



CAPABILITY STATEMENT



Wright Creative Agency LLC is an integrated marketing firm with deep financial services experience. Our current client roster includes Sunbelt Rentals, TIAA, Trane, Kellogg's, Parkdale, the NAACP, and many others. As a certified Black and woman-owned business with decades of experience in journalism, digital content platform-building, and award-winning editorial, Wright Creative applies talent, skill, and a passion for narrative to our client's business challenges, with a keen eye for unheard stories. We bring a diverse POV and team to our marketing. Content is ubiquitous, but solid brand journalism is rare. Customers and audiences are as likely to get their news and information from a brand as they are from news sources. Brand journalism is a smart solution given the state of business, the economy, and the world. It powers brand messaging and builds long-term relationships with audiences when done right. Whether B2C, B2B, or B2E, brand journalism needs to be accurate, truthful, and creative. We do this by creating assets that serve audiences' emotional and product needs.

Core Capabilities

CC

Creative Content

Our creatives have over two decades of experience creating content for the world's largest media platforms and brands. Areas of expertise include the following verticals:

- Sports
- Race & Culture
- Travel & Hospitality
- Home & Décor
- Real Estate
- Financial Services
- Food & Cooking
- Retail
- Health & Pharma
- Manufacturing

BC

Branded Content

Our audience expertise covers: B2B, B2C, B2E

VP

Video Production

As part of our content offering, we oversee the production of video assets for our clients. Our services include:

- Ideation & Concepting
- Executive Producing
- Filming, Editing, Post-Production
- Scriptwriting
- Distribution Oversight

Co

Consulting

We advise and support clients who need help in establishing and maintaining efficient content output and human resource management for their owned, earned and paid channels. Our services and deliverables include:

- Workshops
- Editorial Oversight
- Playbooks
- Talent Evaluation

Clients



[TIAA](#)
[Trane](#)
[Parkdale](#)



[LinkVisum Consulting](#)
[Guilford County Public Schools](#)



[Kellogg's](#)
[PCMA](#)



[Essence Magazine](#)
[Sports Business Journal](#)
[AC&M Group and ESPN](#)



[Sunbelt Rentals](#)
[The Center for Creative Leadership](#)

Awards

Global Ace Awards, ANA New York, 3 Gold, 1 Silver (2022)
Women in Content Marketing, General Excellence (2020)
Telly Award, Corporate Non-Broadcast Video, Bronze (2018)

Certifications

- North Carolina HUB Business, *certified*
- National Minority Supplier Development Council, *certified*
- Women's Business Enterprise National Council, *certified*

General Information

Registered Company Name: Wright Creative Agency LLC
DBA: Wright Creative
Year Incorporated: 2015
State of Incorporation: North Carolina

NAICS Codes

Primary 541613, 512110, 561410

Contact Information

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