



GENERAL SERVICES ADMINISTRATION FEDERAL SUPPLY 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 go to the GSA Schedules page at GSA.gov.

Multiple Award Schedule

Federal Supply Group: Professional Services

Price list current as of Modification #PS-0017 effective 2/4/21

Contract Number: GS00F181GA

Contract Period: 4/26/17 – 4/25/22

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

Red Carrot, Inc
520 Brickell Key Drive
Suite O208
Miami, FL 33131
(305) 504-8769

Contract Administrator:
Danielle Gosthe
Managing Director
(305) 504-8769
danielle@theredcarrot.com

Contractor Info

CONTRACT NUMBER: GS00F181GA

1a. Table of Awarded SINs	512110 Video/Film Production 541430 Graphic Design Services 541511 Web Based Marketing 541611 Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services 541613 Marketing Consulting Services 541810 Advertising Services 541810ODC Other Direct Costs for Marketing and Public Relations Services 541820 Public Relations Services 541850 Exhibit Design and Advertising Services 541910 Marketing Research and Analysis 541922 Commercial Photography Services 561920 Conference, Meeting, Event and Trade Show Planning Services OLM Order-Level Materials
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
9. Foreign Items	None
10a. Time of Delivery	To Be Negotiated with Ordering Agency
10b. Expedited Delivery	To Be Negotiated with Ordering Agency Items available for expedited delivery are noted in this price list.

*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)*

10c. Overnight and 2 Day Delivery	To Be Negotiated with Ordering Agency
10d. Urgent Requirements	To Be Negotiated with Ordering Agency
11. F.O.B. Point	Destination
12a. Ordering Address	Red Carrot Attn: Danielle Gosthe/GSA Orders 520 Brickell Key Drive, Suite O208 Miami, FL 33131
12b. Ordering Procedures	Supplies and services, ordering procedures, and information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.
13. Payment Address	Red Carrot Attn: Accounts Receivable/GSA Orders 520 Brickell Key Drive, Suite O208 Miami, FL 33131
14. Warranty Provision	N/A
15. Export Packing Charges	N/A
16. Terms & Conditions of Rental	N/A
17. Terms & Conditions of Installation	N/A
18a. Terms & Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts	N/A
18b. Terms and Conditions for Any Other Services	N/A
19. List of Services and Distribution Points	N/A

Contractor Info *(Continued)*

20. List of Participating Dealers	N/A
21. Preventative Maintenance	N/A
22a. Special Attributes such as Environmental Attributes (e.g. Recycled Content, Energy Efficiency, and/or Reduced Pollutants)	N/A
22b. Section 508 Compliance for EIT	Contact contract administrator for more information.
23. Data Universal Number System (DUNS) Number	031689583
24. Notification Regarding Registration in System of Award Management (SAM) Registry Database	Registered and Currently Active

About Us

Red Carrot is a trusted 8(a) and EDWOSB agency with a culture of thought-leadership, creativity, and innovation that has seen us grow from a challenger agency in the Miami area, to a national player.

Finding a Better Way is our way of thinking and sums up how we approach everything – from a new client brief or RFP to our approach to work.

Red Carrot is a High-Performance Agency with its foundation firmly embedded in rigor and process improvement for all our Campaign Development and Optimization.

We deliver data-inspired, measurable success to fuel your growth. We are consistently responsive and adaptive to the ever-changing market dynamics. with extensive experience providing clients with innovative, integrated communications solutions.

Red Carrot team brings proven public-sector experience and data-driven processes to develop benchmarked solutions. Our accolades include the On the Rise Government Contractor of the Year, Telly Awards, and Hermes Creative Awards. We have optimized our management and technical practices—the results have earned us exemplary CPARS ratings.

We offer high-impact services ranging from Advertising to Brand Development, Digital Engagement, Management Consulting, Human Capital Resources Event Management and Market Research. Our work is holistic and all-encompassing. Our analytical approach to marketing leads to plans that remove the guesswork and provide measurable results.

At the root of Red Carrot, we are embedded with multicultural expertise. Our cross-functional team members have diverse backgrounds and far-reaching insights. We strive to always Find a Better Way to communicate to all audiences. Our analytical approach leads to plans that remove the guesswork, provide measurable results, boost ROI, and foster constant learning and optimization.

Red Carrot is readily available to Find a Better Way for you to enhance your message, bring forth our full set of capabilities and provide our high level of expertise.

Our Mission

We organize ourselves around our clients' business challenges, solving the right problems and using the right people to do so. We translate insights and our strategic approach into the most creative, innovative, and effective ideas and audience activations. We are committed to flawless execution of plans through expertise and optimization. This is how we are always **Finding a Better Way** and surpass our clients' goals in 100% of our campaigns.

Our Capabilities

ADVERTISING

- Media Planning
- Media Buying
- Lead Generation Campaigns
- Outreach Campaigns
- TV, Print, Radio, Outdoor
- Digital Advertising

BRAND DEVELOPMENT

- Brand Plan
- Communications Plan
- ROI Measurement
- Logo and Brand Identity
- Brand Guidelines
- Marketing Collateral Development
- Multicultural Outreach

STRATEGIC PLANNING

- Communication Audits
- Informational Interviews
- Quantitative Studies
- Focus Groups
- Competitive Analysis
- Best Practices Benchmarking
- Program Evaluations

VIDEO PRODUCTION

- Animated Videos
- Testimonial Videos
- PSA Videos
- Digital Videos
- 508-Compliance

DIGITAL ENGAGEMENT

- Web Architecture
- Web Design
- Content Management
- System Implementation
- SEO/SEM
- Analytics
- Paid Advertising

PUBLIC RELATIONS

- Media Management
- Press Releases
- Press Clippings
- Satellite Media Tour
- Online Reputation Management
- Earned Media Strategy
- Influencer Outreach

SOCIAL MEDIA

- Social Media Management
- Community Management
- Paid Social Advertising
- Social Media Content Creation

EVENTS

- Site Selection
- Travel & Logistics
- Management
- Virtual Events
- Experiential Activations
- Recruiting Events
- Event Management

GRAPHIC DESIGN

- Concept Development
- Brand Development
- Rebranding
- Printed Collaterals
- Copywriting
- Illustration
- 508-Compliance

MANAGEMENT CONSULTANCY

- Program Management
- Workforce Operating Modeling
- Robotic Process Automation
- Process Improvement
- Technical Writing
- Digital Transformation
- Organizational Change Management
- Diversity & Inclusion

HUMAN CAPITAL SOLUTIONS

- Operations Staffing
- Recruitment of Adhoc Teams
- Retention
- Transforming Operations to Deliver Sustainable Breakthrough Growth
- Employee Journey
- Strategic Planning
- Team Alignment

Price List

SIN	LABOR CATEGORY	BASE PERIOD				
		YEAR 1	YEAR 2	YEAR 3	YEAR 4	YEAR 5
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 561920	Management Supervisor	\$201.01	\$205.03	\$209.13	\$213.31	\$217.58
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 561920	Account Supervisor	\$135.42	\$138.12	\$140.89	\$143.70	\$146.58
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 561920	Account Executive	\$100.50	\$102.51	\$104.56	\$106.66	\$108.79
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 561920	Account Coordinator	\$71.79	\$73.22	\$74.69	\$76.18	\$77.71
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 561920	Administrative Clerical**	\$66.05	\$67.37	\$68.71	\$70.09	\$71.49
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 561920	Research Analyst	\$119.90	\$122.30	\$124.74	\$127.24	\$129.78
512110, 541430, 541511, 541611, 541613, 541810, 541820, 541850, 541910, 541922, 561920	Project Manager	\$114.86	\$117.16	\$119.50	\$121.89	\$124.33
512110, 541430, 541511, 541613, 541810, 541820, 541850, 541910, 561920	Creative Director	\$167.51	\$170.86	\$174.27	\$177.76	\$181.31
512110, 541430, 541511, 541613, 541810, 541820, 541850, 541910, 561920	Graphic Designer	\$81.36	\$82.99	\$84.65	\$86.34	\$88.07
512110, 541430, 541511, 541613, 541810, 541910, 541820, 561920	Digital Strategist	\$160.81	\$164.02	\$167.30	\$170.65	\$174.06
512110, 541430, 541511, 541613, 541810, 541910, 541820, 561920	Digital Specialist	\$105.44	\$107.55	\$109.70	\$111.89	\$114.13
512110, 541430, 541511, 541613, 541810, 541910, 541820, 561920	Copywriter	\$119.65	\$122.04	\$124.48	\$126.97	\$129.51
512110, 541430, 541511, 541613, 541810, 561920, 541850	Media Planner/Buyer	\$124.43	\$126.92	\$129.46	\$132.05	\$134.69
512110, 541430, 541511, 541613, 541810, 561920, 541850	Media Assistant	\$105.29	\$107.40	\$109.54	\$111.73	\$113.97
541922	Photographer				\$120.91	\$123.33

**SCLS labor category

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

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

Service Contract Labor Standards: The Service Contract Labor Standards, formerly the Service Contract Act (SCA), apply to this contract and it includes SCLS applicable labor categories. Labor categories and fixed price services marked with a (**) in this pricelist are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS/SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e., nationwide).”



Labor Category Descriptions

LABOR CATEGORY	DESCRIPTION
Management Supervisor	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
Account Supervisor	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
Account Executive	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 year of experience
Account Coordinator	Supports team by preparing reports and analysis as needed. Keeps records and maintains job progress reports. Education/Experience: Bachelor's with 1 year of experience
Administrative Clerical	Assists with administrative needs related to engagement. Coordinates all telephone, courier, proofreading, billing, accounts receivable and data entry. Education/Experience: Bachelor's with 1 year of experience
Research Analyst	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
Project Manager	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
Creative Director	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 4 years of experience

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 year of experience</p>
Photographer	<p>Creates and prepares photographic images for a wide range of projects. Selects and assembles equipment according to subject material, anticipated conditions, and knowledge of function of various types of cameras, lenses, films, and accessories.</p> <p>Experience in both digital and print.</p> <p>Education/Experience: Bachelor’s with 3 years of experience</p>

Other Direct Costs

SERVICE	UNIT OF ISSUE	PRICE
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

Media Buy

Includes purchase media (text, graphics, audio, and video).

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.