



# THE KĀLAÏMOKU GROUP INC.

## ABOUT US

The Kālaïmoku Group, Inc. (TKG) is a Native Hawaiian-owned SBA 8(a) Certified Communications and Professional Services firm.

Since 2011, TKG has provided public and private sector organizations with professional services, including Strategic Communications Planning, Administrative and General Management, Marketing, Public Relations, Grassroots Engagement, Website Development, Graphic Design, Social Media, and Event Coordination.



## KEY NAICS CODES

- Advertising Agencies - 541810
- Public Relations Agencies - 541820
- Media Buying Agencies - 541830
- Event Management - 711320
- Direct Mail Advertising - 541860
- Marketing Consulting - 541613
- Administrative Management and General Management - 541611
- Motion Picture and Video Production - 512110
- Commercial Photography - 541922
- Graphic Design - 541430
- Research and Development in the Social Sciences and Humanities - 541720
- Other Administrative Services - 561110

# CAPABILITY STATEMENT

UEI: L6MLH3W7EV86 | CAGE CODE: 8M3N4

## LOCATIONS

- Honolulu, Hawai'i
- Boston, MA
- Las Vegas, NV
- Washington, DC

## PAST PERFORMANCE

- U.S. Department of Commerce - 2020 U.S. Census Outreach Campaign
- U.S. Department of Health and Human Services - COVID vaccine awareness campaign
- Papa Ola Lokahi - Native Hawaiian Healthcare System
- Office of Hawaiian Affairs
- Hawai'i Tourism Authority
- Department of Hawaiian Home Lands
- Hawai'i Conservation Alliance
- Hawai'i Law Enforcement Memorial Foundation
- State Foundation for Culture and The Arts
- National Kidney Foundation of Hawai'i
- Native Hawaiian Legal Corporation

## DIFFERENTIATORS

- Local, regional, and national campaign experience
- Deep knowledge of Native Hawaiian and Pacific Islander (NHPI) and Asian American communities
- Extensive experience with Hawaiian and Pacific Islander community engagement
- Network of strategic partners across the United States

## CORE COMPETENCIES



### Marketing & Communications

- Strategy and Tactics
- Campaign planning and program management
- Targeted media buying and placement
- Influencer recruitment and marketing
- Measurement and analytics



### Creative Services & Production

- Full service video production and graphic design
- Website development and management
- Social media management
- Persuasive writing tailored to specific audiences



### Public Relations & Engagement

- Comprehensive outreach campaign planning
- Community and multicultural engagement
- Media relations and earned media placements
- Event coordination and production

## CERTIFICATION

- Certified SBA 8(a) participant as a small disadvantaged business until 2032



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