

# CAPABILITIES STATEMENT



Business Name: Great Big Graphics, LLC dba LOKA Creative, LLC  
Office Locations: Frisco, TX (Headquarters) & Albuquerque, NM  
Contact Person: Julie Rastetter, Founder/President  
Phone: 505-603-7190  
Email: julie@lokacreative.com  
Website: www.lokacreative.com

## COMPANY DATA

DUNS: 09-429-2437  
CAGE: 8WUJ7  
Tax ID: 20-5844564  
Date Est. (parent co.): 11/2006, VT  
Date Est. (LOKA): 2/2012, NM

INTEGRATIVE, STRATEGIC COMMUNICATIONS | Digital • Social • PR • Media • Print • Web

## COMPANY OVERVIEW

LOKA Creative is a marketing communications agency serving government, municipal, and nonprofit entities with deep expertise in integrative outreach tactics that reach diverse populations. Our team is tapped regularly to carry out public awareness and behavior change campaigns to minority audiences, including Native American, rural/frontier, and Hispanic/Latino groups. LOKA Creative is a strategic partner to public utility companies, state departments, municipalities, and organizations who are tasked with public policy initiatives, federal grant mandates, or legislative actions. Our team is comprised of experienced, dedicated professionals committed to delivering excellent customer service and results that help move projects and public sentiment forward.

## SERVICE AREAS

- Public Utilities
- Health & Human Services
- Behavioral Health Services
- Economic Development
- Tourism
- Municipalities & Tribal Entities

## DIFFERENTIATORS

- **Boutique Customer Service:** LOKA's account managers are trained in professional customer service approaches, and the founder sits on the board of the University of Houston C.T. Bauer College of Business's Customer Experience Program
- **Integrative Digital Approaches:** We blend traditional and digital media with public outreach and public relations techniques to create seamless campaigns that deliver data-driven results
- **Rapid Launches:** LOKA is nimble and able to onboard, plan, and execute campaigns without organizational delays

## PAST PERFORMANCE



## CORE CAPABILITIES

- PUBLIC RELATIONS
- PUBLIC EDUCATION/OUTREACH
- STAKEHOLDER ENGAGEMENT
- MESSAGE MAPPING
- CRISIS COMMUNICATIONS
- AUDIENCE DEVELOPMENT
- CONTENT CREATION
- COPYWRITING/EDITING
- GRAPHIC DESIGN
- SOCIAL MEDIA MARKETING
- MEDIA STRATEGY
- PAID MEDIA PLACEMENTS
- DIGITAL ADVERTISING
- WEBSITE DEVELOPMENT
- MARKETING AUTOMATION
- EMAIL MARKETING
- VIDEOGRAPHY
- PHOTOGRAPHY

## NAICS CODES

- **541800** - Advertising, Public Relations, and Related Services
- **541890** - Advertising Specialty Services
- **541430** - Graphic Design Services
- **541643** - Marketing Consulting Services

## CERTIFICATIONS

- Small Business
- Small Disadvantaged Business
- Women-Owned Enterprise

