



Bilingual public awareness, outreach & advertising campaigns

Research, creative, media and direct-to-audience outreach, delivered end to end in English and Spanish, in all 50 states.

- 915-207-4602
- carlos@renegadecreative.com
- renegadecreative.com/government
- El Paso, Texas · Serving nationwide

COMPANY OVERVIEW

Renegade Creative, LLC is a Hispanic-owned, self-certified small disadvantaged advertising and public affairs agency headquartered in El Paso, Texas, with work delivered in all 50 states. We plan and deliver integrated public awareness, education, recruitment and outreach campaigns, from polling and message testing through creative production, media placement and direct outreach by text, phone and mail. Agencies get one accountable partner instead of five vendors.

CORE COMPETENCIES

- Public awareness & education campaigns
- Public opinion research, polling & surveys
- Media buying: digital, social, TV, radio, CTV
- Video, photo, audio & voice-over production
- Branding, graphic design & copywriting
- Community outreach & stakeholder engagement
- Spanish-language outreach & translation
- SMS/MMS texting & phone outreach
- Outdoor & out-of-home advertising, billboards
- Direct mail: in-house print & USPS permit
- Audience data, targeting & custom models
- Website design & development

DIFFERENTIATORS

- Bilingual by design.** Hispanic-owned leadership creates and tests Spanish-language work natively, not as a translation afterthought.
- Owned delivery channels.** Our in-house texting platform, print shop and mailing permit mean competitive rates and direct control over text and mail delivery.
- Research-to-results loop.** Polling and audience data shape the creative, and channel metrics drive in-flight optimization.
- Built for scale and speed.** Campaign-tested teams deliver on hard deadlines, from a single county to all 50 states.

EXPERIENCE HIGHLIGHTS

25+

years leading campaigns & public affairs

200+

campaigns, city council to president

50

states with work delivered

10M+

people reached through our text programs

- Multichannel campaigns** combining TV, radio, digital, outdoor, direct mail, text and phone.
- Statewide Spanish-language advertising** and Hispanic outreach programs.
- 50-state field operations**, including national ballot-access and petition drives.

READY TO SUPPORT

Federal agencies / State & local government / Prime contractors seeking small disadvantaged business subcontractors

COMPANY DATA

UEI **PBB5C6GXM2R7**

CAGE **104G2**

- ✓ **Small Business** (all 41 NAICS)
- ✓ **Self-Certified Small Disadvantaged Business**
- ✓ **Minority-Owned**
- ✓ **Hispanic American-Owned**

Gov't purchase card accepted · English & Spanish · All 50 states

NAICS CODES

541810	541820	541613	541910
541830	541840	541850	541860
541870	541890	541430	541930
512110	512191	512240	561422
323111	541611	541618	611430

Primary: 541810. 20 of 41 shown; all codes at renegadecreative.com/government

PSC CODES

DA01	R405	R406	R408	R410
R422	R426	R429	R499	R603
R604	R608	R699	R701	R702
R708	R799	T001	T006	T010
T011	T012	T013	T015	T016
T099	U001	U004	U008	U009
U099				

All 31 registered PSC codes. Titles at renegadecreative.com/government

POINT OF CONTACT

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renegadecreative.com/government