



CAPABILITY STATEMENT

ABF Creative creates high-quality, award-winning podcasts that deliver impactful communication and training solutions tailored to our clients needs.

ABF Creative is a **Webby Award** and **ADWEEK Podcast Innovator of the Year** award-winning podcast production company specializing in creating engaging, impactful audio content. Our proprietary production framework and proven ability to connect with diverse audiences allow us to deliver immersive podcasts that support training, organizational development, and communication goals for federal agencies.

With a focus on customized podcast solutions, ABF Creative has expanded to provide services that enhance federal human capital and communication strategies, including training content development, multimedia storytelling, and employee engagement tools.

Core Capabilities

- **Customized Training Support:** Podcasts designed to engage learners, supplement training modules, and reinforce key learning objectives.
- **Organizational Storytelling:** Audio content that communicates organizational values, promotes leadership development, and highlights success stories.
- **Employee Engagement:** On-demand audio content designed to improve employee retention, enhance onboarding, and motivate teams.
- **Technical Services:** Pre-production/idea development, on-location and in-studio recording, sound design/editing, distribution, and media integration.

Success Stories

- **Prudential Financial:** Produced a live podcast in partnership with the GRAMMY Museum titled "Leaders Create Leaders," achieving over **250k targeted impressions** and enhancing employee financial literacy and engagement.
- **Audible / Amazon:** Developed podcasts with "Raising The Game" garnering **1M+ impressions**, demonstrating exceptional audience engagement and storytelling.
- **Unilever / Ben & Jerry's:** Created a podcast focused on inspiring topics that achieved **industry-leading engagement metrics** among key audiences.

COMPANY SNAPSHOT

ABF Creative Inc.

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Primary Industry (NAICS):

- 512110: Motion Picture and Video Production (including podcast production).
- Others: 541910, 519130, 541611

What Sets Us Apart

- **Proprietary Framework:** Our production framework ensures podcasts are optimized for training and communication impact.
- **Award-Winning Excellence:** Recognized by ADWEEK and Webby Awards for groundbreaking podcast innovation.
- **Audience Engagement Experts:** Skilled in creating content that resonates with a wide range of audiences, ensuring maximum reach and impact.
- **Comprehensive Solutions:** From concept development to distribution, we provide seamless podcast production tailored to federal needs.

ABF Creative is open to subcontracting or teaming with prime contractors. Our agility and expertise make us an ideal partner for large-scale projects requiring innovative multimedia solutions.