



ADVERTISING

# CAPABILITIES STATEMENT

Alejandra Pelaez, CEO  
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UpAdvertisingATL



upadvertising\_agency



Upadvertising



Up AdvertisingATL

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● **DUNS**  
**04-5003111**

## ● **NAICS #**

- 541430** Graphic Design Services
- 541490** Other Specialized Design Services
- 541613** Marketing Consulting Services
- 541810** Advertising Agencies
- 541820** Public Relations Agencies
- 541830** Media Buying Agencies
- 541850** Display Advertising
- 541860** Direct Mail Advertising
- 541890** Other Services Related To Advertising
- 541490** Specialized Design Services
- 541511** Web Page Design

## **Clients**

- The Latin American Association
- The Georgia Hispanic Chamber of Commerce
- Focus Brands - Cinnabon
- Mi Llamada
- Society of St. Vincent de Paul
- Trasciende
- Atlanta Gladiators

## **References**

The Latin American Association  
Santiago Marquez  
CEO  
smarquez@thelaa.org  
(770) 639-3948

Georgia Hispanic Chamber of Commerce  
Veronica Maldonado-Torres  
President and CEO  
veronica@ghcc.org  
(678) 472-3995

Cherokee Economic Development  
Misti Martin  
President  
mmartin@cherokeega.org

Up Advertising is a full-service multicultural advertising and digital marketing agency.

We create marketing visions and innovative multicultural campaigns around those visions for brands to gain customer loyalty and market share with their target audience. We're set up to deliver smart ideas that drive our clients' businesses, regardless of channel or geography.

## **Core Competencies**

- Branding, Strategy, and Planning Development
- Creative Design
- Social Media Marketing
- Email Marketing
- Content Creation
- Community Management
- Website Design
- Advertising:
  - Traditional Media (OOH)
  - Digital Media
- SEO
- SMS Marketing Campaigns
- Translations
- TV Commercial Productions
- Reporting and Analytics
- Storyboard
- Video production
- Animated Videos

## **Differentiators**

We are a full-service multicultural marketing agency specializing in reaching diverse ethnic groups nationwide for more than 23 years.

- Our Agency uses a strategic and tactical approach to establish lasting relationships with our clients while accomplishing immediate objectives.
- We ensure that campaigns are cost-effective and measurable.
- Because we can create what we conceive, our ideas turn out just as we imagined them.
- We are a National Minority Business Enterprise (NMBE) certified by NMSDC

## **Review**

“ We have worked with Up Advertising for many years. We appreciate very much their outstanding service and dedication to the LAA, and all the amazing work that we have done together. ”

*Latin American Association*