

CAPABILITY STATEMENT | 2025

Marketing strategies to design a better world

Clear communication builds trust, drives action, and helps agencies meet their mission—especially when public perception, recruitment, or engagement is on the line. Ross Creative Works partners with public-sector teams to translate complex goals into strategic marketing, branding, and design that connects with the people who matter most – your constituents.



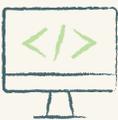
CAMPAIGNS & PUBLIC OUTREACH

Whether you're launching a new initiative or promoting a public service, we help you craft campaigns that are clear, compelling, and actionable. From messaging and visual identity to print, digital, and community-based tactics, we'll make sure your campaigns reach the right audiences—and resonate when they do.



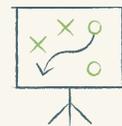
BRAND MODERNIZATION

Outdated brand assets can hinder public engagement and erode trust. We'll build you a modern brand system that works harmoniously across platforms. That means consistent brand colors, social media icons, consistent verbiage, and versions of your logo that are versatile enough for a billboard or website, and everything in between.



WEBSITE DEVELOPMENT

We create intuitive, accessible websites that help public agencies inform, engage, and serve their communities. If you're struggling with a ballooning, over-messaged site, we'll help you get refocused on the goals, strategies, and structures that best suit you and your stakeholders.



MARKETING STRATEGY

We help public-sector organizations get focused on the outcomes that matter most. Whether you're trying to increase awareness, drive participation, or improve internal communication, we'll guide you through a strategy that's grounded in clarity, aligned with your goals, and built to scale across channels. No fluff—just a smart, actionable roadmap.

Services



Marketing Strategy



Brand Identity



Website Design and Development



Graphic Design



Photography

- * *Connect your message with the people who need to hear it*
- * *Transform your website into a mission-driven communications hub*

- * *Bring clarity and credibility to your agency's visual identity*
- * *Build a plan that aligns with your mission—and actually works*

About Ross Creative Works

We're strategic thinkers, creative problem-solvers, and champions of clear communication. At Ross Creative Works, we help public agencies and mission-driven organizations simplify their message, strengthen their brand, and engage with the people they serve. We believe great design and smart strategy can support trust, improve access, and move communities forward—and we're proud to partner with those who do just that.

Differentiators

Good communication starts with a smart strategy and a collaborative partner. Here's what you can expect working with us:

We listen closely and ask the right questions in order to truly understand the challenges you are facing. Our process is grounded in strategy, built for efficiency, and designed to deliver results that resonate with the public, your stakeholders, and internal teams.

Many of our clients come to us with strong missions clouded by scattered messaging. We bring clarity to their story and build trust through thoughtful, well-executed campaigns. From kickoff to final rollout, we're in it with you—guiding each step and pushing past the conventional to reach something extraordinary.

Company Data

Catherine Ross

CEO & Founder

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Ross Creative Works

433 Douglas Ave

Naperville IL 60540

Year founded

2015

Awards

2024

National Agri-Marketing Association

- First Place National – *Internal Events category*
- First Place Regional – *Internal Events category*

2023

National Agri-Marketing Association

- First Place Regional – *Internal Events category*
- First Place Regional – *Company or Producer Funded Advertising Campaign directed to consumers*

2022

Chicago Association of Direct Marketing

TEMPO Awards

- First Place – *Non-Profit category*

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