

## CONTACT

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## HEADQUARTERS

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## CERTIFICATIONS

- Capital Region Minority Supplier Development Council (NMSDC/CRMSDC)
- D.C. Dept. of Small & Local Business Development (CBE)
- City of Baltimore (M/WBE)
- Maryland Department of Transportation (MDOT)
- Montgomery County, Md. Government (MBE)
- Prince George's County, Md. Government (MBE)
- Howard County, Md. Government (MBE)
- Washington Metro Area Transportation (WMATA)
- District Department of Transportation (DDOT)
- Metropolitan Washington Airports Authority (MWAA)
- State of Delaware (M/WBE)
- U.S. Small Business Administration: SDB, WOSB & EDWOSB
- 8(a) Graduate (2003)

## PRIMARY NAICS CODES

- 541810 – Advertising Agencies
- 541820 – Public Relations Agencies
- 541830 – Media Buying Agencies
- 541613 – Marketing Consulting Agencies
- 512110 – Motion Picture and Video Production
- 561920 – Convention and Trade Show Organizers
- 541611 – Admin. & General Mgmt. Consulting Services



WE BRING IMPACTFUL HUMAN STORIES TO LIFE

# CAPABILITY STATEMENT

## WHO WE ARE

SRB Communications is a full-service boutique marketing, advertising and PR agency located in downtown Washington, D.C. For more than three decades, we strategically craft compelling campaigns to reach diverse communities.

Founded and owned by a Black woman, SRB continues to adapt its philosophy and establish itself as a leader in multicultural marketing through a fusion of real-life practices, with a forward-thinking and human-centered approach.

Our award-winning work exemplifies our commitment to helping our clients meet their business goals through transformative and strategic marketing campaigns that are tailored to be bold, authentic and impactful.

## LEARN MORE ABOUT US

[SRBCommunications.com/CapabilityStatement](http://SRBCommunications.com/CapabilityStatement)

## CLIENTS



## WE SPECIALIZE IN

### STRATEGY + STORYTELLING

*Craft relatable, compelling messaging that educates, inspires and causes audiences to react.* Our expertise, rooted in research insights, includes branding, content strategy and development, copywriting, media relations, stakeholder engagement, community outreach and crisis communications.

### DIGITAL MARKETING

*Identify and deploy data-driven tactics to connect our clients with niche audiences wherever they are through paid media, website development, social media strategy and more.* Through constant monitoring and measurement, we ensure our clients stay ahead of the digital curve.

### CREATIVE + VIDEO PRODUCTION

*Experts in delivering award-winning creative services that help our clients resonate with their unique audiences.* We are equipped to meet your audiences where they are and how they want to be spoken to utilizing graphic design, radio, television and video, and media buys.