



Executive Summary

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.

We have an extensive list of satisfied clients including:

- Pepco Holdings (PHI)
- Baltimore Gas and Electric
- Washington Gas
- WSSC
- University of the District of Columbia
- Grambling State University
- Howard University
- DDOT
- MDOT
- DCCC
- Horseshoe Casino Baltimore
- St. Elizabeths Development
- American Advertising Federation
- McCormick
- U.S. Department of Housing and Urban Development (HUD)
- National Center for Children and Families
- D.C. Public Charter Schools
- U.S. Navy
- U.S. Army/Marine Corps

Established in 1990, SRB Communications has evolved from a production company into a full-service, advertising and marketing agency – providing clients with focused brand management and strategies, integrated media solutions, and production concepts and creations.

Under the leadership of Sheila Brooks, an Emmy Award-winning documentary producer and former television newscaster, our team of professionals is trained as broadcast and print journalists and have the knowledge, experience and ability to deliver the breadth and depth of creative services that consistently exceed our clients' expectations. We deliver cost-effective solutions that contain novel approaches to reach target audiences and fully engage them to meet our clients' goals and objectives.

Our talented, experienced, and creative advertising and communications professionals with expertise in marketing, media, and public relations, deliver measurable results, every time. We have the speed, innovation and synergy you need to speak to your audience in the way they prefer.

KEYS TO SUCCESS

- Provide superior client management to deliver exemplary services and products on deadline
- Deliver a higher return on our client's advertising and marketing ROI
- Create consistent messages and advocacy positioning for strategic branding efforts
- Obtain desired exposure and outcomes for a diverse target segmentation
- Execute novel approaches to digital and social media strategies
- Create a positive response to ensure community engagement, participation and on-going media relations efforts
- Use cutting-edge techniques to engage multicultural audiences, including print, television, radio, digital, social media and other interactive mediums
- Post-production services, especially digital editing, video and audio; mass duplication of DVDs
- Create and produce original content for all digital platforms, network television, cable television networks, radio networks and affiliates
- Produce and translate print publications, radio and video in bilingual formats, especially English and Spanish, Korean and Vietnamese
- Efficient systems and procedures for quality control, costs and performance measurements
- Precision project management; delivering projects and campaigns on budget and on time
- Design metrics that accurately measure media and communications results

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- Primary NAICS Codes:**
- 541810 – Advertising
 - 541830 – Media Buying
 - 512110 – Motion Picture and Video Production
 - 541820 – Public Relations
 - 541613 – Marketing Consulting
 - 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)
- Metropolitan Washington Airports Authority
- AMTRAK
- New York State M/WBE
- U.S. Small Business Administration SDB, WOSB and EDWOSB
- 8(a) Graduate (2003)