



# CAPABILITY STATEMENT

## — OUR AGENCY —

SRB Communications is a fusion of creative talent. Our award-winning, full-service boutique marketing and advertising agency specializes in multicultural markets and video production, public relations, media relations, and community engagement.

We are storytellers who deliver integrated marketing solutions through all media channels. For 30 years, we have provided services to some of this nation's top energy and utilities' brands, higher education institutions, government and transportation agencies, political campaigns, convention centers and sports arenas. The COVID-19 pandemic created a new business vertical in the public health sector.

We are committed to expand your reach, frequency, ROI and overall happiness. Come work with us. We're ready and happy to help.

## — AGENCY SERVICES —



**Multicultural:** Strategic Partnerships, Diverse Market Knowledge, Niche Media Reach, Demographic Studies, Community Outreach and Diversity, Equity and Inclusion initiatives



**Market Research:** Focus Groups, Stakeholder Interviews, Surveys, Marketing Strategy Development, Creative Strategy Development and Discovery Workshops



**Marketing and Advertising:** Media Planning and Buying, Campaign Management, Execution and Optimization; Digital and Social Media Planning and Execution, and Campaign Analytics



**Digital Marketing:** Branded Content Development, Programmatic Display and Digital Advertising, Paid and Organic Social Media, SEM/PPC, SEO and Landing Page Optimization



**Creative:** Graphic Design, Copywriting, and Copy Editing



**Production:** Video Production (Online Video, Broadcast, Radio, Animation, Digital), Videotaping and Editing, and Photo Retouching



**Communications:** Public Relations Planning, Crisis Management, Community Engagement and Speechwriting

## — STRATEGIC ADVANTAGE —

- Full-service and in-house marketing and advertising services
- Diverse team of experts
- Highly adaptive in this digital economy
- Experienced longtime negotiating skills in media buying and placement
- Brand strategists that captivate audiences and inspire solutions
- Rapid response to craft compelling messages, especially in a crisis
- We are driven by journalistic standards of excellence

## — PARTIAL CLIENT LIST —



### HEADQUARTERS

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[www.srbcommunications.com](http://www.srbcommunications.com)

### PRIMARY NAICS CODES

- 541810 – Advertising
- 541830 – Media Buying
- 512110 – Motion Picture and Video Production
- 541820 – Public Relations
- 541613 – Marketing Consulting
- 541611 – Strategic Planning
- 561920 – Convention / Trade Shows

### CERTIFICATIONS

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

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