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GSA Contract Number  
47QRAA18D002E

#### Primary NAICS Codes:

512110 – Motion Picture and  
Video Production

541810 – Advertising

541830 – Media Buying

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
- State of Delaware M/WBE
- U.S. Small Business Administration SDB, WOSB and EDWOSB
- 8(a) Graduate (2003)

# Video Production 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 28 years, we've provided services to energy and utilities, education, transportation 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

### University of the District of Columbia

Produce ongoing series of brand ambassador videos, radio & TV commercials for campaigns

### National Association of Black Journalists

Produced six (6) 2-minute videos on honorees inducted in the NABJ Hall of Fame.

### Horseshoe Casino

Ongoing video production services. Produced 2-1/2-minute video that highlights the casino's 2014 recruitment event to hire table game employees. Used as a promotional video on the casino's website and internally throughout the Caesar's Entertainment company.

### National Alopecia Areata Foundation

Produced 7-minute video presenting stories, reflections and personal accounts of people with alopecia areata and experts who understand and care about alopecia areata. The video highlights NAAF's primary goal for the next 10 years: "Finding effective treatments that restore hair growth for people affected by alopecia areata".

### 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. Produced 37-minute 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, including the Bureau of Alcohol, Tobacco, Firearms and Explosives; Comptroller of the Currency, Bureau of Engraving and Printing, and Financial Management Service.