



GENERAL SERVICES ADMINISTRATION
FEDERAL ACQUISITION SERVICE

On-line access to contract ordering information, terms and conditions, up-to-date pricing, and the option to create an electronic delivery order is available through GSA Advantage!™, a menu-driven database system. The Internet address for GSA Advantage!™ is: <http://www.GSAAvantage.gov>. For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.gsa.gov/schedules-ordering>.

Professional Services Schedule

Contract Number: GS00F181GA

Contract Period: 4/26/17 – 4/25/22

Business Size/Status: SMALL, Disadvantaged, 8(a), Woman Owned Business

Red Carrot, Inc
520 Brickell Key Drive
Suite 0208
Miami, FL 33131
P 305.504.8769

Contract Administrator:
Danielle Gosthe
Managing Director
305.504.8769 ext 101
danielle@theredcarrot.com

Contractor Info

CONTRACT NUMBER: GS00F181GA

1a. Table of Awarded SINs	541-1, 541-1RC Advertising Services 541-3, 541-3RC Web Based Marketing Services 541-4B, 541-4BRC Video/Film Production 541-4F, 541-4FRC Commercial Art and Graphic Design Services 541-4D, 541-4DRC Conference, Events and Tradeshow Planning Services 541-5, 541-5RC Integrated Marketing Services 541-1000, 541-1000RC Other Direct Costs (ODCs)
1b. Lowest Priced Model Number and Price for Each SIN:	Prices shown in Price List are net, all discounts deducted
1c. Hourly Rate	See Commercial Price List
2. Maximum Order	\$1,000,000*
3. Minimum Order	\$100
4. Geographic Coverage	Domestic 50 States, Washington D.C., US Territories
5. Point(s) of Production	Miami, FL
6. Discount from List Prices	All Prices Herein Are Net
7. Quantity Discount	None
8. Prompt Payment Terms	Net 30 days
9a. Government Purchase Card is accepted at or below the micro-purchase threshold.	
9b. Government Purchase Card is not accepted above the micro-purchase threshold.	
10. Foreign Items	None

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

Contractor Info *(Continued)*

11a. Time of Delivery	To Be Negotiated with Ordering Agency
11b. Expedited Delivery	To Be Negotiated with Ordering Agency
11c. Overnight and 2 Day Delivery	To Be Negotiated with Ordering Agency
11d. Urgent Requirements	To Be Negotiated with Ordering Agency
12. F.O.B. Point	Destination
13a. Ordering Address	Red Carrot Attn: Danielle Gosthe/GSA Orders 520 Brickell Key Drive, Suite 0208 Miami, FL 33131
13b. Ordering Procedures	Supplies and services, ordering procedures, and information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.
14. Payment Address	Red Carrot Attn: Accounts Receivable/GSA Orders 520 Brickell Key Drive, Suite 0208 Miami, FL 33131
15. Warranty Provision	N/A
16. Export Packing Charges	N/A
17. Terms & Conditions of Government Purchase Card and Acceptance	None

Contractor Info *(Continued)*

18. Terms & Conditions of Rental	N/A
19. Terms & Conditions of Installation	N/A
20. Terms & Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts	N/A
20a. Terms and Conditions for Any Other Services	N/A
21. List of Services and Distribution Points	N/A
22. List of Participating Dealers	N/A
23. Preventative Maintenance	N/A
24a. Special Attributes such as Environmental Attributes (e.g. Recycled Content, Energy Efficiency, and/or Reduced Pollutants)	N/A
24b. Section 508 Compliance for EIT	Contact contract administrator for more information.
25. Data Universal Number System (DUNS) Number	031689583
26. Notification Regarding Registration in Central Contractor Registration (CCR) Database	Registered and Currently Active

About Red Carrot

Like the proverbial “carrot on a stick,” our proven strategies are designed to propel your business forward. However, that’s only part of the story. A red carrot is remarkable and rare. It catches your eye, makes you think, triggers action. It distinguishes itself from the ordinary orange bunch; it represents the power of persuasion, fueled by passion and backed by intelligence.

Red Carrot is a full service 8(a) certified, woman-owned advertising agency with experience providing clients with high-impact 360° communication and visual solutions. Like many traditional agencies, we offer creative services and strategic planning to effectively support our clients’ goals. What sets us apart is the way we go about it – we offer a more holistic approach designed to maximize your return on investment. Red Carrot was founded by an Industrial Engineer so our processes give us the perfect balance between logic and creativity.

We utilize analytics to develop the strongest campaigns. While many agencies focus on producing stellar creative, the results are often more of an afterthought. We produce stellar results. The work, itself, is not enough to generate positive outcomes without practices in place to support it. The work is simply a medium used to drive results. We optimize a compelling message and implement processes from within to deliver the best possible outcome.

We combine strategic thinking, passion, and thorough execution to arrive at optimal success. At Red Carrot, we take your goals as our baseline and then push beyond, using research-based strategies to tackle complex challenges and find savvy solutions to deliver powerful results. **To view samples of our work, visit www.theredcarrot.com.**

Our Services

ACCOUNT MANAGEMENT



- Client Relationships
- Budget Development & Management
- Timeline Management
- Integrated Campaign Management

STRATEGIC PLANNING



- Strategic Development
- Branding Planning
- Communication Planning

RESEARCH & ANALYSIS



- Qualitative & Quantitative Research
- Concept Development & Testing
- Competitive Analysis & Reports
- Statistical Analysis

CREATIVE



- Graphic Design
- Concept Development
- Brand Development
- Marketing Collateral
- Copywriting
- Photography
- Video Production
- Illustration

DIGITAL



- Web & Mobile Architecture, Design, and Development
- Content Management System Implementation
- Analytics & Optimization

SOCIAL MEDIA



- Social Media Management
- Community Management
- Paid Social Advertisement
- Social Content Creation
- Blogger/Influencer Outreach
- Social/Campaign Strategy

EVENTS



- Site Selection
- Event Management
- Concept and Creative Design
- Speaker Management
- Event Communication
- Tradeshow Management

Price List

LABOR CATEGORY	BASE PERIOD				
	YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
Management Supervisor	\$201.01	\$205.03	\$209.13	\$213.31	\$217.58
Account Supervisor	\$135.42	\$138.12	\$140.89	\$143.70	\$146.58
Account Executive	\$100.50	\$102.51	\$104.56	\$106.66	\$108.79
Account Coordinator	\$71.79	\$73.22	\$74.69	\$76.18	\$77.71
Administrative Clerical**	\$66.05	\$67.37	\$68.71	\$70.09	\$71.49
Research Analyst	\$119.90	\$122.30	\$124.74	\$127.24	\$129.78
Project Manager	\$114.86	\$117.16	\$119.50	\$121.89	\$124.33
Creative Director	\$167.51	\$170.86	\$174.27	\$177.76	\$181.31
Graphic Designer	\$81.36	\$82.99	\$84.65	\$86.34	\$88.07
Digital Strategist	\$160.81	\$164.02	\$167.30	\$170.65	\$174.06
Digital Specialist	\$105.44	\$107.55	\$109.70	\$111.89	\$114.13
Copywriter	\$119.65	\$122.04	\$124.48	\$126.97	\$129.51
Media Planner/Buyer	\$124.43	\$126.92	\$129.46	\$132.05	\$134.69
Media Assistant	\$105.29	\$107.40	\$109.54	\$111.73	\$113.97

**SCA labor category

Rates are inclusive of IFF, fixed annual escalation rate is 2.0%

SCA Eligible Labor Category	SCA Equivalent Code Title	Wage Determination No
Administrative Clerical	01020 Administrative Assistant	2015-4543

The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the indicated (**) SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e. nationwide).



Labor Category Descriptions

POSITION	DESCRIPTION
Management Supervisor	<p>Oversees multiple client engagements by creating overarching vision. Responsible for developing relationships with client management on assigned engagements. Meets with government program manager to discuss performance initiatives and priorities. Education/Experience: Master's with 5+ years of experience</p>
Account Supervisor	<p>Primary client point of contact. Manages the day-to-day relationship with key client contacts and successfully focus the efforts of the internal team to ensure projects are completed as planned. Leads all aspect of research, design, and production. Education/Experience: Bachelor's with 5+ years of experience</p>
Account Executive	<p>Manages specific client engagements, campaigns and projects. Develops creative briefs focused on client objectives by identifying the key project outcomes, communication messaging, and creative feedback. Monitors timelines and budgets. Coordinates with internal team to execute multi-faceted programs. Education/Experience: Bachelor's with 1+ years of experience</p>
Account Coordinator	<p>Supports team by preparing reports and analysis as needed. Keeps records and maintains job progress reports. Education/Experience: Bachelor's with 1+ years of experience</p>
Administrative Clerical	<p>Assists with administrative needs related to engagement. Coordinates all telephone, courier, proofreading, billing, accounts receivable and data entry. Education/Experience: Bachelor's with 1+ years of experience</p>
Research Analyst	<p>Reviews and analyzes research (existing or new), drafts recommendations for use in marketing plans. Performs statistical analysis to measure campaign success. Education/Experience: Bachelor's with 3+ years of experience</p>
Project Manager	<p>Manages a variety of client engagements. Participates in all project status and production meetings with clients, outside vendors, and internal team. Presents to clients and leads training sessions. Ensures client's end-to-end engagement requirements are met. Education/Experience: Bachelor's with 5+ years of experience</p>
Creative Director	<p>Oversees all creative projects and staff. Is responsible for the overall quality of work produced by the creative team. Ensures client's marketing strategies are translated into creative elements. Education/Experience: Bachelor's with 5+ years of experience</p>

Labor Category Descriptions *(Continued)*

LABOR CATEGORY	DESCRIPTION
Graphic Designer	<p>Manages the design, development and production design assignment for major creative projects. Collaborates with internal team to develop and create innovative visual solutions that meet client's marketing strategies.</p> <p>Education/Experience: Bachelor's with 2+ years of experience</p>
Digital Strategist	<p>Provides interactive marketing strategies for client engagements based on campaign analysis, media analytics, syndicated and primary research. Utilizes deep understanding of client's brand, target audience, and competitive landscape to solidify strategy. Develops insights to provide reporting of campaign activity.</p> <p>Education/Experience: Bachelor's with 4+ years of experience</p>
Digital Specialist	<p>Leads and implements digital media initiatives. Implements digital strategies and tactics, tracks, and reports results. Provides updates to clients as needed.</p> <p>Education/Experience: Bachelor's with 2+ years of experience</p>
Copywriter	<p>Researches, conceptualizes, writes, proofreads and edits original content and digital experiences. Partners with creative team to determine overall creative message that is brand consistent.</p> <p>Education/Experience: Bachelor's with 5+ years of experience</p>
Media Planner/Buyer	<p>Develops, presents and implements media plans based on strategic research and demographic analysis. Works closely with clients to define strategies for media solutions. Participates in the negotiation and purchase of media and event, and sponsorship packages. Tracks media expenditures to ensure budget compliance.</p> <p>Education/Experience: Bachelor's with 3+ years of experience</p>
Media Assistant	<p>Assists with media plans for clients. Conducts media research and statistical analysis for specific media campaigns. Monitors client billing, invoicing and resolves related issues.</p> <p>Education/Experience: Bachelor's with 1+ years of experience</p>

Other Direct Costs

SERVICE	UNIT OF ISSUE	PRICE
Digital Media Buy	Occurrence	\$445,714.73
Event Booths/Displays and Materials	Event	\$54,604.18
Promotional Items	Campaign	\$52,685.14
Video Production	Project	\$44,471.03
Postage, Deliveries and Mailing Services	Deliverable	\$3,866.56

DESCRIPTIONS OF OTHER DIRECT COSTS

Digital Media Buy

Includes purchase of digital media (text, graphics, audio, and video) that can be transmitted over internet or computer networks.

Event Booths/Displays and Materials

Includes the development and placement of event booth(s)/display(s) and marketing signage.

Promotional Items

Includes promotional merchandise, promotional items, promotional products and promotional gifts branded with a logo and used in marketing and communication programs. They are given away to promote the agency.

Video Production

Includes production of a 15 second spot to be used in a digital platform. Pre-production, production and post production equipment are included.

Postage, Deliveries and Mailing Services

Includes packaging, postage, delivery and tracking of packages via ground shipment methods.