



Medium Neutral

Tenders Capability Statement

Medium Neutral is a small business located in Bankstown, NSW, operating since 2024. This Consumer PR firm is capable of providing tender writing and editing services to small businesses intending to enhance their potential with tailored content for various procurement opportunities.

The principal professional of the firm, Aline Pires, is a qualified communications professional with extensive experience in corporate writing, including hands-on experience in preparing, writing, and formatting marketing performances for formal competition.

Proposals for Procurement Contracts

The fundamental challenge many small businesses face today is presenting their products and services in a content format that is not only accurate and professional but also resonating. Medium Neutral fills this critical gap by crafting authentic narratives designed to build credibility and mitigate potential risks. Unlike mass content, Medium Neutral specializes in perusal-centric storytelling—prioritising depth and meaning over broad efforts. This approach equips small businesses with both resilience and eloquence.

Medium Neutral is led by Aline Pires, a seasoned PR professional known for her ability to elevate complex communications with creativity and data-driven insights. She ensures that every initiative is tailored to meet her clients' specific needs and goals. If Aline is ever immediately unavailable, she will coordinate with an appropriate professional to ensure the timely completion of Medium Neutral's work for you.

Business Model

Medium Neutral's approach is founded in thorough research and personalised attention to each client's unique needs.



The process begins with an in-depth exploration of the client's industry to develop a comprehensive understanding of their context. This is followed by an extensive briefing session—akin to an interview—where Medium Neutral delves into the client's essence, values, and specific content requirements. This crucial step ensures that the resulting content authentically reflects the client's voice and objectives.

Contacting Medium Neutral

The opportunity to discuss how Medium Neutral can support your procurement needs is welcomed. Please contact Aline Pires by leaving a voice message on mobile 0425 768 476 or emailing contact.alinepires@gmail.com.

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