



Rigaud Global Company

Capability Statement

About Us



RGC is an **8(a)** certified and Service-Disabled Veteran Owned Small Business (**SDVSOB**) full- service marketing communications firm that aims to increase awareness and engagement for social good and public health. We help government agencies and nonprofits create campaigns that enhance the health and well-being of their audience.

We're passionate about our work and believe it can make a difference in people's lives. We're committed to providing our clients with the best marketing services possible and are proud to have a positive impact in your community.

Company Info

Point of Contact: **Raphael Rigaud, CEO**
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 Unique Entity ID: **N9CNMLYMZBV6**
 Cage Code: **8G0S7**
 GSA Contract Number: **47QRAA23D004F**



Core Capabilities

Strategic Communications

- Brand Messaging and Positioning
- Integrated Marketing Strategies
- Stakeholder Engagement
- Digital Media Expertise
- Data-Driven Insights
- Monitor, Measure, Evaluation

Creative Direction & Design

- User-Centric Design Solutions
- Brand Identity Design
- Print and Digital Media Design
- Video Production
- Copywriting
- Graphic Design

Social Media Strategies

- Content Creation and Curation
- Analytics and Performance Tracking
- Content Calendars
- Platform-Specific Strategy Development

Earned & Paid Media

- Paid Media Planning and Buying
- Media Relations and Outreach
- Targeted Advertising Campaigns
- Internal Media Buy Team
- Performance Analytics and Reporting

NAICS

- 541810: Advertising Agencies
- 541820: Public Relations Agencies
- 541430: Graphic Design Services
- 512110: Motion Picture and Video Production
- 541613: Marketing Consulting Services
- 541511: Custom Computer Programming Services

Differentiators

- 8(a) direct awards up to \$4.5 million.
- Strictly focus on public health marketing.
- Unique and personalized communications strategies/designs for each partner and client; no reused ideas or content.
- A strategic partner that provides research-driven insights with fast turn-around.



Empowering Change

Past Performance

Virginia Department of Behavioral Health and Developmental Services

RGC and the Department of Behavioral Health and Developmental Services initiated the “Activate Your Wellness” campaign for Black and Hispanic Virginians aged 18-34, reaching over 44 million impressions and setting a groundwork for future health initiatives in Virginia.

Virginia Department of Health

RGC, alongside iHeart Media and Unified Partnerships, addressed vaccine hesitancy for the VDH with a multi-channel campaign highlighting vaccinations, gaining over 15.5 million impressions and enhancing vaccine awareness.

Department of Veterans Affairs

RGC collaborated with the Ad Council and the Department of Veterans Affairs, conducting photoshoots with Veterans to create graphics for nationwide use, promoting a new website, and securing wide engagement with animated and static visuals in line with the campaign’s identity.

Mental Health Association of Maryland

RGC developed communications and marketing materials for strategic marketing guidance targeting students, faculty, and community members at Maryland’s four Historically Black Colleges and Universities (HBCUs). The goals were to increase the number of people trained in Mental Health First Aid and connect with the Black community.

Valley Community Services Board

RGC launched the “Begin with Hope” initiative to address stimulant misuse and abuse, developing a dedicated website and comprehensive marketing materials to drive the campaign forward.

Region Ten Community Services Board

RGC partnered with the “Lock and Talk” suicide prevention initiative, creating marketing campaigns, enhancing its website, and producing videos and other marketing materials to effectively enhance the initiative.