



THE RIGHT METHOD™

Key Differentiator: The Right Method Technical/Risk Rating Method™

OUR STORY

At The Right Method™, we are the government's premier choice for marketing, branding, video production, graphic design, and public relations. Our mission is to provide government agencies with top-notch services while optimizing resources to save them money and time, all with a steadfast commitment to safety and exceptional service.

VIDEO/PHOTO PRODUCTION:

- Research
- Content Planning
- Scriptwriting
- Story Boards / Shot List
- Talent Casting
- Location Scouting
- Hair / Makeup
- Wardrobe
- Videography
- Cinematography
- Documentaries
- Education/ Training Vids
- Event Highlight Videos
- Explainer Videos
- Drone Footage
- Aerial Videography
- Photography
- Post Production & Editing
- Voiceover Services
- Audio Visual Production
- Live Streaming
- Subtitles
- Translations
- Motion Graphics
- 3D Animation

PUBLIC RELATIONS:

- Media Relations
- Public Outreach & Engagement
- Press And Media Outreach
- Government Outreach
- Awareness Campaigns
- PR Consulting
- Crisis Communications
- Reputation Management

MARKETING:

- Logo Design
- Social Media Graphics
- Brand Guidelines
- Sponsorship Decks
- Journals
- Event Program Books
- Banners
- Business Cards
- Letterhead
- Envelope Design
- Website Development
- Flyers
- Email Signatures
- Custom QR Codes
- Animated Logos
- Animated Typography
- Audiograms
- Video Brochures
- Brand Identity
- Brand Strategy Development
- Brand (Re)naming
- Brand Positioning
- Brand Style Guides
- Brand Voice
- Brand Messaging
- Brand Launch
- Market Research and Discovery
- Social Media Branding
- Logo Design

PAST PERFORMANCE

FLORIDA STATE UNIVERSITY

Contract #FSU-2-111 Video Production Service & Brand Development

UNIVERSITY OF DELAWARE, OFFICE OF SUPPLIER DIVERSITY

Contract #UD-3-0305 Branding, Marketing, Event Planning, Social Media, Graphic Design, Public Relations, Editing Services

REGIONAL ALLIANCE FOR SMALL CONTRACTORS:

COMPETITIVE EDGE CONFERENCE NEW YORK

Contract #CEC-4-0388 Marketing, Website Development, Branding, Event Planning, Social Media, Graphic Design, Public Relations, Editing Services

DIFFERENTIATORS

- ▶ 22x Emmy® Winning Agency
- ▶ National Salute to Excellence Award Winner, NABJ
- ▶ Purchase Card
- ▶ SAMS - current
- ▶ The Right Method™ ExpressCare: Rapid progress & tangible results without compromising quality
- ▶ Rigorous Safety Standards to safeguard agency data and confidentiality
- ▶ Full Service Agency: All creative services under one roof, mitigating risk.
- ▶ ESG: Aligning creative strategies with government ESG goals

KEY PERSONNEL

Dhomonique Murphy
CEO

Crystal Konz
Director (8 years)

Dominik Jenkins
Director (8 years)

Steve McClure
Director (4 years)

Julian Velez
Director (4 years)

The Government's #1 Choice for Marketing, Video Production, Public Relations

833-744-4888

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16307 Baycross Drive
Lakewood Ranch, FL 34202

International Reach

NAICS CODES

541820 - Public Relations
541613 - Marketing
512110 - Video Production
541430 - Graphic Design

Date Founded: **2013**

Type of Business: **LLC**

Certifications: **MBE, WOSB, WBE, SBE**

PSC CODES:

- ◆ R708
- ◆ T001
- ◆ T015
- ◆ R426
- ◆ T006
- ◆ T016
- ◆ R608
- ◆ T009
- ◆ U001
- ◆ R701
- ◆ T010



www.TheRightMethod.com

CERTIFICATIONS



In Process: 8(a), GSA