



1020 16th Street, NW – Suite 400
Washington, DC 20036

T (202) 775-7721

F (202) 775-7421

www.srbcommunications.com

Contact:

Sheila Brooks, Ph.D.

Email:

Sbrooks

@srbcommunications.com

Primary NAICS Codes:

541810 – Advertising

541830 – Media Buying

512110 – Motion Picture and
Video Production

541820 – Public Relations

541611 – Strategic Planning

SRB Communications is a
100% minority and woman-
owned business in
Washington, D.C., Baltimore,
Maryland and New York City.

Member of Ad Club of
Washington and American
Advertising Federation (AAF)

Certifications:

- Capital Region Minority Supplier Development Council (CRMSDC)
- City of Baltimore M/WBE
- D.C. Department of Small & Local Business Development (CBE)
- Metropolitan Washington Unified Certification Program (WMATA and DDOT)
- Maryland Department of Transportation (MDOT)
- State of Delaware
- Metropolitan Washington Airports Authority
- AMTRAK
- New York State M/WBE
- U.S. Small Business Administration SDB, WOSB and EDWOSB
- 8(a) Graduate (2003)

Corporate Capability Statement

OUR AGENCY

SRB Communications, LLC is an award-winning, full-service boutique advertising and marketing agency specializing in multicultural markets, media relations, public relations, community outreach and broadcast production. Simply put, we help our clients build brand awareness for their programs and initiatives, creating and executing advertising, marketing, outreach and public education campaigns.

Our team of storytellers deliver integrated media solutions through multiple channels including radio and television commercials, brand videos, outdoor, print, digital and social media. For 27 years, we've provided services to energy and utilities, education, transportation and infrastructure, and government clients.

Our services include strategy, messaging, content and creative development, media buying and placement, public engagement, and market research. We write communications plans, hold focus groups, track analytics and design graphics for print and digital ads, annual reports, brochures and websites. We're committed to expand our client's reach, frequency and ROI.

AGENCY SERVICES

- Advertising (Strategy, Content & Creative Development)
- Media Buying and Placement (Radio, TV, Digital and Outdoor)
- Branding / PR / Digital & Social Media
- Community Outreach and Public Engagement
- Video Production / Event Production / Multimedia Production

STRATEGIC ADVANTAGE

- Seasoned advertising, marketing and communications managers and planners
- Experienced longtime negotiating skills in media buying and placement
- Expertise in brand strategy that captivates audiences and inspires solutions
- Rapid response to craft compelling messages, especially in a crisis
- Ability to meet short lead time and quick turnaround in this digital age

OUR TEAM

What distinguishes our team of marketing, media and communications professionals is exhaustive research, strong writing, and production management skills. We are driven by journalistic standards of excellence. We deliver results under the pressures of deadline.

CUSTOMERS

Pepco Holdings (2016 – present);

Multicultural Agency of Record for PHI region-Washington, DC, Delaware and New Jersey. Marketing and Community Outreach and Engagement for Capital Grid reliability campaign. African American Agency of Record, 2004-2008.

Baltimore Gas and Electric (2013 – present)

Provides strategic communications consulting services to communications and corporate relations, regulatory & public affairs and economic development teams.

University of the District of Columbia (Agency of Record, 2012 – present)

Provides advertising and marketing services to increase awareness and educate stakeholders on university academic offerings that meet the needs of the city's workforce.

Washington Gas Light Company (Agency of Record, 2008 – 2015)

National "Agency of Record" – Emergency Advertising/General Market/Ethnic Market

Grambling State University

Provided strategic and crisis communications services. Wrote communications plan.

McCormick and Company

Produced video that examined the multi-year, six-point strategy for increasing diversity and inclusion globally to improve results for the spice and flavor company.

National Association of Black Journalists (NABJ)

Produced eight (8) "live-to-tape" event productions as the Convention Production Company for the annual conference in Philadelphia. Produced six (6) 2-minute videos on honorees inducted into the annual NABJ Hall of Fame. Produced the annual Hall of Fame Ceremony, including event logistics, video production and event production.

Disney World Resorts & Target – NABJ Philadelphia Convention

Provided set design, staging and AV (audio & lighting) needs for convention productions.