

# CAPABILITY STATEMENT

# Wragg & Casas

STRATEGIC COMMUNICATIONS

Wragg & Casas creates winning strategies for our clients to achieve their communications goals.

Our senior staff delivers sophisticated results in strategic counseling, media relations, media training, reputation management, crisis communications, brand visibility, social media, community relations and public affairs. Our team includes bilingual and bicultural strategists, designers, and creators who are passionate about developing compelling content.

Hispanic & Female Owned and Operated



## CORE COMPETENCIES

- Strategic planning
- Content creation
- Media relations
- Community relations
- Issue and crisis management
- U.S. Hispanic market
- Creative services & corporate identity
- Social media & digital marketing
- Media training
- Website design & management



## DIFFERENTIATORS

From two strategically located offices, we serve clients and work with media throughout Florida.

We excel at communications for corporate and institutional clients and government agencies.

We have extensive experience in public outreach, environmental matters and regulatory approvals.

We devise strategies and carry out client communications during litigation.

## CODES

Public Relations	541820
Marketing	541613
Advertising	541810
Community Action	813319
Graphic Design	541430
Advertising Services	541890
Marketing Research	541910
Media Buying Agencies	541830
Translation Services	541930

**CAGE: 5ZWH5 DUNS: 809474018**

## CLIENT INDUSTRIES

- Aviation
- Banking & Finance
- Economic Development
- Education
- Energy & Utilities
- Environmental & Land use
- Healthcare
- Legal
- Real Estate & Development
- Transportation

**Miami:** 3191 Coral Way, Suite 607 Miami, FL 33145 | 305.372.1234  
**Orlando:** 37 N. Orange Ave., Suite 224, Orlando, FL 32801 | 407.244.3685

[www.wraggcasas.com](http://www.wraggcasas.com)

## KEY STAFF



**RAY CASAS, PRESIDENT**  
rcasas@wraggcasas.com

During his career, Ray Casas has managed communications services for multi-national companies, large real estate developers, banks, government agencies, attorneys and other professional firms and hospitals. Casas' areas of expertise include strategic planning, issues management and crisis counseling.



**JEANMARIE FERRARA, EVP**  
jferrara@wraggcasas.com

Currently, Ferrara works with a number of professional services clients as well as concentration on public affairs and community outreach.

Ferrara has been involved in creating communications strategies for local ballot initiatives involving land use and zoning, as well as event planning, multi-media presentations, media relations, social media and digital marketing.

## CERTIFICATIONS



## CONTACT US

**Miami**  
3191 Coral Way, Suite 607  
Miami, FL 33145  
305-372-1234

**Orlando**  
37 N. Orange Ave., Suite 224,  
Orlando, FL 32801  
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## MEETING YOUR BUSINESS NEEDS



### **MEDIA RELATIONS** *Get the Word Out*

Positive media relations is at the heart of many communications programs. Third-party credibility inherent in news coverage helps build your brand, gains public acceptance and good will, and boosts strategic objectives and sales. Regular, ongoing publicity refines your brand message and strengthens your positive image.



### **CONTENT DEVELOPMENT** *Create Your Message*

Every audience – every issue – requires a customized blend of intelligently crafted content. Whether for print and video news releases, whitepapers, websites, blogs, social media posts, business letters, speeches, newsletters or brochures, we will create content that suits your needs. As a one-stop shop, we will take your content to the next level.



### **CRISIS MANAGEMENT** *It's in the Delivery*

A carefully crafted reputation management program builds on your strengths, gets recognition for good deeds and creates a positive image. We help clients build their reputation and defend them when under attack by negativity.



### **SOCIAL MEDIA & DIGITAL MARKETING** *Work the Web*

There's no one-size-fits-all digital and social media strategy, but the goal is the same. **Attract. Engage. Convert.** Our social media strategies leverage both paid and earned media to maximize your visibility across all social channels relevant to your brand.



### **BRANDING** *Get the Look*

A memorable and positive first impression makes you stand out from the crowd. Our award-winning creative services team develops branding and identity packages, including logos, brochures, websites, advertisements, banners, displays, sales kits and promotional items.



### **COMMUNITY OUTREACH** *Be Engaged*

We identify goals and create plans for community involvement to maximize the impact of your resources, reach decision makers, and build allies and ambassadors for your agency's campaigns. We craft campaigns for charitable giving, corporate sponsorships, and participation in community activities and outreach.



### **LITIGATION COMMUNICATIONS** *Beyond the Courtroom*

In litigation communications the goal is to control the narrative. "No comment" won't get you very far in the court of public opinion. An experienced communications team that manages the media during high profile litigation helps your legal team stay focused on the trial and preserves your reputation.

"Moss Construction has had the privilege to work with Wragg & Casas for over ten years. Our relationship is built on a solid foundation of mutual respect and trust. Wragg & Casas is always proactive in meeting our business needs, approaching every situation with a positive attitude and pleasant demeanor. We are very pleased with the work we receive from their team and look forward to our continued relationship. Moss highly recommends Wragg & Casas. Their professionalism and quick response time will be an asset to anyone looking for a quality public relations firm."

**- Scott Moss, president Moss Construction**