



8(a) and EDWOSB certified

Tell a great story. Bond with your audience.

Red Carrot helps you define your mission, activate your values, and create a brand signal that fosters a lasting bond with your diverse audiences. We listen. We learn. We create powerful work with measurable results.

There is no easy recipe for great branding. It takes curiosity, craftsmanship, and an open mind. Good ideas can come from all directions if you are open to them. At Red Carrot, we pride ourselves on taking time to entertain oddball hunches and explore strange territories. This approach can reveal powerful messaging strategies, innovative methods of dissemination, and untapped markets.

Research is the Red Carrot edge. We try to fully understand the challenge facing a client. We delve into pertinent issues, trends, and histories. We find out how your customers live and how they think. Using these insights, we explore creative directions to tell your story in a compelling and trustworthy way. In addition, we can expertly fine-tune and amplify your existing brand signal through our strategic communications and experiential events capabilities.

Red Carrot is a trusted 8(a) and EDWOSB award-winning agency
providing clients with innovative brand ideation crafted from strong
creative direction, informed by smart research.

Contact Information

Danielle Gosthe
Managing Director
(305) 504-8769
danielle@theredcarrot.com

DUNS: 031689583
Certifications: 8(a), EDWOSB, DOT DBE
GSA MAS GS-00F-181GA

theredcarrot.com

Our Capabilities



ADVERTISING

Media Planning
Media Buying
Outreach Campaigns
TV, Print, Radio, Outdoor
Digital Advertising



DIGITAL ENGAGEMENT

Web Architecture
Web Design
Content Management
SEO/SEM
Analytics



STRATEGIC PLANNING

Communication Audits
Informational Interviews
Quantitative Studies
Focus Groups
Competitive Analysis
Best Practices Benchmarking
Program Evaluations



BRAND DEVELOPMENT

Brand Plan
Communications Plan
Logo and Brand Identity
Marketing Collateral Development
Multicultural Outreach



PUBLIC RELATIONS

Press Releases
Media Clippings
Satellite Media Tour
Online Reputation Management
Earned Media Strategy
Influencer Outreach



MANAGEMENT CONSULTING

Active Program Management
Workforce Operating Modeling
Process Improvement
Risk Analysis
Technical Writing
Digital Transformation
Organizational Change
Data Analytics



GRAPHIC DESIGN

Concept Development
Brand Development
Rebranding
Printed Collaterals
Illustration
508-Compliance



SOCIAL MEDIA

Social Media Management
Community Management
Social Media Listening
Social Media Content Creation



HUMAN CAPITAL SOLUTIONS

Operations Staffing
Administrative Support
Recruitment & Retention
Transforming Operations
Diversity, Equity, and Inclusion
Employee Journey
Team Alignment
Program Delivery



VIDEO PRODUCTION

Animated Videos
Testimonial Videos
PSA Videos
508-Compliance



EVENTS

Site Selection
Travel & Logistics
Virtual Events
Trade Shows
Recruiting Events
Event Management

NAICS

512110	541511	541613	541810	541840	541870	541922	561320
515120	541611	541614	541820	541850	541890	541990	561920
541430	541612	541618	541830	541860	541910	561110	611430

Our Clients

