



# CAPABILITIES STATEMENT

**CBC CREATIVE**  
COUCH | BROWN | CROUSE

CBC Creative is a full-service digital advertising agency providing services to a vast array of clients and budgets that include Fortune-500 companies, small businesses, as well as local, state, and federal governmental agencies.

We believe an organization's brand should be built upon strategy, storytelling, awe-striking design, and meticulous attention to detail so to maximize the opportunity to build a loyal and lasting audience.

## Contractor:

**Pyro Lab Design, LLC d/b/a**

**CBC Creative**

108 E. Houston St.

Ste 200

Sherman, Texas 75090

## Primary Contact:

**Kevin Couch - Founder/Owner**

Email: kevin@cbccreative.com

Phone: 903.821.3735

## Other Information:

Cage Code: XXXXXXXX

SAM ID: XXXXXXXX

Business Size: Small Business

Accepts All Major Credit Cards

## NAICS Codes:

541613 - Marketing Consulting Services

541810 - Advertising Agencies

541820 - Public Relations Agencies

541430 - Graphic Design Services

541830 - Media Buying Agencies

541840 - Media Representatives

541890- Other Services Related

to Advertising

## Core Competencies:

With over 15+ years in the business we are here to serve your agency/organization through our outstanding disciplines in communications such as:

- 🎯 Branding
- 🎯 Digital Recruiting/Advertising Campaigns
- 🎯 Marketing Strategy
- 🎯 Website Design & Development
- 🎯 Social Media Advertising

## Key Differentiators:

Cumulatively, we have 5 Addys, 10 Muse Design Awards, 10 Davey Awards (Recognitions for Small Ad Agencies).

Our team recently won the 2021 - AAF District 10 Addy for our work with 903 Brewers on brand packaging for their Space Series Beer. The Accolade is for brand illustration work.

We know government. Our CEO is a former Sherman City Councilman, and a sought-after public strategist for campaigns, specifically recruitment of Police and Fire Departments.

## Client References:

### Ironroot Republic

Contract: On-Going Branding, Graphics and Marketing Consulting

Contact: Marcia Likarish - Phone: 618.791.4545

### 903 Brewers

Contract: On-Going Branding, Graphics and Marketing Consulting

Contact: Natalie Roberts - Phone: 903.327.3285

### Texoma Communications LLC

Contract: On-Going Branding, Graphics and Marketing Consulting

Contact: JJ McGrath - Phone: 903.271.8899



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