

## Creativity Justified

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## Carrita Tanner-Cloud

President & CEO

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## Corporate Overview

Creativity Justified stands as a versatile advertising agency with multiple certifications, offering comprehensive services in advertising, marketing, branding, storytelling, experiential engagements, as well as technical and professional support. Our expertise extends across various sectors including healthcare, education, government, and corporate domains, catering to both private enterprises and public institutions.

With MBE, WBE, WOSB, and SLDBE certifications under our belt, Creativity Justified boasts over 8 years of hands-on involvement with major entities such as Ochsner Health, Louisiana Department of Health, Merck Pharmaceutical, Louisiana Association of Planning and Development Districts, and SRMSDC. Through this journey, we've cultivated a proficient, innovative, and perceptive team poised to breathe life into your marketing endeavors.

## What We Offer

### Advertising:

- Print Display
- Outdoor Advertising
- Supplier Diversity Marketing and Advertising
- DEI Marketing

### Public Relations:

- Community Outreach & Engagement
- Corporate Social Responsibility

### Media:

- Media Buying
- Media Planning

### Digital Marketing:

- Social Media
- Websites & Landing Pages
- Microsoft PowerPoint and Excel Enhancements

### Design:

- Graphic Design
- Wayfinding

### Content:

- Copywriting
- Storytelling

### Market Analysis:

- Market & Consumer Research
- Opportunity & Gap Analysis
- Customer Journey Mapping
- ROI Planning & Modeling

### Events & Activations:

- Event Marketing
- Activations
- Experiential Marketing

### Multimedia:

- Videography
- Photography

## NAICS Codes

- 541611:** Administration Management
- 541613:** Marketing Consulting Services
- 541810:** Advertising Agencies
- 541820:** PR Agencies
- 541830:** Media Buying Agencies
- 541840:** Media Representatives
- 541890:** Other Services Related to Advertising
- 541910:** Marketing Research
- 561920:** Convention and Tradeshow Organizers
- 541990:** Other Professional Services

## Corporate Snapshot

**Primary NAICS:** 541810  
**Cage Code:** 8MCT6  
**DUNS:** 080949060

## Recognitions

**Inc. 5000** **Forbes**

## Certifications

