

CAPABILITY STATEMENT



CORE COMPETENCIES:

- Integrated branding, graphic design & creative writing
- Social media management & design
- Web development, design & SEO services
- Corporate & branded video production
- Motion graphics and animation

QUICK REFERENCE CODES

DUNS#: 039493376
Cage Code: 81J87
NAI CS Codes: 541430, 541613, 541810
EIN#: 47-2664901

NueWay Studios is an award-winning, woman-owned small business (WOSB) digital marketing, video production, graphic design and brand development agency, recognized as one of the Top 100 Small Businesses in the State of Georgia. We help our clients **EXPAND** their reach, **ELEVATE** their positioning, and **ENHANCE** connection and engagement at every stage of their customer journey.

DIFFERENTIATORS

Two fundamental principles distinguish NueWay from other creative agencies and drive our effectiveness: our ability to solve problems by our indirect and innovative approach, which is done by viewing the issue in a Nue and unusual light and our integrity.

We believe innovation happens at the highest level of creativity. As a certified WBENC and WOSB, we are intentional about incorporating a diversity of thought to identify and execute imaginative solutions for our clients. From discovery through delivery, using targeted visual content, and persuasive branded messaging, we have a personal investment in making sure our client's brands are memorable and impactful.

With an A+ rating from the Better Business Bureau, client trust is invaluable to us. Dedicated to removing the complexity and frustration that can often accompany the brand development experience, our goal is to not just create aesthetically-pleasing brand identities. We also aim to redefine the relationship between the client and the creative by offering our clients unrivaled transparency every step of the way.

BRANDS THAT WENT A NUEWAY:



PAST PERFORMANCE

Since our inception in 2014, NueWay Studios has successfully used our unique, design-thinking approach and our strong strategic alliances to excel at identifying opportunities, generate out of the box ideas and execute customized solutions that deliver results for our government, commercial and nonprofit clients.

RECENT PERFORMANCE HIGHLIGHTS:

- #4 for Top 100 Small Business Visionaries
- 2019 Young Entrepreneur of The Year Recipient
- Best of 2019 Atlanta, Advertising Agency, Recipient
- Telly Award for Social Video
- 2018 Top Branding Agencies of Atlanta Recipient
- Hermes Awards for:

Print Media & Design for a rebranding campaign

Print Media & Design for marketing materials



Our Story and Founder:

With an extensive agency background in digital advertising and branding, our founder Charday Oldacre honed her creative and strategic skills working on projects for global brands like Coca-Cola, Sea World, and AMC Theatres.

But after spending years working in other agencies, Charday recognized a gap that needed filling. She noticed there was a shortage of diversity and inclusion and lacked a safe place for forward-thinking creatives.

So in 2014, NueWay Studios was born, comprised of a team of people from all walks of life and across multiple creative disciplines.

In 2018 NueWay Studios was selected by UpCity as one of the **top 15 branding agencies** in Atlanta, and in 2019 Charday was recognized for her leadership and impact in entrepreneurship by the Atlanta Business Chronicle, which shortlisted her for the **Small Business Person of the Year Award in the Emerging Entrepreneur** category.

In December of 2019, Charday was awarded the **Young Entrepreneur of the Year** award by the Small Business Awards, and NueWay Studios was listed #4 out of 100 of the top **100 Small Business Visionaries**.

Charday Oldacre ensures NueWay maintains an **inclusive culture** while demonstrating strategic design-thinking with a collaborative client-first approach to guarantee that clients will continue to experience mind-blowing results.



We help brands like yours:



Clarify the vision



Gain a deeper understanding of your audience



Bridge the gap and reconnect with your customers



Earn trust from customers and stakeholders



Increase brand equity



Set trends and innovate



Scan to view our work