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GSA Contract Number  
47QRAA18D002E

**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:**

- U.S. Small Business Administration SDB, WOSB and EDWOSB
- 8(a) Graduate (2003)
- 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)
- New York State M/WBE
- Metropolitan Washington Airports Authority
- AMTRAK
- Capital Region Minority Supplier Development Council (CRMSDC)

# Government 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, political 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

### WSSC – State of Maryland water and wastewater company

- Branding Campaign, 2017 – present
- Marketing Agency of Record – Provided and media buying services for multi-year public education campaigns, 2012-2016

**DDOT (2015 – present)** – Provide facilitation services for annual DBE Procurement Summit.

### MDOT (2015 – 2016)

Provided outreach and marketing communications solutions to capture the participation of MBEs.

### St. Elizabeths East / Office of the D.C. Deputy Mayor, Economic Development

Provided outreach and marketing services for public engagement campaign in DC's Ward 8.

### U.S. Department of Housing and Urban Development (6-year contract)

Provided webcasting and streaming media services, broadcasting content over the Internet "live" and on-demand; created graphic elements and incorporated them into high-quality video in multiple languages designed for distance learning, product launches, training programs, conferences and meetings; provided closed captions and media storage.

### U.S. Department of Justice

Developed national integrated advertising and marketing campaign that informed and educated its target audiences – Recipients and Limited English Proficiency (LEP) beneficiaries of federal funding and community organizations. Created marketing collateral and video in five (5) languages (English, Spanish, Vietnamese, Chinese, and Korean).

### U.S. Navy (10-year contract) / U.S. Army / U.S. Marines

Produced 8-10 minute NAVY training videos used on all domestic and international bases. Produced 10-12 minute marketing videos for the Marine Corps MCJROTC programs.

### U.S. Department of Health and Human Services

Produced promotional videos to help empower low-income Americans and strengthen their communities, while tracing four decades of poverty in the U.S.

### U.S. Department of the Treasury

Produced training, educational and instructional videos for six of 12 Treasury agencies.