

CAPABILITIES STATEMENT

At KQ Communications, the 2026 national Agency of the Year: Diverse-Owned by PRNews, we move messages that transform brands, strengthen reputations and influence actions.

Our work and impact are being recognized at the 2026 NMSDC conference, where KQ is highlighted as part of **P&G Community of Partners**.

Our layered, data-driven approach delivers meaningful, measurable results for the organizations and communities we serve.

- **REVENUES:**
  - Within the first eight weeks of a campaign, KQ drove 12,000 travelers to an airport website and sparked 1,000 flight searches.
  - KQ helped boost an HBCU's enrollment by 30% in one year, resulting in reaching a new high for the college.
- **REPUTATION:**
  - KQ helped to increase public trust in an election commission by over 20%, leading to three lawsuits against it, including one from its funding body, being dropped.
  - KQ helped a district superintendent maintain an 85% satisfaction rating while managing a racially divisive school district merger that affected over 140,000 students & families.

Since its founding in 2007, KQ has led strategic communications and integrated marketing efforts for school districts, international airports, public transportation systems, corporations and businesses, regional nonprofits, and colleges and universities.

VALUE PROPOSITION

- **Tech-Powered:** KQ uses new technology to work smarter and enhance communications and marketing performance.
- **Insight-Driven:** KQ promises that research, data and audience intelligence inform our strategies and decisions.
- **Cultural Intelligence:** At KQ, we understand the nuances of diverse audiences and translate strategy into authentic communications.

KEY CLIENTS AND PARTNERS

P&G · Memphis International Airport · Nike · Hershey's · CVG

CERTIFICATIONS

MBE Certified · certified WBENC Women's Business Enterprise · National Minority Supplier Development Council · Certified WBE Woman-Owned Business Enterprise

CORE COMPETENCIES

RESEARCH & AUDIENCE INTELLIGENCE
Qualitative, quantitative and market research that uncovers actionable insights and informs strategy.

REPUTATION & STRATEGIC COMMUNICATIONS
Certified expertise in proactive reputation management, strategic storytelling and brand positioning.

CREATIVE & CONTENT STRATEGY
Audience-driven, multichannel content with creative design and cultural intelligence.

AWARDS & RECOGNITION

Platinum Awards Winner 2026 · Ragan's PR Daily Awards 2022 Top 10 Boutique Firms · PR News Platinum PR Awards · PRSA · GD USA American Graphic Design Awards · Hermes Creative Awards 2023 Platinum Winner

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