



THE NEXT WAVE

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 PRINCIPALS

David Esrati, the Chief Creative Officer – founded the company in 1990. He served with US US Army Special Forces from 1981-1988. BSB Marketing Wright State University 1988 Contract professor University of Dayton, 1998-2001. Over 60 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
- HD video production

CONTACT INFORMATION

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www.websitetology.com

COMPANY INFORMATION

Cage Code: 3HVZ6
Corporate Structure: SDVOSB, EDGE Certified, HUB Zone Certified
ORCA Registration: Through 08/20/2008
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
512110 Motion Picture and Video Production
541511 Web Development
518210 Web Hosting

EXPERIENCE

- **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** Invent names for companies, 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.
- **Print** Design and produce any type of printed material from business cards to books.
- **Digital media** integrate video, Flash, PDF for distribution of information in a cost effective manner. HD Video and DVD production.
- **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.

BRAND TRANSFORMATIONS

- **USW** Created new brand identity and launched direct to public sales. Incrementally grew business from \$200 a day in walk in to over \$3000 a day in 2 years.
- **Mendelsons Liquidation Outlet** Transformed brand from geek warehouse to hip retail outlet.
- **Las-Stik** Recovered brand equity with retro-reinvention of an old brand.

Service Disabled Veteran Owned HUB Zone/EDGE Certified Small Business