

Capability Narrative

Founded in 2005, BrandExtract is Clutch's #1 Houston brand consultancy (2021–2022), a two-time Inc. 5000 honoree, and recipient of 100+ industry awards. Clients include San Jacinto Museum & Battlefield, Marathon Petroleum, Houston Methodist, Stellar Bank, and Rice University.

With an in-house team of strategists, designers, and technologists, the firm delivers brand strategy, digital modernization, and integrated communications under one roof — eliminating subcontractor gaps and ensuring cohesive execution. Agency-of-record engagements average 5+ years, reflecting consistent delivery and trusted long-term partnerships.

SAM active. Positioned to support federal, state, and local agencies seeking a proven strategic communications and digital modernization partner.

Core Competencies

- Brand Strategy and Brand Architecture Development
- Integrated Marketing Campaign Development
- Public Sector Communications Strategy
- Stakeholder Engagement and Messaging Frameworks
- Digital Experience Strategy (UX/UI)
- Website Design and Development
- Content Strategy and Digital Communications
- WCAG Accessibility Conformance
- Custom Web Application Development
- Graphic Design and Visual Identity Systems
- Data Processing and Digital Platform Integration

Past Performance



San Jacinto Museum & Battlefield (2002-present)

Role: Prime Contractor
Contract Value: \$750,000 over the entire term
For 20+ years, we designed, built, and managed multi-generation web platform for major Texas public heritage institution.



S&B Engineers and Constructors (2022-present)

Role: Prime Contractor
Contract Value: \$600,000/year
Full rebrand for a national engineering and construction firm — identity system, go-to-market strategy, and website refresh.



Stellar Bank (2022-present)

Role: Prime Contractor
Contract Value: \$365,000
Post-merger digital transformation for a financial institution — unified web presence, fintech integration, and WCAG-conformant UX.



WillScot (2017-2024)

Role: Prime Contractor (Agency of Record)
Contract Value: \$800,000/year
Brand unification across 4 companies and 8+ acquisitions — investor messaging and award-winning digital platform.

Government Point of Contact

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Corporate Data

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NAICS and PSC Codes

- **541613 (Primary)** — Marketing Consulting Services
- **541511** — Custom Computer Programming Services
- **541430** — Graphic Design Services
- **518210** — Computing Infrastructure Providers, Data Processing & Web Hosting
- **R701** — Advertising Support
- **R708** — Public Relations Support
- **D302** — IT Systems Development
- **D303** — Data Processing
- **D307** — IT Strategy & Architecture
- **9905** — Signs, Advertising Displays & Identification

Differentiators

- **Clutch-Ranked #1 Houston Brand Consultancy (2021–2022)** — Independent third-party verification of market leadership among Houston-area brand and marketing firms.
- **Two-Time Inc. 5000 Honoree** — Recognized among America's fastest-growing private companies, reflecting sustained revenue growth and scalable operations.
- **100+ Industry Awards** — Recognized by the Web Marketing Association, American Advertising Awards, and other independent bodies for creative and digital excellence.
- **5+ Year Average Client Tenure** — Agency-of-record engagements averaging more than five years demonstrate consistent delivery and long-term trusted partnerships.
- **Fully Integrated In-House Team** — Strategy, creative, and technology capabilities delivered under one roof, eliminating subcontractor gaps and ensuring unified execution across every engagement.