincinnati VA producing a series of informational videos completed Sept. 2018.

• Websitetology: An intensive 1-day workshop: web 2.0 concepts, Google optimization, 508 accessibility, utilizing open source content management systems.

• Media Planning: Create media strategies that are platform agnostic yet innovative to deliver the message to the widest audience for the lowest cost.

• Branding: A specialty- for delivery of a clear and identifiable message with high recall.

• Copywriting: Clear concise writing that makes your audience love to read what you have to say.

**Certified Service Disabled Veteran Owned | HUB Zone | EDGE Certified Small Business**

