



READY TO SERVE

Creative communication solutions
for local, state and federal agencies

a. Bright idea | abrightideaonline.com/government



Identify
**communication
opportunities**

Generate
creative ideas

Execute
customized solutions

Deliver
effective results

Our creative communicators offer verified past performance across our deep portfolio of government, commercial and nonprofit clients of nearly 25 years.

With an integrated, omnichannel emphasis on every communication challenge, our full-service approach lets our experts develop just the right strategic and tactical mix to achieve your mission and build toward your next communication and organizational goals.

We reach coast to coast with a full support model, **ready to serve**. Our corporate headquarters is based in the Baltimore/Washington Metro Area in Bel Air, Maryland, with additional offices in Sonoma and Burbank, California.



SEE OUR FULL CAPABILITIES HERE

ADVERTISING, MEDIA PLANNING & BUYING

We bring the experience and relationships to deliver across local, regional and national advertising campaigns. As a one-stop shop for all your advertising needs, we plan, negotiate and place media, develop and produce integrated campaigns, and report on results.

TELEVISION • DIGITAL • OUT-OF-HOME/TRANSIT • RADIO • PRINT • SOCIAL MEDIA



SPONSORSHIP & TALENT ASSISTANCE

A. Bright Idea delivers top-notch, highly recognizable and celebrity talent, fostering the support of key influencers to drive deep connections with target audiences and extend campaign messaging.

CORPORATE SALES PROGRAMS • CASTING TALENT
NEGOTIATING/CELEBRITY SERVICE AGREEMENTS



PUBLIC AFFAIRS & STRATEGIC COMMUNICATIONS

Our strategic communicators encourage engagement and build relationships with key audiences through careful planning and expert execution. We plan communication strategies rooted in research and based on our demonstrated experience with tactics that deliver results.

COMMUNITY OUTREACH & RELATIONS • MEDIA MONITORING • SPEECH WRITING KEY MESSAGING • CRISIS COMMUNICATIONS • SOCIAL MEDIA

From strategic planning to program execution, A. Bright Idea adheres to the Public Relations Society of America's four-step strategic planning process.



EVENT MANAGEMENT

Making a strong connection with key audiences depends on a seamless experience to leave a lasting impression. We create those strategic opportunities and execute through the finest details to foster interactions authentic to your organization.

CONFERENCE PLANNING & MATERIALS • ON-SITE EVENT MANAGEMENT • COMMUNITY OUTREACH EVENTS
LEADERSHIP STRATEGIC PLANNING



U.S. Department of Commerce,
Economic Development Administration



U.S. Army National Guard | Photo by A. Bright Idea



U.S. Department of Defense,
Defense Logistics Agency

CUSTOM ILLUSTRATION & INFOGRAPHICS

The A. Bright Idea team creates one-of-a-kind graphics designed to communicate your unique messaging. We ensure audiences don't miss the key points of your campaign, important data statistics or the value you provide.

CHARACTERS • ICONS • MEDICAL/SCIENTIFIC • TECHNICAL • PROCESS • GEOGRAPHIC



Maritime Administration

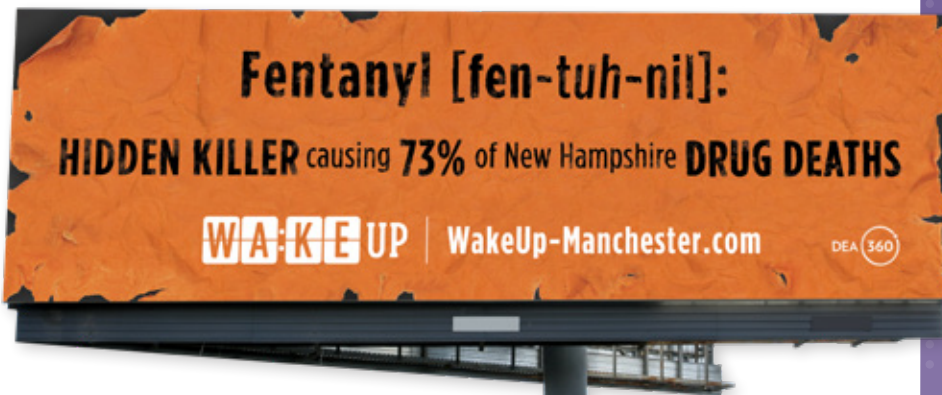
BRAND DEVELOPMENT

A. Bright Idea combines strategic focus and artistic expertise to bring a brand to life. We create visual identities and compelling messages to connect organizations, programs and initiatives with key audiences. Our branding process and creative development reflects an organization's brand essence to elevate credibility and build visual consistency through all audience touchpoints and communications.

IDENTITY • STYLE GUIDES • INTERNAL/EXTERNAL LAUNCH • POSITIONING
MARKETING RESEARCH/TESTING



WAKE UP



U.S. Drug Enforcement Administration

More than a visual logo or mark, a **brand represents the essence of your organization** and should elicit a feeling.

1

RESEARCH & STRATEGY

- Research target audience
- Conduct focus groups & interviews
- Evaluate competition
- Define brand mission
- Develop tagline

2

DESIGN CONCEPTS

- Brainstorm using word association/mapping
- Conduct visual research
- Develop logo sketches
- Layout brand mood boards

3

REFINEMENT

- Vectorize logo
- Develop style guide
- Formalize brand strategy, tagline and mission statement

4

IMPLEMENTATION

- Coordinate public relation events
- Develop marketing collateral
- Rollout to internal/external resources



Amtrak

PRINT COLLATERAL & PUBLICATIONS

Clear communication depends on cohesive elements expertly designed to meet your specific needs. We infuse brand recognition and recall into each communication product, collateral piece and publication by creating standout design consistency within brand guidelines.

BROCHURES • BOOK DESIGN • STATIONERY
ANNUAL REPORTS • NEWSLETTERS
FACT SHEETS/INFORMATION PAPERS



Napa Valley Transportation Authority

INTERIOR WALL GRAPHICS & EXHIBIT/DISPLAY DESIGN

To capture attention for high impact, we transform spaces with large-format graphics and displays. Our designs engage audiences and seamlessly integrate video and technology to communicate important and high-level information.

POSTERS • WALL GRAPHICS • DISPLAYS • TRADESHOW EXHIBITS
VISITOR CENTERS • WAYFINDING SIGNAGE • INTERACTIVE KIOSKS



U.S. Army Chemical Materials Activity



Defense Logistics Agency

COMMERCIAL VIDEO PRODUCTION & PHOTOGRAPHY

From on-location video shoots to our in-house studio, we craft bold stories with passion, sincerity and a quality professional touch throughout the storyboarding and production process.

VISUAL STORYTELLING • ANIMATION
DOCUMENTARIES • EVENT COVERAGE
AD CAMPAIGNS • SOCIAL MEDIA ASSETS
PORTRAITS & HEADSHOTS

AUDIO PRODUCTION

Whether it's your next radio commercial, on-hold message or podcast, we create theatre for the mind to make you sound larger than life and resonate with your audience.

RADIO COMMERCIALS • PODCAST • VOICEOVERS
SOUND DESIGN • CUSTOM MUSIC



DIGITAL & WEB DESIGN

The A. Bright Idea team delivers innovative, clean and responsive websites and digital executions. We create engaging user experiences and ensure strong top-level navigation and content organization. Our intentional creation of seamless, no-friction experiences for users means pairing sophisticated design interfaces with high-quality programming that integrates with new and emerging technologies and platforms at every level of digital execution.

DIGITAL STRATEGY • WEBSITE DESIGN & DEVELOPMENT • ONLINE ADVERTISING
INTERACTIVE KIOSKS • GRAPHIC DESIGN • EMAIL MARKETING



Washington Suburban Sanitary Commission



A. BRIGHT IDEA PROUDLY SUPPORTS:



SPECIAL QUALIFICATIONS

Small Business
 Woman-Owned Small Business (WOSB)
 WBE Number 2005121525
 D&B Number 002833684
 FEIN Number 52-2199010
 CAGE 359K4

MARYLAND SPECIAL QUALIFICATIONS

MDOT MBE Certified 06-147
 MD Small Business Reserve Program
 MD SDAT Number W05534284
 Baltimore City Vendor ID#: 0010162

CALIFORNIA SPECIAL QUALIFICATIONS

Disadvantaged Business
 Enterprise (DBE) CUCP 42661

UNSPSC CODES

82140000: Graphic Design
82100000: Advertising
80170000: Public Relations
 and Professional Communication Services
82131603: Video Production Services

NAICS CODES

512110: Motion Picture and Video Production
541430: Graphic Design Services
541613: Marketing Consulting Services
541810: Advertising Agencies
541820: Public Relations Agencies
541830: Media Buying Agencies
541611: Administrative/General Management
541690: Other Scientific and
 Technical Consulting
541618: Other Management/
 Consulting Services
541850: Outdoor Advertising
541922: Photography
541840: Media Representative
541890: Other Services Related to Advertising
541990: Other Professional, Scientific,
 Technical Services
561410: Document Preparation Services
541870: Advertising Distribution
561920: Trade Show
561910: Market Research/Opinion

GSA SCHEDULE

A. Bright Idea can be found on the
 U.S. General Services Administration's
 (GSA) Professional Services Schedule.

Legacy 541 AIMS Schedule

Contract Number: GS-07F-0324W

SINS

541430: Graphic Design Services
541511: Web Based Marketing
541810: Advertising Services
541810ODC: Other Direct Costs for
 Marketing and Public Relations Services
541820: Public Relations Services
541850: Exhibit Design and
 Advertising Services
541922: Commercial Photography Services
561920: Conference, Meeting, Event and
 Trade Show Planning Services
OLM: Order-Level Materials

FOR MORE INFORMATION:

EAST COAST

210 Archer Street, Bel Air, MD 21014 | 410.836.7180

WEST COAST

348 E. Olive Avenue, Suite E, Burbank, CA 91502 | 818.736.5696
 13750 Arnold Drive, Glen Ellen, Sonoma, CA 95442 | 707.935.1377