

CAPABILITY STATEMENT

Required Marketing Group Inc.

Full-service advertising and marketing: strategy, creative, production and media placement across TV, radio, streaming, digital, social and out-of-home.



UEI PHN3GX85VAV6 · CAGE 9FH07

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CAGE
9FH07

PRIMARY NAICS
541810 Advertising Agencies

Small Business · Minority-Owned · Black American-Owned (self-certified in SAM.gov)

A Company Overview

Required Marketing Group Inc. is a full-service marketing and advertising agency. Incorporated in New York in 2013.

We plan, produce and place campaigns across television, radio, streaming, digital, social and out-of-home media, and we provide strategy, creative, branding and public outreach.

The company is led by **Seion Pyle Sr.**, Owner & CEO, and has business addresses in New York, NY and Houston, TX.

B Core Competencies

Media planning and buying
TV, radio, streaming/OTT, digital display, paid social, search, outdoor and print

Marketing strategy
audience and market definition, campaign planning and budget allocation

Creative and branding
concepts, copywriting, graphic design, logos and brand standards

Radio, TV and video production
scripting, voiceover, broadcast spots and short-form video

Web and digital
website design and development, SEO and pay-per-click management

Public outreach
public-awareness and community-engagement campaigns

C Differentiators

One accountable lead: a single point of contact for every engagement, with direct escalation to the Owner & CEO.

Transparent media buying: media billed at net cost, with vendor invoices and proof of performance attached.

You own your data: digital ad accounts are set up in your name, with us as a managing user.

Reporting you can check: monthly reports against agreed KPIs, a live dashboard for digital, and quarterly reviews.

Broadcast and digital in one plan: TV, radio, streaming, digital, social and out-of-home, coordinated from a single plan.

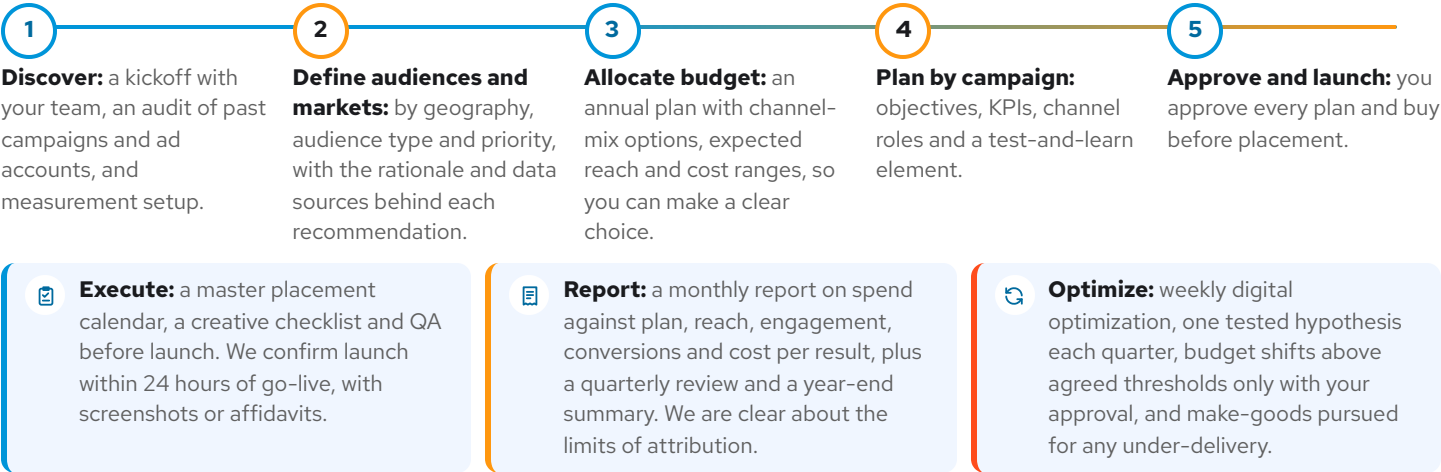
Established 2013: a New York corporation.

Small, minority-owned business: self-certified in SAM.gov as Small Business, Minority-Owned and Black American-Owned.

Government purchase card accepted.

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Our Approach



NAICS Codes

NAICS codes (21, as registered in SAM.gov)

NAICS	Title
541810 (primary)	Advertising Agencies
323111	Commercial Printing (except Screen and Books)
541430	Graphic Design Services
541511	Custom Computer Programming Services
541613	Marketing Consulting Services
541830	Media Buying Agencies
541840	Media Representatives
541870	Advertising Material Distribution Services
541860	Direct Mail Advertising
513110	Newspaper Publishers
541850	Indoor and Outdoor Display Advertising
541890	Other Services Related to Advertising
516110	Radio Broadcasting Stations
516210	Media Streaming Distribution Services, Social Networks, and Other Media Networks and Content Providers
541519	Other Computer Related Services
237990	Other Heavy and Civil Engineering Construction
236220	Commercial and Institutional Building Construction
237310	Highway, Street, and Bridge Construction
237130	Power and Communication Line and Related Structures Construction
423320	Brick, Stone, and Related Construction Material Merchant Wholesalers
485320	Limousine Service

CONTACT

Required Marketing Group Inc.

PRIMARY CONTACT

Seion Pyle Sr.

Owner & CEO

Have a requirement coming up?

Contact **Required Marketing Group Inc.** about an RFQ, RFP, sources-sought notice or purchase-card buy. Call (844) 978-1051 or email mail@requiredmarketing.com.



Scan to visit
requiredmarketing.com

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