



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

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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

