

Core Competencies

The Ronin Media, LLC (The Ronin) is a Small Disadvantaged Minority-Owned Marketing Agency. Founded in 2017, The Ronin creates customized solutions that solve societal and business problems. Young, passionate and results driven, we use our native understanding of the digital space and technological expertise to overcome our clients' challenges and deliver continuous effective value for years to come.

The Ronin is an agency that uses our native understanding of the digital space and the human-centered design process to solve organizational and societal problems. Our clients, even the ones who are the most unfamiliar with anything digital, leverage us to create real results from any or all of our three areas of work...

Full Suite Content Production.

- Our Full Suite Photo and Video Production enables our clients to capture and create stories with a digital purpose.

Marketing.

- Our Paid and Organic Marketing Methods allow our clients to share their communication with a both wide and specific audience.

Consulting/Strategy.

- We enable our clients to integrate digital solutions into their organization that get them both results and efficiency in their marketing.

Differentiators

We're young. We grew up with social media, the internet, and smartphones constantly at our fingertips. We understand how people use technology, not just the technology itself.

We use a very specific process to build our solutions. It's called the human-centered design process. This process involves the human perspective at every step to the solution itself. This helps our clients advertise less, for more return.

We have a focus group of 200+ young people that gives us insight on a diverse array of topics, trends, and gaps within the DMV culture. This group also extends our collective reach and network within the area.

Past Performance

Midnite BBQ.

We took a smaller festival in DC and brought out multiple communities through organic and paid marketing. Responsible for 77% of ticket sales.

Contract: \$20k

Duration: 30 Days (May '19)

Contact: Lamine N'dour, Founder of Midnite BBQ, Indou@gmail.com, 202.421.4286

History Factory.

We worked with the Kingdom of Saudi Arabia and the Layan Cultural Foundation to generate attention for their international sculpture competition by creating targeted ads that converted into website clicks. Responsible for creation of ad creatives and distribution. With \$23k in ad-spend we were able to generate 122 million impressions.

Contract: \$50k

Duration: 3 Months (Dec '19 - March '20)

Contact: Hebah Saddique, Project Manager, hebah@weconsultdc.com, 202.600.5991

Howard University.

We created 4 pregame intro videos for Howard Universities basketball teams. We increased audience retention and in-game engagement.

Contract: \$20k

Duration: Dec '18 & Dec '19

Contact: Ariel Germain, Former-Associate Athletic Director/Project Manager, ariel_germain@me.com, 202.276.7730

DUNS #: **101420868**
CAGE Code: **8H4P4**

NAICS Codes:

512110 - Video Production

541430 - Graphic Design

541613 - Marketing Consulting Services

541810 - Advertising Agencies (Primary)

541830 - Media Buying Agencies

541921 - Photography Studios, Portrait

541922 - Commercial Photography

611710 - Educational Support Services

SAM Registration: Active

Accepts Credit Cards: Yes

Size: Small Disadvantage Business

Certifications:

Mulique Evans

Chief Operations Officer

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