



# Combo<sup>®</sup>

## About Combo

Founded in 2016, Combo is a leading strategy and design agency offering full-service strategy, design and innovation capabilities. Through rigorous research, we develop strategies and design systems that organize complexity and enhance the consumer experience.

## NAICS Codes

### 541613 Marketing Consulting Services

- 541430 Graphic Design Services
- 541490 Other Specialized Design Services
- 541511 Custom Computer Prog. Svcs
- 541519 Other Computer Related Svcs
- 541611 Adm, Mgt. & Gen. Marketing Consulting
- 541618 Other Mgt. Consulting Services
- 541810 Advertising Services
- 541890 Other Services Rel. To Advertising
- 541910 Marketing Research & Opinion Polling

## PSC Codes

- R405 Support Professional: Operations Research/ Quant. Analysis
- R422 Support Professional: Market Research/Public Opinion
- R426 Support Professional: Communications
- R499 Support Professional: Other
- R701 Support Management: Advertising
- R799 Support Management: Other
- T001 Photo/Map/Print/Publication- Arts/Graphics

## Point of Contact

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**CAGE Code:** 9E5U9

**SAM ID:** #FRUBE6MF57P9

## Contractor Headquarters

Verdes Industries LLC dba  
 Combo, 167 Canal Street  
 FL 3, New York, NY, 10013  
[www.combo.co](http://www.combo.co)

Small Business

We accept credit cards

## Key Differentiators

Two agency Partners are materially involved on all accounts from start to finish.

Our team has deep understanding and experience within regulated industries and other highly complex client environments.

We remove the subjectivity from creativity through research-led design thinking. Our work is rooted in objective insights, backed by research.

## Services & Capabilities

### Research

- Quantitative and Qualitative Research
- Market / Consumer Research
- Ethnographic Research
- Future Thinking Research

### Strategy

- Communications Strategy
- Marketing Strategy
- Business Strategy

### Innovation

- Product Innovation
- New Product Development
- Service Design

### Creative

- Branding
- Graphic Design
- Copywriting
- Product design
- Communications design
- Asset creation / execution

### Websites

- Website Design
- Website Development
- UX/UI
- Ecommerce

# Humana

Contact: Cindy Smithlin  
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Email: csmithlin@humana.com

2019-2022

Services

Research

Strategy

Branding

Innovation

## Reinventing MediCare for Seniors

**Description:** We worked with Humana in a multi-year relationship to conceive, strategize and launch a new sub-brand focused on senior care. Our role covered everything from in-depth market research, to designing the brand, and developing new communication tools and tactics in order to enhance the consumer experience for seniors.

**Contract:** Multiple years, resulting in seven-figure revenue

# DIAGEO

Contact: Brittany Brown  
Phone: 804 539 6738  
Email: brittany.Brown@diageo.com

2019-Present

Services

Research

Strategy

New-to-market products

## Growing & Expanding a Portfolio of Products

**Description:** We've had a multi-year relationship with Diageo, working across their portfolio of products supporting with consumer and product research, as well as supporting their product development teams to expand the businesses product pipeline and reach new audiences.

**Contract:** 5+ years resulting in seven-figure revenue

# Penelope

Contact: Jean Smart  
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Email: jean@penelope.co

2021-2022

Services

Research

Strategy

Branding

Product Development

## Launching the 401k for Small Businesses

**Description:** Penelope is a financial technology company designed to help small and medium sized businesses access the benefits of 401(k) programs, a resource typically not available to employees of such businesses. We worked with Penelope to develop their brand strategy and overall visual look for the company with the purpose of a successful launch for their new and unique customer offering.

**Contract:** Project-based, resulting in nearly half a million in revenue

## Additional Clients

