

IMAGE MATTERS LLC · WOSB · ATLANTA, GA

DBA THE FAIRY BRANDMOTHER™

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CAGE: 1EXP4

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ENTERPRISE BRAND STRATEGY · AI-INTEGRATED COMMUNICATIONS · CULTURALLY COMPETENT DESIGN · ATLANTA, GA · EST. 2017

COMPANY OVERVIEW

Image Matters LLC is a Woman-Owned Small Business (WOSB) providing enterprise-grade brand strategy, multilingual digital platforms, and AI-integrated communications to federal agencies, prime contractors, and mission-driven organizations. We combine deep cultural intelligence with full in-house design and development capabilities — delivering creative work that communicates with authority, reaches underserved communities, and performs at the speed of federal timelines. Our core competency is translating complex agency objectives into high-impact, culturally competent communications for clients who cannot afford to be misunderstood.

CORE COMPETENCIES

- Brand strategy & multicultural communication
- AI voice/chat systems & web applications
- Public health outreach materials
- High-impact social media design
- Video, radio scriptwriting & voiceover production
- Website design & digital advertising
- Community-centered creative campaigns
- Systems integration & web hosting
- Research & development in social sciences

DIFFERENTIATORS

- Cultural intelligence for high-risk & underserved communities
- Proven public health & HIV-focused campaign experience
- Blends AI innovation with human-centered design
- Rapid creative turnaround at enterprise quality
- Trauma-informed, community-competent messaging
- Full in-house design + AI development — no subcontracting
- Multilingual content production capability
- Serving government-adjacent clients since 2017

NAICS CODES

541430
541511

541613
541810

541820
518210

541512
541720

BUSINESS TYPE

WOMAN-OWNED SMALL
BUSINESS (WOSB)

POINT OF CONTACT

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