



8(a) and EDWOSB certified

Communication is everything. Let's enhance your message.

To effectively communicate your message, you need a streamlined process to create a strategic communications plan that is cohesive, measurable, and informed by data.

The Red Carrot team brings proven federal experience and data-driven processes to develop benchmarked solutions. As an award-winning agency, we have received accolades such as *On the Rise Government Contractor of the Year*, *Telly Awards*, and *Hermes Creative Awards*. The results of our optimized management and technical practices have earned us exemplary CPARS ratings. We create strategies that reach the right audience with the right message at the right time.

Our thorough approach to market research and insight gathering enhance the impact of our campaigns. Red Carrot's analytical approach to marketing leads to plans that remove the guesswork and provide measurable results. We offer high-impact services that include Brand Development, Advertising, Digital Engagement, and Impact Evaluation. Red Carrot is readily available to bring forth our full set of capabilities and provide our high level of expertise to enhance your message.

Red Carrot is a trusted 8(a) and EDWOSB award-winning agency
with extensive experience providing clients with innovative,
strategic communications solutions.

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

