

IMAGE MATTERS LLC · WOSB · ATLANTA, GA

DBA THE FAIRY BRANDMOTHER™

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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 university systems, 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

541820	541613
518210	541810
541512	541430
541720	541511

BUSINESS TYPE

WOMAN-OWNED SMALL
BUSINESS (WOSB)

POINT OF CONTACT

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