



Creative Consulting + Design Studio



CAPABILITY STATEMENT

FOR: Government Contractors Federal & State Agencies Commercial Firms

DRIVING CLARITY, CONNECTION, CONSISTENCY, AND CUSTOMER LOYALTY



At the core of Sabol Creative's approach is the proprietary ALIGN™ Method—a 5-point strategic process that moves clients from message ambiguity to brand clarity. Whether launching a national outreach campaign or building an internal messaging system, the ALIGN™ process ensures that every touchpoint reinforces the organization's goals, values, and voice. It's a system grounded in discovery and purpose, and designed to create real connections—between agencies and citizens, brands and buyers, leaders and teams.



Examining the needs and experiences of your current employees, stakeholders, or customers to focus on measurable improvements



Building upon existing systems and content to enhance your storytelling with information tailored to your audiences



Using artificial intelligence and data visualization to design creative solutions that deliver scalable and sustainable results faster



Cross-linking content across your digital channels and events to maximize reach and impact that fosters repeat engagements



Feeding your touchpoints on a routine basis to stay relevant, competitive, and positioned for growth that inspires customer loyalty

OUR PRODUCT SUITE



OUR MISSION

At Sabol Creative, we strategize with intention and design with purpose. Our mission is to craft authentic, impactful, and perfectly aligned marketing and communications solutions that empower organizations to evolve, connect, and thrive.

OUR CORE SERVICES

PROPOSAL AND PRODUCTION SURGE SUPPORT

- Publication Design and Graphics
- Writing and Technical Editing Support
- Formatting and Packaging

DESIGN SERVICES

- Visual Identity and Branding
- Campaign and Product Design
- UX Web Design and Development

CREATIVE CONSULTING

- Communications Plan Development
- Creative Direction and Project Management
- Marketing, Outreach, and Dissemination Strategies

- E-Learning Tools and Training
- Event Design and Management
- Video and Multimedia Production

BRINGING RELEVANCE, READINESS, AND RESULTS TO EVERY ENGAGEMENT

OUR DELIVERY MODEL



THE **SC** PROMISE

We hold ourselves to the highest standard, honoring our commitments and delivering work that not only meets your expectations but exceeds them.

Your success is our priority, and we take ownership of every detail to make sure you get results.

Sabol Creative commits to providing high-quality deliverables:

- On strategy
- On time
- On budget

CORE VALUES: Authenticity | Artistry | Agility | Accountability | Appreciation

STRATEGIC DIFFERENTIATORS

- Founder with over 26 years of experience in supporting Federal, state, and commercial marketing, communications, and outreach as Creative Director for teams of 25-40 staff for several government contractors during her career
- Proven leadership in delivering award-winning campaigns across multiple agencies
- Boutique agency agility with enterprise-level insights and delivery capabilities
- Seasoned creative experts who have worked together for 15+ years with institutional knowledge from having supported almost every U.S. Federal Government agency and sector

FLEXIBLE PRICING MODELS

- Freelance to long-term contract options
- Fixed-price budgeting for ALIGN™ projects, toolkits, design sprints, or conference packages
- Hourly and time and materials (T&M) budgeting for consulting, design, or proposal and production support tasks
- Upfront scoping discussion to align your needs and timeline with our services, talent, and value-based pricing model

COMPANY DATA IN SAM.GOV AND DSBS

UEI: ZH2MC36AN1X6

CAGE: 11N42

NAICS:

541613 Marketing Consulting Services

541430 Graphic Design Services

541490 Other Specialized Design Services

541611 Administrative, Management, and General Management Consulting Services

541618 Other Management Consulting Services

541890 Other Services Related to Advertising



sabolcreative.com

Sabol Creative LLC is a woman-owned small business offering high-level communications and marketing strategy, creative design, and delivery agility to Federal, state, and local agencies, contractors, and commercial firms. With a veteran founder, our proprietary ALIGN™ approach, and a dependable partner network, we help organizations align and elevate communications through expert creative consulting, branding and campaign execution, web and digital services, and production surge support.

Julie Sabol, President | 202.670.3531 | julie@sabolcreative.com