

# THE NEXT WAVE

MARKETING • INNOVATION LLC  
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## COMPANY BACKGROUND

The Next Wave is an Ohio based LLC. 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 OWNER

David Esrati, the Chief Creative Officer – founded the company in 1990. Served with US Army Special Forces from 1981-1987.

BSB Marketing Wright State University 1988

Contract professor University of Dayton, 1998-2001.

Over 75 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
- 4K HD video production, HD video streaming
- 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.

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



## COMPANY INFORMATION

Cage Code: 3HVZ6

GPO: 340-26137

Corporate Structure: LLC (17 Jul 2020)

Certified SDVOSB,  
EDGE Certified, HUB Zone Certified.

D&B Number: 627406994

EIN: 85-2018958

## NAICS CODES - primary codes in bold

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

- Video production: Complete video production. and live streaming Past performance: [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.

