

STRAIGHTWAY MEDIA
CAPABILITIES STATEMENT

COMPANY OVERVIEW

StraightWay Media is a premier creative agency specializing in brand management, creative direction, and video production. Founded in 2021 by Taevon Bradley, we deliver purposeful storytelling through creative excellence, transforming client visions into impactful visual content.

NAICS Codes:

Primary - 512110 - Motion Picture and Video Production

Secondary - 541810 - Advertising Agencies

CORE COMPETENCIES

- Brand Management & Strategic Direction
- Professional Video Production
- Creative Conceptualization
- Social Media Marketing
- Content Development

TECHNICAL CAPABILITIES

Equipment & Systems:

- Professional Video: Canon, Sony, and Blackmagic systems
- Post-Production: Adobe Creative Suite
- Streamlined production workflow enabling 1-2 week turnaround times

SERVICES OFFERED

Brand Management:

- Brand Strategy Development
- Content Planning
- Social Media Management
- Partnership Development

Creative Production:

- Commercial & Advertising Content
- Documentary Production
- Podcast Production
- Professional Videography
- Headshot Photography
- Event Photography
- Audio Production
- Graphic Design

DIFFERENTIATORS

- Creative Partnership Approach: We don't just execute—we collaborate to enhance your vision
- Rapid Turnaround: 1-2 week delivery (vs. industry standard 3-5 weeks)
- Consistent Quality: Professional-grade equipment and standardized processes

- Full-Service Capability: End-to-end production from conceptualization to delivery
- Proven Track Record: 66% revenue growth (2023-2024)

PAST PERFORMANCE

- 42 successful projects completed in 2024 (68% increase from 2023)
- Client retention: Average 7-10 projects per return client annually

COMPANY DATA

Founded: 2021

Structure: Creative agency with contracted specialists

Leadership: Taevon Bradley, Founder & CEO

Website: www.straightwaymedia.com

Social Media: [@straightwaymedia](https://www.instagram.com/straightwaymedia)

MISSION

To transform client visions into impactful visual content through purposeful storytelling and creative excellence. We partner with missions to tell their stories.

VISION

To be the premier creative partner for businesses seeking innovative and high impact visual storytelling solutions.

CONTACT INFORMATION

Taevon Bradley

Founder & CEO

www.straightwaymedia.com

taevonb@straightwaymedia