



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.GSAAdvantage.gov>. For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at <http://www.gsa.gov/schedules-ordering>.

Multiple Award Schedule

Class Code: R499

Effective as of Mod# A812

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 O208
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	512110 512110RC Video/Film Production 541430 541430R Graphic Design Services 541511 541511RC Web Based Marketing 541613 541613RC Marketing Consulting Services 541810 541810RC Advertising Services 541810ODC 541810ODCRC Other Direct Costs for Marketing and Public Relations Services 561920 561920RC Conference, Meeting, Event and Trade Show Planning Services
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 Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions
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 contractor 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 Items available for expedited delivery are noted in this price list.
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 O208 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 O208 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 System of Award Management (SAM) Registry Database	Registered and Currently Active

About Us

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 Mission

Our data expertise is what sets us apart. Our content, outreach, and support efforts are always benchmarked and optimized. That is why we have surpassed our clients' goals in 100% of our campaigns. Our mission is to partner with clients to propel their business goals. We fulfill that mission by building an exceptional team, fueled by passion, backed by intelligence, and built on expertise.

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

Service Contract Labor Standards: The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Professional Services Schedule (PSS) Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and / or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.



Labor Category Descriptions

LABOR CATEGORY	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.