



RIGAUD  
GLOBAL  
COMPANY



## CAPABILITY STATEMENT

### CREATIVE SERVICES • MARKETING/ADVERTISING • SOCIAL MEDIA

#### ABOUT US

RGC is a behavior change agency; our campaigns positively influence how people think. Our team has over 15 years of combined experience creating positive engagements through effective and strategic communications.

A service-disabled veteran-owned small business (SDVOSB), RGC provides full-service marketing communications services to federal, state, local governments, and nonprofit organizations. Our services include brand development, market research, advertising, outreach, graphic design, video production, and social media services.

As a small agency, our team is able to pivot at a moment's notice and always put our clients' mission first. We work closely with our clients to help inspire their target audience to take action.

**RGC was recently rated as one of the top 20 content marketing firms in the Washington DC area by The Manifest.**

#### DIFFERENTIATORS

- Subject matter experts with industry knowledge to tailor solutions for each client
- Unique blend of team members with commercial and government experience
- Strategic partner that provides research-driven insights with fast turn-around
- Dedicated project manager for each project
- Customer-first approach

#### CERTIFICATIONS

- Federal
  - Service-Disabled Veteran-Owned Small Business (SDVOSB)
- State
  - VA -SWaM

#### CORE CAPABILITIES

Our marketing experts implement solutions for:

- Creative Services
- Marketing/Advertising
- Social Media

#### CREATIVE SERVICES

Our team is capable of creating the most visually pleasing layouts, videos, ads, and overall campaign materials that will surely catch your audience's eye. Looking for an animation video? We can do that. Looking for a sleek brochure? Look no further. Your design wish is our command.

- Graphic Design
- Video Production
- Web Design
- Motion Graphics/Animation

#### MARKETING/ADVERTISING

Knowing your agency's strengths, weaknesses and opportunities gives a solid foundation to strategic outcomes. The RGC team will start at the very beginning of implementing market research to developing a long-term plan that gives your agency that "Aha!" moment you've been searching for.

- Print Collateral
- Strategic Communications
- Branding
- Content Strategy
- Conference Support Services

#### SOCIAL MEDIA SERVICES

Finding the right platform or platforms that will resonate the best with your audience is just as important as having strong content to disseminate. Will putting effort into SnapChat videos work for an older audience? Most likely not. Will targeted social media ads catch the eye of Millennials. Most definitely.

- Social Strategy
- Social Media Management
- Content Creation
- Earned Media

**DISCOVER. DESIGN. DELIVER. REPEAT.**



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#### MAJOR CLIENTS

##### AMERICAN PSYCHOLOGICAL ASSOCIATION (APA)

Throughout the course of our partnership, we have provided a variety of services for APA. We've produced a number of PSAs, video interviews, testimonials, training videos, and educational films for this association.

##### NATIONAL ALCOHOL BEVERAGE CONTROL ASSOCIATION (NABCA)

Produced, edited and designed multiple membership marketing materials, research publications, website rebranding, social media content, newsletters and conference support; along with database administration, project management and external communications.

The RGC team planned, marketed and executed Facebook Live events for INOVA Health System; one being, Youth Vaping: What Parents Need to Know.

##### INOVA HEALTH SYSTEM

The RGC team planned, marketed and executed Facebook Live events for INOVA Health System; one being, Youth Vaping: What Parents Need to Know.

This event was marketed to parents and received ad distribution assistance through Fairfax County Public Schools in Virginia.

##### VALLEY COMMUNITY SERVICES BOARD

Our team worked on creative content ideal for social media, billboard advertising, website advertising, print materials and other applicable forms of advertising and education.

We created and designed wellness messages and campaigns, culturally and socially sensitive health topics in particular for their Lock and Talk Campaign.

#### NAICS

541820 - Public Relations Agencies  
541810 - Advertising Agencies  
541613 - Marketing Consulting Services  
541430 - Graphic Design Services  
512110 - Motion Picture and Video Production  
541890 - Other Services Related to Advertising  
561920 - Convention and Trade Show Organizers  
541511 - Custom Computer Programming Services  
541611 - Administration Management and General Management Consulting Services

#### GENERAL INFORMATION

REGISTERED COMPANY NAME: Rigaud Global Company  
STATE OF INCORPORATION: Virginia  
STRUCTURE: S-CORP  
DUNS NUMBER: 117331063  
CAGE CODE: 8G0S7  
BUSINESS SIZE: SMALL

#### CONTACT INFORMATION

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