

CAPABILITY STATEMENT



HEADQUARTERS

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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
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 (MWA)
- 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. and Baltimore, Md.

— OUR AGENCY —

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

We are storytellers who deliver integrated marketing solutions through all media channels. For 31 years, we have provided services to regional and local energy and utilities' brands, higher education institutions, government and non-profits, convention centers and sports arenas, transportation agencies and political campaigns. The COVID-19 pandemic helped SRB create a new business vertical in public health.

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: Diverse Market Knowledge, Niche Media Reach, Demographic Studies; Diversity, Equity and Inclusion Expertise; and Strategic Partnerships



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



Marketing and Advertising: Media Planning and Buying, Campaign Strategy, Management, and Execution; Digital and Social Media Planning, Management and Execution, and Campaign Metrics and Analytics



Digital Marketing: Branded Content Development, Programmatic Display and Native Advertising, Paid and Organic Social Media, Over-the-Top (OTT), SEM/SEO/PPC, Microsite and Landing Page Development; and Email Marketing



Creative: Graphic Design, Infographics, Photo Retouching, and Content Ideation



Production: Video Production (Studio, Field and Online), Radio and TV Commercials, Audio, Animation, Videotaping, Editing, Webinars and Podcasts



Translation: 18+ languages and Language Interpretation



Strategic Communications: Communications Planning and Execution; Copywriting, Speechwriting and Copy Editing; Earned Media, Public Relations Planning and Execution, and Crisis Communications



Events: Planning, Logistics and Production



Community Outreach and Engagement: Public Education Campaigns, Grassroots Marketing, Stakeholder Engagement, and Community Organizing

— STRATEGIC ADVANTAGE —

- 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
- Driven by journalistic standards of excellence

— PARTIAL CLIENT LIST —

